

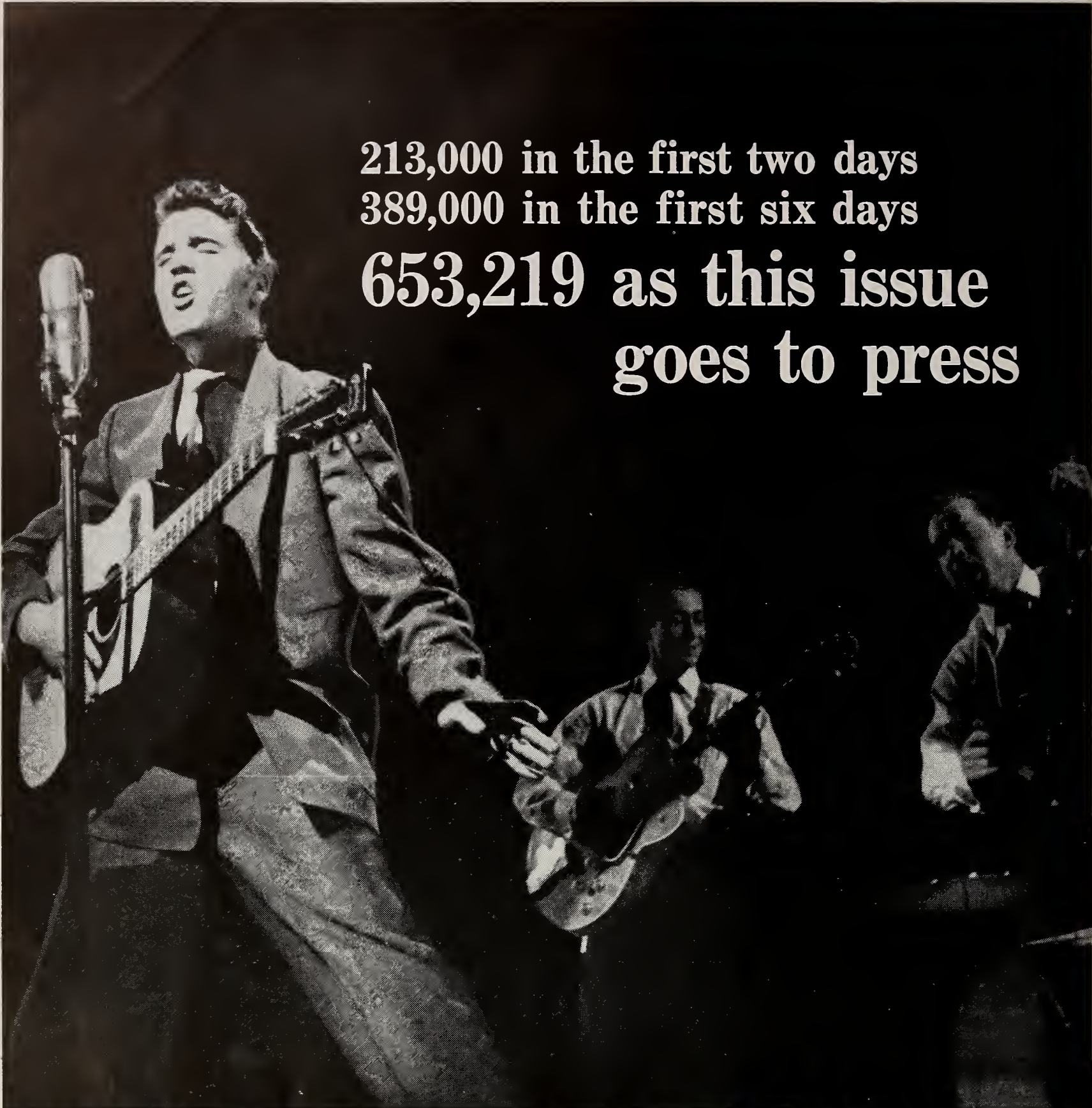
The Cash Box

VOLUME XVII—NUMBER 35

MAY 19, 1956



The Four Aces gather around the new AMI Model "G-200" phonograph which was introduced at AMI distributors last week. The new juke box, which permits 200 selections, is being offered in various colors to blend with the decor in which it is placed. The sound, too, seems to be winning approval as the Aces listen to their latest Decca release "To Love Again", the ballad from "The Eddy Duchin Story", which is backed with "Charlie Was A Boxer".



213,000 in the first two days
389,000 in the first six days
653,219 as this issue
goes to press

ELVIS PRESLEY

the fastest-breaking yet...

I Want You, I Need You, I Love You
My Baby Left Me 20/47-6540

the dealer's choice

RCA VICTOR





FOUNDED BY BILL GERSH

The Cash Box

Volume XVII—Number 35

May 19, 1956

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THE CASH BOX covers the entire music industry, ranging from retail record and music stores to disk jockeys, music publishers, recording artists, record manufacturers, music composers and arrangers, radio and TV stations, and all others allied to the music industry throughout the world.

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A New Concept Of The Music Business!

Disk jockeys today have to be conversant with all areas of the music field—pop, rhythm and blues, and country.

There was a time when a disk jockey could safely stick only to his own particular field and be pretty certain he would find the top records that his audience wanted to hear. But that situation has changed completely.

Today when a disk jockey reads *The Cash Box*, if he's a pop deejay, it's not enough that he read only the pop reviews, study the pop charts, peruse the pop news. The same goes for rhythm and blues and country jockeys. Smash hits can come from anywhere. You never know when an Elvis Presley or Carl Perkins will come out of the country field, or when a Teen Agers, Platters, Teen Queens or Fats Domino will come out of the R&B field.

It's no longer enough just to know your own field well. You must know the entire music business. Which makes every disk jockey's job a much more complicated one and a much more comprehensive one.

This need for expansion of one's knowledge of the music business moreover is not limited only to disk jockeys for it is obvious that juke box operators and retail dealers too must accept a new

concept of their business. Programming, as far as juke box operators is concerned, is now a much more difficult task, for to get the greatest return from a location it is necessary to study and experiment over a period of time to discover what relation of records from each field should go into that particular spot. The all-pop or all-R&B or all-country locations are growing fewer and fewer all the time.

Retailers too have been experiencing this drastic change in their business. Whereas only a little while ago, you could be pretty certain that if you were in a pop spot, kids would come in and ask for pop records or at most the cover records of a song from another field, today, for the most part, that doesn't hold true. Record fans in the current market know the records of all the fields and very often even if there are cover records, they want the original one.

What all this means is that more than ever, it is necessary to study every section of *The Cash Box* each week, not just one segment of it. For it's through *The Cash Box* that the first signs of a hit usually are spotted and it's through *The Cash Box* that you can keep up to the minute in every area of the music business.

A charming New Gal with a voice that will get **YOU!**

Kitty Nation

singing *The Ballad Hit...*



"HALF YOUR HEART"

b/w

"Goodie Bye-Bye Baby"

WING - 90059

THE NATION'S TOP TEN
 PLUS THE NEXT 25
JUKE BOX TUNES
 The Top Ten Tunes Netting Heaviest Play In The Nation's Juke Boxes, Compiled From Reports Submitted Weekly To The Cash Box By Leading Music Operators Throughout The Country

THE CASH BOX

CODE			
AA—Double A	CL—Cardinal	ES—Essex	JD—Jay Dee
AB—Abbott	CO—Columbia	EX—Excello	JU—Jubilee
AL—Aladdin	CR—Coral	FB—Fabor	JZ—Joale
AO—Apollo	CT—Cot	FE—Federal	KA—Kapp
AP—ABC—Paramount	CW—Crown	FI—Fiesta	KI—King
AR—Arcade	DA—Dana	4 Star—Four Star	LI—Liberty
AT—Atlantic	DE—Decca	GE—Gee	LO—London
BT—Bethlehem	DL—DeLuxe	GN—Golden	MD—Media
CA—Capitol	DO—Dot	GR—Groove	ME—Mercury
CD—Cadence	DT—Dootone	GJ—Good Time Jazz	MG—MGM
CH—Chess	DU—Duke	HE—Herald	MO—Modern
CK—Checker	EP—Epic	IM—Imperial	NG—Norgran
	ER—Era		OK—Okeh
			OL—Olympic
			PA—Parrot
			PE—Pencock
			PM—Prom
			PP—Peter Pan
			PR—Prestige
			RA—Rainbow
			RE—Regent
			RL—Real
			RM—Rama
			RP—RPM
			SA—Savoy
			SE—Secce
			SO—Sound
			SP—Specialty
			ST—Starlite
			SU—SUN
			TA—Tampa
			TI—Tico
			UN—United
			UQ—Unique
			VE—Verve
			VI—RCA Victor
			VJ—Vee-Jay
			VK—Vik
			WI—Wing

- | | | Pos. Last Week |
|-----------|--|----------------|
| 1 | HEARTBREAK HOTEL
ELVIS PRESLEY
MO-985 (45-985)—Cadets VI-20-6420 (47-6420)—Elvis Presley | 2 |
| 2 | HOT DIGGITY
PERRY COMO
VI-20-6427 (47-6427)—Perry Como | 1 |
| 3 | BLUE SUEDE SHOES
CARL PERKINS
CA-3373 (F-3373)—Bob Roubian
CO-21505 (4-21505)—Sid King & 5 Strings
DE-29980 (9-29980)—Roy Hall
DO-15456 (45-15456)—Jim Lowe
KI-4903 (45-4903)—Boyd Bennett
ME-70805 (70805 x 45)—Jerry Mercer
MG-12197 (K12197)—Sam Taylor
SU-234 (45-234)—Carl Perkins
VI-20-6450 (47-6450)—Pee Wee King | 4 |
| 4 | POOR PEOPLE OF PARIS
LES BAXTER ORCH.
CA-3336 (F-3336)—Les Baxter
CR-61592 (9-61592)—Lawrence Welk
DE-29835 (9-29835)—Russ Morgan
LO-1628 (45-1628)—Winifred Atwell
MG-12188 (K-12188)—Roger Roger
VI-20-6366 (47-6366)—Chet Atkins | 3 |
| 5 | THE MAGIC TOUCH
PLATTERS
ME-70819 (70819x45)—Platters | 6 |
| 6 | WHY DO FOOLS FALL IN LOVE
THE TEEN AGERS
DE-29832 (9-29832)—Gloria Mann
DO-15448 (45-15448)—Gale Storm
GE-1002 (45-1002)—The Teen Agers
ME-70790 (70790 x 45)—Diamonds | 5 |
| 7 | A TEAR FELL
TERESA BREWER
AT-1086 (45-1086)—Ivory Joe Hunter
CR-61590 (9-61590)—Teresa Brewer
VI-20-6482 (47-6482)—Anita Carter | 7 |
| 8 | MOONGLOW & PICNIC
MORRIS STOLOFF — GEORGE CATES
CR-61618 (9-61618)—George Cates DE-29888 (9-29888)—Morris Stoloff | |
| 9 | IVORY TOWER
CATHY CARR — OTIS WILLIAMS & CHARMS
CR-61617 (9-61617)—Four Hues
DL-6093 (45-6093)—Otis Williams & Charms
DO-15458 (45-15458)—Gale Storm
FR-734 (45-734)—Cathy Carr
RL-1310 (45-1310)—Lalo Guerrero | |
| 10 | ROCK ISLAND LINE
LONNIE DONEGAN
CA-3397 (F-3397)—Merrill Moore
CR-61613 (9-61613)—Don Cornell
DE-29883 (9-29883)—Bobby Darin
DO-1279 (45-1279)—Jimmy Work
EP-9161 (5-9161)—Jimmy Gavin
KI-4918 (45-4918)—Grandpa Jones
LI-55019 (45-55019)—Rod McKuen
LO-1650 (45-1650)—Lonnie Donegan
ME-70831 (70831x45)—Len Dresslar | 9 |

11) I'LL BE HOME. 12) LISBON ANTIGUA. 13) MAIN TITLE (MAN WITH THE GOLDEN ARM). 14) LONG TALL SALLY. 15) CAN YOU FIND IT IN YOUR HEART. 16) JUKE BOX BABY. 17) NO, NOT MUCH. 18) THE HAPPY WHISTLER. 19) STANDING ON THE CORNER. 20) R-O-C-K. 21) I WANT YOU TO BE MY GIRL. 22) EDDIE MY LOVE. 23) THEME FROM THREE PENNY OPERA. 24) TOO YOUNG TO GO STEADY. 25) ROCK AND ROLL WALTZ. 26) INNAMORATA. 27) THE GREAT PRE-TENDER. 28) THE WAYWARD WIND. 29) CHURCH BELLS MAY RING. 30) MR. WONDERFUL. 31) WALK HAND IN HAND. 32) MY LITTLE ANGEL. 33) I'M IN LOVE AGAIN. 34) MY BLUE HEAVEN. 35) WITHOUT YOU.

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*And Already a
Two Sided Smash —*



**"IN
SELF
DEFENSE"**

and

**"SHE
LOVES TO
ROCK"**

published by
PEER INT.
Gen. Prof. Mgr.: Murray Deutch

published by
PERA MUSIC CORP.
Prof. Mgr.: Irving Deutch



9698

RECORD REVIEWS

ⓐ DISK & SLEEPER	ⓐ GOOD
ⓑ EXCELLENT	ⓑ FAIR
ⓒ VERY GOOD	ⓒ MEDIOCRE

STEVE GIBSON & RED CAPS
with **DAMITA JO**
(ABC-Paramount 9702; 45-9702)

B+ "LOVE ME TENDERLY" (2:34)
[Lowell BMI—Ford] Steve Gibson, the Red Caps and Damita Jo make an exciting and impressive debut on the Paramount label with a hard-hitting commercial rock and roller that has the earmarks of a big record. Strong fish-beat item that could take off.

B "ROCK AND ROLL STOMP" (2:04) [Lowell BMI—Breedlove, White] The pace is upped on this half for the crew's high-flying, house-rocking delivery of a powerful stomper. Dave Patillo handles the "crazy" vocal lead on this half. Loaded with dynamite. Two good juke sides.

BOBBY SCOTT
(Verve 2077; 2077x45)

B "SHE'S FUNNY THAT WAY" (3:00) [Robbins ASCAP—Whiting, Moret] The Gene Krupa Quartet backs the "Chain Gang" man, Bobby Scott as he glides thru a throaty, sexy interpretation of a great oldie. Slow and moving side with a delightful jazz flavoring.

C+ "DANNY BOY" (3:04) [Boosey & Hawkes ASCAP—Weatherly] The versatile artist lends his unique voice to another great favorite on this portion and hands in another stylish deck.

HENRI RENE ORCH.
(RCA Victor 20-6528; 47-6528)

B "MARIA" [Robbins ASCAP—Herrman] An enchanting theme from the current b.o. smash "The Man In The Gray Flannel Suit", is beautifully portrayed by Henri Rene and the orch. Warm and tender piece of mood music. Lovely melody.

B "TAQUITO MILITAR" [M. Witmark ASCAP—Mores] A lively and illustrious latin-flavored instrumental novelty is refreshingly treated by Rene on this portion. Spright, pretty.

CATHY JOHNSON
(Columbia 40694; 4-40694)

B "LADDER OF LOVE" (2:17)
[Kahl BMI—Miller, Berger] A hard hitting fish-beat romancer is belted across in potent fashion by Cathy Johnson. Strong teenage item with big commercial possibilities.

C+ "I DON'T LOVE NOBODY BUT YOU" (2:11) [Maple Leaf BMI—Raye] A real rocker with a strong hand-clapping tempo is stylishly treated here. Ok deck.

MONCHITO & MAMBO ROYALS
(Fiesta 068; 45-068)

B+ "PAO PAO" (2:42) [Pemora BMI—Monchito] The "Pedro Pablo" man, Monchito, one of the top men in the latin dance field, comes up with another strong hit contender in this exciting cha cha item. Good vocal gimmicks teamed with a crazy dance beat. Tailor-made for all the lovers of this music. Should be a big seller.

C+ "YO ARRIBA" (2:28) [Pemora BMI—Monchito] Backing the cha cha is a hard hitting, free-swinging mambo full of zest. Twin-threat for boxes.

THE CASH BOX

DISK OF THE WEEK

"SWEET HEARTACHES" (2:11)
[George Pincus ASCAP—Kennedy, Simon]
"ON THE STREET WHERE YOU LIVE"
[Chappell ASCAP—Lerner, Loewe]
EDDIE FISHER
(RCA Victor 20-6529; 47-6529)



EDDIE FISHER

● Eddie Fisher's rich voice seems to lend itself perfectly to light and lively rhythm pieces as well as bal-

lads. And on his latest release he introduces a delightful new bouncer that should outshine and outsell his recent novelty smash "Dungaree Doll". It's a spright, refreshing cutie dubbed "Sweet Heartaches" and features a most contagious melody wed to a simple, appealing lyric. An extremely colorful contender that should skyrocket onto the charts. The coupling stars the more romantic Mr. Fisher offering a vivid rendition of the big hit tune from the B'way musical sensation "My Fair Lady". A dramatic performance of some class material. Top half looks like a big one.

"CIMARRON" (2:38)
[Southern ASCAP—Bond]
"SAN ANTONIO ROSE" (2:04)
[Bourne ASCAP—Willis]
LES PAUL & MARY FORD
(Capitol 3444; F-3444)



LES PAUL & MARY FORD

● The swinging Les Paul and Mary Ford are in rare form on their latest release as they fly

through a terrific new side that should prove to be their strongest seller in a long while. The number is a galloping tempo interpretation of a famous American folk song, "Cimarron". It's a very pretty affair, and, thru the use of multiple tracks, Mary offers some wonderful harmony as hubby Les hands in another amazing guitar backdrop. Charming platter. The great western favorite on the coupling, "San Antonio Rose", serves as an excellent showcase for Les' startling fleet fingering. A wonderful new styling of this beautiful oldie. Altho no lyrics are sung on this side, Mary's voice is evident in the background. Twin-threat.

"DON'T CRY" (2:35)
[Frank ASCAP—Loesser]
"TICKY TICKY TICK" (2:22)
[Bourne ASCAP—LeMarque, Merrill, Revil]
FRANKIE LAINE
(Columbia 40693; 4-40693)



FRANKIE LAINE

● The stirring voice of Frankie Laine has always been superb on dramatic ballads, both the romantic

and inspirational type. And on his latest release, he employs his distinctive tones to best advantage as he chants a heart-rending tune tagged "Don't Cry" from the new B'way musical hit "The Most Happy Fella". It's one of the most beautiful new tunes to have come from the pen of Frank Loesser, and Laine does a brilliant job with it. The melody and lyrics are just superb. The coupling is a complete change of pace—a lighthearted bouncer dubbed "Ticky Ticky Tick". The versatile star handles it in colorful style and ends up with a strong two-sider. Should appeal to kiddies too.

LALO GUERRERO
(Real 1310; 45-1310)

B "IVORY TOWER" (2:25) [Melrose ASCAP—Fulton, Steele] Comic Lalo "Pancho Lopez" Guerrero goes straight on this release, and comes through with a delightful reading of one of the nation's top ballads. Pretty waltzer. Chorus assists.

C+ "TO YOU, MY LOVE" (2:43)
[Leeds ASCAP—Lawrence, Gaste] Another pretty rendition of a currently popular ballad.

SY. MANN ORCH.
(Dot 15463; 45-15463)

B "CARIBE" (3:04) [Jimskip BMI—Clarke, Haymes] Sound effects of wind and rain serve as the introduction for this striking and extremely imaginative instrumental creation. Beautifully melodic and enchanting. Real big production effort that sounds like top grade background music from a film. Could make big noise. It has the gimmicks and the beauty.

D "POINT LOBOS" (3:26) [Jimskip BMI—Haymes] This beautiful piece is an instrumental portrait of a serene and romantic scene. You can almost picture yourself sitting on the bank of an ambling brook.

GORDON JENKINS ORCH.
(Decca 29879; 9-29879)

B "ANGEL'S LULLABY" (2:42)
[Zodiac Music—Finlay, Lehmann] From Gordon Jenkins' "Heartbeats" album comes this touching lullaby which he executes in a fragile, charming manner. Lovely item.

C+ "THROUGH THE NIGHT" (2:31)
[Zodiac Music—Naret, Velona] Another dreamy mood selection with a hauntingly beautiful melody. Simple piano work in the foreground makes this side inviting. Also extracted from the "Heartbeats" LP.

JOE SHERMAN ORCH. & CHORUS
(Kapp 149; K-149)

B+ "PORTUGUESE WASHAWASH WOMAN" (2:27)
[Remick ASCAP—Popp, Lucchesi] Joe Sherman's orch and chorus come thru with a fascinating arrangement of a clever new novelty that's starting to break out around the country. A spright and extremely attractive ditty. Chorus works without singing words. Happy ditty. This rendition should grab off a big chunk of the sales.

B+ "THE SONG FROM 'THE SEARCHERS'" (2:20) [M. Witmark ASCAP—Jones] Ed McCurdy is the featured voice on this exciting production arrangement; the title tune from a big new Warner western. Strong delivery.

TOMMY EDWARDS
(MGM 12248; K12248)

B "THERE MUST BE A WAY TO YOUR HEART" (2:41) [Irving Caesar ASCAP—Caesar, Spitalny] Tommy Edwards' tender tones come over beautifully on this touching sentimental love affair. Pretty romantic opus.

C+ "LOVE IS A CHILD" (2:32)
[Peter Maurice ASCAP—Tilche, Hilda, Martin] Another extremely fragile love song delivered with great feeling.

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a great Pop record by an already Legendary jazz performer

Sylvia Syms

orchestra conducted by JACK PLEIS

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A New World of Sound



DECCA records

RECORD REVIEWS

ⓐ DISK & SLEEPER	ⓐ GOOD
ⓑ EXCELLENT	ⓑ FAIR
ⓒ VERY GOOD	ⓒ MEDIOCRE

JOAN REGAN

(London 1663; 45-1663)

B "DON'T TAKE ME FOR GRANTED" (2:44) [LaSalle ASCAP—Borek, Cooper, Guion] Joan Regan's rich and crystal clear voice comes over excellently on this intimate, tearful, romantic selection. The British star has a voice with great warmth and character.

C+ "THE ROSE AND THE FLAME" (2:57) [Broadcast Music BMI—Jerome] Another fragile love song—this one set to a pretty, slow-waltz tempo.

LILLIAN BRIGGS

(Epic 9166; 5-9166)

B "THE GYPSY GOOFED" (2:55) [Roosevelt BMI—Singleton, McCoy] A cute rock and roll swinger is potently delivered by the swinging Miss Briggs. Solid arrangement.

C+ "TOO CLOSE FOR COMFORT" (2:31) [Laurel ASCAP—Bock, Holofcener, Weiss] Lillian leans into a sultry interpretation of a current noise making ballad from the B'way smash "Mr. Wonderful." A latin beat is the background for this delivery.

TEX RITTER

(Capitol 3430; F-3430)

B "THE SEARCHERS" (2:25) [M. Witmark ASCAP—Jones] The title tune from a forthcoming \$2 million Warner western is dramatically rendered by Tex Ritter and a chorus. Has that "High Noon" flavor. Could break out.

B "THE WAYWARD WIND" (2:43) [Warman BMI—Lebowsky, Newman] Tex' rich country voice comes over beautifully on this western flavored pretty that's hitting the big time. Should bite off a chunk of the sales melon.

GUY CHERNEY

(Mercury 70865; 70865x45)

B+ "THE PUPPETEER" (2:07) [Veronique ASCAP—Lee, Skylar] A lively and most refreshing novelty that should appeal to young and old alike, is invitingly bounced thru by Guy Cherney. Catchy ditty that has the makings of a clicker.

C+ "BELIEVE IN LOVE" (2:40) [Robbins ASCAP—Gietz, Webster] A soft and tender romantic opus smoothly projected in a straight and simple manner by the polished crooner.

JOHNNY BRANDON

(King 4922; 45-4922)

B "I DIDN'T KNOW" (2:40) [Mecca ASCAP—Brandon] Johnny Brandon gets a big choral assist as he belts out a powerful shuffle beat rock and roller with a solid dance beat. Commercial teenage fare that should do well in the jukes.

C+ "SHIM SHAM SHUFFLE" (2:20) [Mecca ASCAP—Lisbona, Fine] Another catchy swinger with a lively rhythm.

THE CASH BOX

SLEEPER OF THE WEEK

"LOST JOHN" (2:39) [Ludlow BMI—Donegan]

"STEWBALL" (2:07) [Hollis BMI—Donegan]

LONNIE DONEGAN

(Mercury 70872; 70872x45)

● Through an agreement with the Nixa label of London, the "Rock Island" man, Lonnie Donegan, makes his debut on the Mercury label with a terrific new folk flavored novelty that could follow in the footsteps of his current smash "Rock Island Line." It's a clever ditty titled "Lost John," that tells the story of an escaped convict called Long Gone Lost John. Lonnie and his Skiffle Group seem to be having loads of fun on this side, and the happy atmosphere should be enjoyed by the listener. Solid juke box item. In addition, the side has a rock and roll beat that the kids can dance to. The lower lid, "Stewball" is a lively country type bouncer about a race horse. Swinging side. Top half is the one for action.

"BLUE BOLERO" (2:32)

"MY GIRL AND HIS GIRL" (2:40)

[Stratton BMI—Alfred, Allen]

[Driftwood BMI—Wortham]

RICHARD HAYES

(ABC-Paramount 9706; 45-9706)

● Richard Hayes, just out of the Army, returns to the civilian ranks and introduces a powerful new coupling that could turn out to be the biggest platter of his career. On one deck, he lends his polished voice to a dramatic ballad dubbed "Blue Bolero." It's an exciting affair which he handles forcefully. Altho it bears a bolero title, it has a strong rock and roll beat that should attract the attention of the teenagers. Equally commercial is the crooner's emotional delivery of a top-drawer, fish-beat ballad "My Girl And His Girl." It's a sad tale about the familiar love triangle. And to complicate the triangle situation the other guy dating his girl, happens to be his best pal. Strong twosome for ABC.

WERNER MULLER ORCH.

(Decca 29873; 9-29873)

B "ALL MY LOVE" (3:09) [Mills ASCAP—Durand, Contet] From the Werner Muller "Holiday In Paris" album comes this beautiful romantic standard which he delivers so superbly. Exciting latin tempo arrangement. The sound is outstanding. Great mood stuff.

B "SIMONETTA" (2:24) [Irving Caesar ASCAP—Caesar] This novelty favorite is still one of the most delightful of the flighty instrumental ditties. And under the Muller baton, it's exceptionally inviting. Two good sides for instrumental programming.

RALPH MARGERIE ORCH.

(Mercury 70874; 70874x45)

B+ "JAMAICAN RHUMBA" (2:21) [Boosey & Hawkes ASCAP—Benjamin] Ralph Margerie and the band breeze through a delightful arrangement of an exciting latin standard. Rhumba, mambo and jump tempos are the various beats in which the tune is handled. Good dance deck. Solid band material.

B+ "LAST CALL" (2:29) [Webster BMI—Plas Johnson] The pace is completely altered on this half as the boys drive through a wild and thrilling arrangement of a hard driving blues item. Strong side that could break.

THE CASH BOX

BEST BETS

In the opinion of The Cash Box music staff, records listed below, in addition to the "Disk" and "Sleeper" Of The Week, are those most likely to achieve popularity.

- ★ "I USED TO YATE YA" } Guy Mitchell Columbia 40700; 4-40700
- ★ "CARRIAGE WITH 8 WHITE HORSES" }
- ★ "PORTUGUESE WASHERWOMAN" } Joe Sherman Kapp 149; 45-149
- ★ "THE SEARCHERS" }
- ★ "LET'S WRITE OUR OWN LOVE STORY" } Four Voices Columbia 40699; 4-40699
- ★ "LAST CALL" } Ralph Margerie Mercury 70874; 70874x45
- ★ "MY ONE AND ONLY LOVE" } Jimmy Hilliard O. Bally 1007; 45-1007
- ★ "BROADWAY TO BASIN STREET" } Blue Stars Mercury 70877; 70877x45
- ★ "THE KISSING DANCE" }

BOB SCOBEY'S FRISCO BAND

(Good Time Jazz 45096; 45-45096)

B "I WANT TO GO BACK TO MICHIGAN" (2:42) [Berlin ASCAP—Berlin] Clancy Hayes handles the vocal chores and Bob Scobey the instrumental duties on this colorful rag time revival of a great Irving Berlin oldie. Easy going up tempo. Smooth side that should get good air play.

C+ "MIDNIGHT 'CHOO-CHOO LEAVES FOR ALABAM" (2:49) [Berlin ASCAP—Berlin] Scobey and Clancy again team up to dish out another wonderful Berlin standard.

JIMMY HILLIARD AND HIS ORCH.

(Bally 1007; 45-1007)

B+ "MY ONE AND ONLY LOVE" (2:56) [Sherwin ASCAP—Mellin, Wood] Bally A & R topper Jimmy Hilliard heads the ork on this platter as it drifts thru a beautiful mood interpretation of a top notch standard. Lovely job that should have no trouble finding its way onto the turntables.

C+ "VERANO AMOR" (2:30) [Monitor ASCAP—Douglas] A lovely new melody is most pleasantly styled on this half. Pretty tango selection.

CONNIE FRANCIS

(MGM 12251; K12251)

B "FORGETTING" (2:26) [Song-Smiths ASCAP—Francis, Templeton] Connie Francis, one of MGM's most promising youngsters, comes over wonderfully on this delightful new sentimental romancer from the "Modern Romances" TV production, "Macbeth." Dramatic delivery of a good tune.

B "SEND FOR MY BABY" (2:24) [Milene ASCAP—Rose, Heath] A powerful bluesy piece with a strong beat is belted out on this portion by the versatile lass. Rockin' side.

DENISE LOR

(Liberty 55020; F55020)

B+ "THAT'S THE WAY THAT I FEEL" (2:25) [Jefferson ASCAP—Shapiro, Evans] Denise Lor makes her debut on the Liberty label singing an attractive rhythm ballad with an unusual melody and a refreshing arrangement. Off-beat romancer that should meet with the approval of jockeys who go for something different from the run-of-the-mill stuff. Pretty tune.

C+ "HURT ME" (2:25) [Fairway ASCAP—Greines, Freeman] A sentimental interpretation of a tearful love story.

JERRY MERCER

(Mercury 70849; 70849x45)

B "NO BABY NO" (2:18) [World ASCAP—Vance, Pockriss] A cute up-beat rock and roller is colorfully styled by Jerry Mercer and a chorus. Catchy delivery of a good novelty.

C+ "THE CAP WITH THE STRAP IN THE BACK" (2:10) [Bourne ASCAP—Silver, Alfred] Another clever little rhythm item inspired by the current ivy league cap rage. Cute teenage lyrics.

DOMESTIC SERVICE	
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DAY LETTER	
NIGHT LETTER	

WESTERN UNION TELEGRAM

1206 (4-55)

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ART TALMADGE-MERCURY RECORDS

35 EAST WACKER DR CHGO-

CONGRATULATIONS ON SIGNING OF LONNIE DONNEGAN
 THIS FELLOW DESTINED TO BE AMONG THE TOP STARS IN THE
 ENTERTAINMENT FIELD JUST AS HIS FIRST MERCURY RECORDING
 OF LOST JOHN IS DESTINED TO BE ON TOP ON ALL CHARTS IVE
 BEEN GIVING THE RECORD A GOOD EXPOSURE ON MY OWN SHOW
 AND THE REACTION HAS BEEN SENSATIONAL AGAIN ART I WANT TO
 SAY CONGRATULATIONS TO MERCURY FOR BEING AN ON THE BALL
 COMPANY-

ED BONNER KXOK ST LOUIS...

HIT!

HIT!

HIT!

HIT!

"LOST JOHN"

BY

LONNIE DONEGAN

MERCURY 70872

A NEW HIT BALLAD!



**LOLA
DEE**

"Born To Be With You"

AND

"HOT ROD HENRY"

MERCURY 70870

BIG BAND SMASH!



**RALPH
MARTERIE**

"Last Call"

AND

"Jamaican Rhumba"

MERCURY 70874

GOING HOT AND STRONG!

"Kiss Me Another"

AND

"Fool Of The Year"

GEORGIA GIBBS

70850

"Hot And Cold Runnin' Tears"

AND

"That's Not The Kind Of Love
I Want"

SARAH VAUGHAN

70846

"Honey Hair, Sugar Lips,
Eyes Of Blue"

AND

"Out Of The Picture"

CREW CUTS

70840

"The Church Bells May Ring"

AND

"Little Girl Of Mine"

THE DIAMONDS

70835

"She Loves Me, She Loves
Me Not"

AND

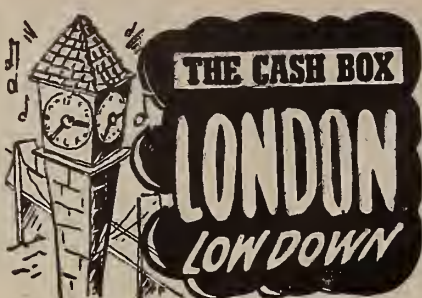
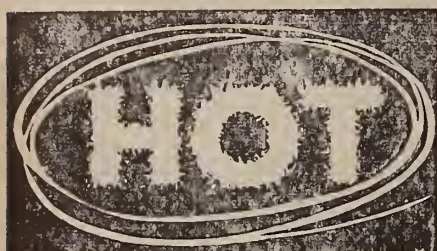
"The Big, Big Ladder"

NICK NOBLE

70851

CHICAGO 1, ILLINOIS





**LITTLE WILLIE JOHN
FEVER**
b/w
LETTER FROM MY DARLING
KING 4935

**OTIS WILLIAMS
and his CHARMS
IVORY TOWER**
DELUXE 6093
THAT'S YOUR MISTAKE
DELUXE 6091

**JAMES BROWN with the
FAMOUS FLAMES
PLEASE, PLEASE, PLEASE**
FEDERAL 12258

**MAC CURTIS
IF I HAD ME A WOMAN**
b/w
JUST SO YOU CALL ME
KING 4927

**EARL BOSTIC
BUGLE CALL RAG**
b/w
**I'LL STRING ALONG
WITH YOU**
KING 4905

**THE MIDNIGHTERS
OPEN UP THE BACK DOOR**
b/w
ROCK, GRANNY, ROLL
FEDERAL 12260

**MOON MULLICAN
ROCK AND ROLL
MR. BULLFROG**
b/w
I'M MAD WITH YOU
KING 4915

**EARL BOSTIC &
BILL DOGGETT
MEAN TO ME**
b/w
THE BO-DO ROCK
KING 4930

**JIMMY NOLEN
WIPE YOUR TEARS**
b/w
DON'T LEAVE ME NO MORE
FEDERAL 12262

**THE DRIVERS
SMOOTH, SLOW AND EASY**
b/w
WOMEN
DELUXE 6094



A great welcome awaited Louis Armstrong's appearance in this country for the first time for over twenty years. It's been touch and go for the past week whether Louis would appear but the "go" sign was given on Thursday and the 'All Stars' are here with Satchmo in a package show which includes Ella Logan and Peg-Leg Bates. The whole show is supported by the Vic Lewis Band. Will give you full details on the show next week.

The Carnegie Hall Health Concert triumphantly rounded off a most successful tour of Britain's No. 1 Band. Ted, due back on Monday, is said to be seriously considering returning to the States early next year, this time to head his own package show.

Lena Horne guested on Channel 9 this week in Val Parnell's "Star Time Show". And if ever an artist can electrify viewers she can. Lena could grace my screen every night for ever more.

Ronnie Hilton has made it with his waxing of "No Other Love" on H.M.V. It reached the No. 1 position within 4 weeks, and my guess is it will stay there for quite a while. . . . That "March Hare" tune really gets into one's hair. So D. J.'s., watch out for the London Record (due for release any minute now) featuring Will (Beer Barrel Polka) Glahe on the squeeze-box.

Eartha Kitt who opened at the Cafe de Paris nitery, will most certainly have her stay extended. She is playing to capacity business.

Billy May's recording of "Main Title" in the Best Sellers this week. Nice to welcome Billy among the toppers where he belongs.

Sorry to hear Lonnie Donegan was taken ill almost on the eve of his departure for the U.S.

Slim Whitman planed back to the States this week after a most successful tour in this country. . . . Congratulations to Lita Roza who will be saying "I do" this Saturday.

This Week's Best Selling Pop Singles (Courtesy "New Musical Express")

- 1) "No Other Love" Ronnie Hilton (HMV)
- 2) "Poor People Of Paris" Winifred Atwell (Eng. Decca)
- 3) "It's Almost Tomorrow" Dream Weavers (Brunswick)
- 4) "Rock And Roll Waltz" Kay Starr (HMV)
- 5) "Only You" Hilltoppers (London)
- 6) "A Tear Fell" Teresa Brewer (Vogue-Coral)
- 7) "My September Love" David Whitfield (Eng. Decca)
- 8) "Theme From 'Three Penny Opera'" Louis Armstrong (Phillips)
- 9) "Main Title" (Man With The Golden Arm) Billy May O. (Capitol)
- 10) "See You Later, Alligator" Bill Haley & Comets (Brunswick)

THE BLUE STARS
(Mercury 70877; 70877x45)

B+ "BROADWAY TO BASIN STREET" (3:08) [Admont ASCAP—Frisch, Wayne] The Blue Stars, who did such a big job with "Lullaby of Birdland," come thru with another hot rhythm item about a famous jazz site on this side. It's a potent swinger sung in English. Group has an exciting sound and could have another clicker in this one. Strong performance.

B+ "THE KISSING DANCE" (2:35) [Leo Feist ASCAP—Stillman, Michel, Barclay, LeGrand] This half is a most delightful latin flavored novelty delivered with both English and French lyrics. Colorful cutie with a melody easy to remember. Wonderful coupling. This half could also make the grade.

THE SOPHOMORES
(Dawn 216; 45-216)

C+ "EVERY NIGHT ABOUT THIS TIME" (2:35) [Warock ASCAP—Koehler, Monaco] The Sophomores, a talented group of newcomers with a commercial sound and technique, come over pleasantly on their debut disk as they chant a plaintive ballad. Touching affair.

B "COOL COOL BABY" (2:30) [Cherio BMI—Richards, Mullan] The versatile crew belts out a free-swinging, latin-tempo rocker on this deck. Smooth delivery tailor-made for the teenagers. Good dance stuff. This half stands a better chance of making it.

JO STAFFORD
(Columbia 40697; 4-40697)

B+ "BIG D" [Frank ASCAP—Loesser] Jo Stafford fleets through a wonderful bouncer from the new Frank Loesser B'way smash "The Most Happy Fella." Lively and refreshing swinger about the popular city of Dallas. Good novelty that should get plenty of air play.

C+ "WARM ALL OVER" [Frank ASCAP—Loesser] Another beautiful melody from the same musical, is rendered with great feeling and understanding by the gifted lark.

STEVE CLAYTON
(Jubilee 5242; 45-5242)

B "STRAIGHT FROM THE SHOULDER" (2:30) [M. Kellern ASCAP—Kellern, Silver] Steve Clayton comes thru with a strong side as he chants a tearful lament about the lover he is losing. Beautiful arrangement and delivery. Could make noise.

C+ "THE MAN WITH SEVEN LOVES" (2:53) [Jubilee ASCAP—Shelley, Whitman] A good bluesy ballad with an exciting rhythm tempo. Interesting piece of material.

BILLY ECKSTINE
(RCA Victor 20-6524; 47-6524)

B+ "THE TENNESSEE ROCK 'N' ROLL" (2:25) [Broadcast Music BMI—Reid, Coleman] Billy Eckstine falls into the rock and roll fold and belts out a wild and wooly jolter that oughta keep the boxes hopping. It's a solid thriller with a big sound.

B "CONDEMNED FOR LIFE" (2:26) [Shapiro, Bernstein ASCAP—Charlap, Hilliard] Hugo Winterhalter sets up another big backing for Billy's treatment of an amusing rocking novelty.

GUY MITCHELL
(Columbia 40700; 4-40700)

B+ "I USED TO YATE YA" (2:15) [Oxford ASCAP—Hoffman, Manning] Guy Mitchell comes up with a delightful change-of-pace pleaser that could develop into a top seller. It's a cute little bounce ditty describing the conversation between a little boy and a little girl. Clever novelty that should greatly appeal to the kiddies. Lyrics and delivery are excellent.

B+ "GIVE ME A CARRIAGE WITH EIGHT WHITE HORSES" [George Paxton ASCAP—Elton, Rotfeld] An imaginative romantic novelty set to a pleasant tango beat. Pretty melody wed to an interesting lyric. Good coupling. A refreshing new tune that could break.

THE FOUR VOICES
(Columbia 40699; 4-40699)

B+ "LET'S WRITE OUR OWN LOVE STORY" (2:15) [Jamison BMI—Weismantel, Schell] The Four Voices, follow-up their current hit "Lovely One," with a delightful, lighthearted happy ditty that the youngsters should thoroughly enjoy. It's a pleasant easy-going bouncer tailor-made for the warm weather. Could break big.

B "BIM BAM BABY" (2:27) [Case ASCAP—Mysels] The boys drive thru a real house rocker on this half. Potent swinger aimed specifically at the teenage market. Strong coupling.

RALPH FLANAGAN ORCH.
(RCA Victor 20-6525; 47-6525)

B "RADAR LOVE" (2:57) [Pilot ASCAP—Flanagan] Ralph Flanagan and the crew ride through a wild and gimmicked up rock and roll jumper that should keep the jukes jumping in the teenage spots. Terrific sound effects.

C+ "CRACKERJACK" (2:48) [Hill & Range BMI—Otis, Rockingham] A male voice handles the singing duties on this powerhouse jumper in the true rockin' tradition. Crazy arrangement.

FRANKIE CASTRO
(Mercury 70873; 70873x45)

B "TOO MUCH" [George Pincus ASCAP—David, Carr] The popular expression "too much" is employed by Frankie Castro on this side to describe the gal he's in love with. Cute rhythm deck.

C+ "GOODBYE, SO LONG, I'M GONE" [Harvard BMI—Clark] The pace is picked up on this portion as Frankie swings out with a good rock and roll jumper.

ESQUIVEL & ORCH.
(RCA Victor 20-6514; 47-6514)

C+ "TO LOVE AGAIN" (2:41) [Columbia Pics ASCAP—Washington, Stoloff, Sidney] The beautiful Chopin Nocturne hitting the charts under the above title, is invitingly fashioned by one of Mexico's leading maestros, Esquivel. Pretty orchestral arrangement.

B "PORT-AU-PRINCE" (2:37) [E. B. Marks BMI—Wayne] The crew does a fascinating job on this half as it fleets through an exciting merengue arrangement of a current noise making instrumental. Great teamwork.

GO KAPP!

America's No. 1 Popular Pianist... **Roger Williams**

HI-LILI HI-LO

and

MY DREAM SONATA

Kapp-144



"THE SEARCHERS"

and

PORTUGESE WASHERWOMEN

JOE SHERMAN

AND HIS ORCHESTRA AND CHORUS

Kapp-149



Looks Like a Big Hit... **Jane Morgan**

MIDNIGHT BLUES

and

LA RONDE

Kapp-148



The Original and Still the Best... **Denny Vaughan**

WALK HAND IN HAND

and

JUST SING A SONG

Kapp-143



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We are prepared to give you service
As fast as U. S. Mail and freight lines move.
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Shipments will be well-packed.
All pressings will be well-checked.

Abbott Sales Co. will be handling the sales of some
of the other independent hits at the same price soon.

NEW RELEASES

"No One To Blame But You"
"Cowboys Don't Cry"
THE DeCASTRO SISTERS
AB # 3019

"Hot Rod Is Her Name"
"Why Must I Wonder"
TOM TALL
FA # 132

"Stop The Clock Rock"
"Whose Little Pigeon Are You"
THE CREEL SISTERS
AB # 3015

"I Believe In My Lord"
"Down In The Valley Where
The Green Grass Grows"
WANDA GANN
FA # 131

"You've Turned Off The Music"
"Can't Get You Out Of My Mind"
LaFAWN PAUL
AB # 3023

"Junco Returns"
"What About Me"
LARRY EVANS
FA # 4009

"Whirlwind"
"Where Were You"
GINNY WRIGHT
FA # 133

"The Birds And The Bees"
"It Makes Me So Mad"
DUSTY ROSE
FA # 120

INSTRUMENTAL

"Whose Little Pigeon Are You"
"Stop The Clock Rock"
FABOR ROBISON and
His String Music Band
FA # 4010

"Tennessee Walkin' Horse"
"Waltzing Willie"
THE SUNSETTERS
AB # 3017

STILL GOING STRONG

"Too Late Now"
"Give Me Time"
THE DeCASTRO SISTERS
AB # 3011

"I Do Whatta Do"
"I Got Somebody To Love"
THE CREEL SISTERS
AB # 3015

"If I'd Only Known"
"Shameless Kissin'"
JUDY KILEEN
AB # 3018

Next Year's Big Christmas Hit!
"Snowbound For Christmas"
THE DeCASTRO SISTERS
AB # 3012



ALL ABOUT DISK JOCKEYS

THE TEN RECORDS DISK JOCKEYS PLAYED MOST THIS WEEK

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

- | | |
|-----------------------------------|--|
| 1. MOONGLOW & THEME FROM PICNIC | { Morris Stoloff (Decca)
George Cates (Coral) |
| 2. HEARTBREAK HOTEL | Elvis Presley (RCA Victor) |
| 3. IVORY TOWER | { Cathy Carr (Fraternity)
Otis Williams & Charms (DeLuxe)
Gale Storm (Dot) |
| 4. HOT DIGGITY | Perry Como (RCA Victor) |
| 5. STANDING ON THE CORNER | Four Lads (Columbia) |
| 6. POOR PEOPLE OF PARIS | Les Baxter (Capitol) |
| 7. THE WAYWARD WIND | Gogi Grant (Era) |
| 8. THE HAPPY WHISTLER | Don Robertson (Capitol) |
| 9. THE MAGIC TOUCH | Platters (Mercury) |
| 10. CAN YOU FIND IT IN YOUR HEART | Tony Bennett (Columbia) |
- 11) BLUE SUEDE SHOES. 12) ROCK ISLAND LINE. 13) MAIN TITLE (MAN WITH THE GOLDEN ARM). 14) WALK HAND IN HAND. 15) GRADUATION DAY. 16) A TEAR FELL. 17) MY LITTLE ANGEL. 18) LONG TALL SALLY. 19) TOO YOUNG TO GO STEADY. 20) ON THE STREET WHERE YOU LIVE. 21) I COULD HAVE DANCED ALL NIGHT. 22) WHY DO FOOLS FALL IN LOVE. 23) MR. WONDERFUL. 24) I'M IN LOVE AGAIN. 25) PICNIC. 26) I WANT YOU TO BE MY BABY. 27) CHURCH BELLS MAY RING. 28) NO, NOT MUCH. 29) LISBON ANTIGUA. 30) TO LOVE AGAIN. 31) WITHOUT YOU. 32) PORT-AU-PRINCE. 33) I'LL BE HOME.

Vital Statistics—Bob McGonagle has left WFUN-Huntsville, Ala. and now has six hours nightly on WWRL-Woodside, N.Y. . . . Len Ross back at KTOO-Las Vegas, Nev. . . . Mitch Reed now spinning for WAVZ-New Haven, Conn., starting Monday May 7th, 12 midnite to 6 am daily. . . . Rex Munger has been appointed program director of KRUX-Phoenix, effective May 1. Munger was formerly program director at WPAL-Appleton, Wisc. . . . Bob E. Lloyd now at WHEC-Rochester, N. Y.

Jim Shearon (CKJL-St. Jerome, Canada) says thanks to The Cash Box's Dee-Jay Regional Record Report which he has been using for programming. It has aroused a great deal of listener interest by this new nightly feature. Jim would like to hear from other platter spinners who are interested in a weekly interchange of taped regional reports that would include the identification of the out of town jock and the introduction of his selection by the dee-jay.



JOHN ADEMY
(WCAO—Baltimore, Md.)

Pic of the week—John Ademy (WCAO-Baltimore, Md.) soon to celebrate his first anniversary at the helm of his "600 Serenade". . . . Barney Keep (KEX-Portland, Ore.) did such a great job on the sale of Easter Seals he found himself Portland's mayor for one day. Russ Conrad, also a deejay at KEX, was Keep's campaign manager. . . . Jack Rowzie (WWDC-Washington, D.C.) latest to take up the record-hop idea. . . . Frosty Mitchell (KWVL-Waterloo and Cedar Falls, Iowa) reports that he has had a Bill Haley record on his top ten for the past 34 weeks. . . . Walt Hofer, public relations, opened his law office at 1733 Broadway, N.Y. . . . David Dreis had an embarrassing experience last week. He drove his car through a plate glass window—the window of the Driver's License Bureau. Dave swears it was no publicity stunt. . . . Recent visitors on Don Bell's Disk Jockey Dance (KRNT-TV-Des Moines) were Eddy Howard and Jimmy Palmer. . . . Pat Chamburs (WFLA-Tampa, Fla.) writing a column for the Tampa Morning Tribune. . . . Al Radka (KFRE-Fresno, Calif.) making his TV debut in June with a live guest star, record spinning format. . . . WTTM-Trenton, N.J. having an open house on Thursday, May 24 at their new home. . . . WGUY-Bangor, Maine, deejays Neil Mack, Ken Manley and Nick Bell handled the m.c. chores at a "Queen of the Teens" record hop at which Miss Evelyn Ingalls, after a seven week series of eliminations, was crowned "queen". . . . Ray Perkins (KIMN-Denver, Colo.) received an award from the American Heart Association for his services on the national disk jockey committee.



KEN ALBRIDGE
(KHMO—Hannibal, Mo.)

Ken Albridge (KHMO-Hannibal, Mo.) having some mighty exciting things happen to him. On April 6 his third child, James Alfred, was born. Then his show was granted an additional 45 minutes daily, and his mail pull has grown in excess of 1,200 letters and cards a week. Ken says he programs mainly from The Cash Box with the highest approval of his audience.

WING IS SWINGING!

IT STARTED IN THE SOUTH!

"Tell Me Why"

AND

"As Long As I Love"

WING 90069

MARIE KNIGHT

"Dealer Of Dreams"

AND

"Peace Of Mind"

WING 90076

THE PENGUINS

BUDDY JOHNSON

"BUDDY'S BOOGIE"

AND "I'LL DEARLY LOVE YOU" WING 90075



"Giddiap Ding Dong"

WING 90066

FREDDIE BELL

AND THE BELL BOYS

Featured In The Columbia Picture "Rock Around The Clock"

TENOR SAX SENSATION!

"Titanic"

AND

"Sil's Groove"

WING 90075

SIL AUSTIN



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THE CASH BOX



HUDSON-ROSS
Chicago, Ill.

1. Heartbreak Hotel (Presley)
2. Wayward Wind (Gogi Grant)
3. Moonglow & Picnic (Cates)
4. Hot Diggity (Perry Como)
5. Main Title (R. Maltby)
6. Blue Suede Shoes (Perkins)
7. Standing On The Corner (Four Lads)
8. Rock Island Line (Donegan)
9. I've Grown Accustomed To Your Face (R. Cleoney)
10. Church Bells May Ring (Diamonds)

WALLICHS MUSIC CITY
Hollywood, Calif.

1. Moonglow & Picnic (Cates)
2. Main Title (E. Bernstein)
3. Heartbreak Hotel (Presley)
4. Poor People Of Paris (Baxter)
5. Blue Suede Shoes (Perkins)
6. Juke Box Baby (Perry Como)
7. Magic Touch (Platters)
8. Why Do Fools Fall In Love (Teen Agers)
9. My Blue Heaven (Domino)
10. No, Not Much (Four Lads)

GAIETY MUSIC SHOP
New York, N. Y.

1. Poor People Of Paris (Baxter)
2. Hot Diggity (Perry Como)
3. Heartbreak Hotel (Presley)
4. Why Do Fools Fall In Love (Teen Agers)
5. Blue Suede Shoes (Perkins)
6. Lisbon Antigua (N. Riddle)
7. Main Title (E. Bernstein)
8. No, Not Much (Four Lads)
9. A Tear Fell (Teresa Brewer)
10. Mr. Wonderful (S. Vaughan)

BILL'S T RECORD SHOP
Tulsa, Okla.

1. Heartbreak Hotel (Presley)
2. Blue Suede Shoes (Perkins)
3. Long Tall Sally (Pat Boone)
4. Magic Touch (Platters)
5. Ivory Tower (Gale Storm)
6. Lovely One (Four Voices)
7. Moonglow & Picnic (Stoloff)
8. Wild Cherry (Don Cherry)
9. Church Bells May Ring (Diamonds)
10. Can You Find It In Your Heart (Tony Bennett)

MUSIC SALES CORP.
Augusta, Ga.

1. Heartbreak Hotel (Presley)
2. Blue Suede Shoes (Perkins)
3. Long Tall Sally (Richard)
4. I'm In Love Again (Domino)
5. Magic Touch (Platters)
6. Why Do Fools Fall In Love (Teen Agers)
7. I'll Be Home (Pat Boone)
8. Ivory Tower (Carr/Storm)
9. Hot Diggity (Perry Como)
10. Slippin' And Slidin' (Little Richard)

THE RECORD SHOP
Hartford, Conn.

1. Main Title (Dick Jacobs)
2. Heartbreak Hotel (Presley)
3. Lisbon Antigua (N. Riddle)
4. 3 Penny Opera (Hyman)
5. Little Girl Of Mine (Cletones)
6. Blue Suede Shoes (Perkins)
7. Moonglow & Picnic (Stoloff)
8. Juke Box Baby (P. Como)
9. I'll Be Home (Pat Boone)
10. Can You Find It In Your Heart (Tony Bennett)

YOUNKERS
Des Moines, Iowa

1. Heartbreak Hotel (Presley)
2. Why Do Fools Fall In Love (Teen Agers)
3. Blue Suede Shoes (Perkins)
4. Hot Diggity (Perry Como)
5. Main Title (R. Maltby)
6. 3 Penny Opera (D. Hyman)
7. Mr. Wonderful (S. Vaughan)
8. Poor People Of Paris (Baxter)
9. Lisbon Antigua (N. Riddle)
10. I'll Be Home (Pat Boone)

MUSIC SALES—TIEDTKES
Toledo, Ohio

1. Heartbreak Hotel (Presley)
2. Blue Suede Shoes (Perkins)
3. I'll Be Home (Pat Boone)
4. Ivory Tower (Cathy Carr)
5. Poor People Of Paris (Baxter)
6. Why Do Fools Fall In Love (Teen Agers)
7. A Tear Fell (Teresa Brewer)
8. Picnic (George Duning)
9. Happy Whistler (Robertson)
10. My Little Angel (Four Lads)

KATZ DRUG CO.
Kansas City, Mo.

1. Moonglow & Picnic (Stoloff)
2. Heartbreak Hotel (Presley)
3. Magic Touch (Platters)
4. I'm In Love Again (Domino)
5. Ivory Tower (Cathy Carr)
6. Wayward Wind (G. Grant)
7. Wild Cherry (Don Cherry)
8. Long Tall Sally (Richard)
9. Blue Suede Shoes (Perkins)
10. I Want You, I Need You (Elvis Presley)

W. C. STRIPLING CO.
Ft. Worth, Texas

1. Heartbreak Hotel (Presley)
2. Moonglow & Picnic (Stoloff)
3. My Blue Heaven (Domino)
4. Long Tall Sally (Richard)
5. Ivory Tower (Platters)
6. Poor People Of Paris (Baxter)
7. Magic Touch (Platters)
8. Saints Rock And Roll (Haley)
9. Hot Diggity (Perry Como)
10. I Was The One (Presley)

VAN CURLER MUSIC
Albany, N. Y.

1. Heartbreak Hotel (Presley)
2. Mr. Wonderful (Peggy Lee)
3. Moonglow & Picnic (Stoloff)
4. Hot Diggity (Perry Como)
5. Magic Touch (Platters)
6. Ivory Tower (Cathy Carr)
7. Blue Suede Shoes (Perkins)
8. Poor People Of Paris (Baxter)
9. Main Title (E. Bernstein)
10. Wayward Wind (G. Grant)

DEIBEL'S RECORD SHOP
St. Louis, Mo.

1. Moonglow & Picnic (Cates)
2. Wayward Wind (G. Grant)
3. Happy Whistler (Robertson)
4. Cherry Lips (Four Coins)
5. Main Title (R. Maltby)
6. Delilah Jones (McGuire)
7. Hot Diggity (Perry Como)
8. Ivory Tower (Cathy Carr)
9. Te Amo (Mulcays)
10. I Woke Up Crying (James)

FOX MUSIC CO.
Charleston, S. C.

1. Long Tall Sally (Richard)
2. Please, Please (James Brown)
3. Heartbreak Hotel (Presley)
4. I'm In Love Again (Domino)
5. Blue Suede Shoes (Perkins)
6. Down In My Own Tears (Ray Charles)
7. Wayward Wind (G. Grant)
8. Treasure Of Love (Clyde McPhatter)
9. Baby, Let's Play House (Elvis Presley)
10. Hot Diggity (Perry Como)

SUPER MUSIC INC.
Baltimore, Md.

1. Heartbreak Hotel (Presley)
2. Blue Suede Shoes (Perkins)
3. Ivory Tower (Otis Williams)
4. Can You Find It In Your Heart (Tony Bennett)
5. Moonglow & Picnic (Stoloff/Cates)
6. Why Do Fools Fall In Love (Teen Agers)
7. Long Tall Sally/Slippin' And Slidin' (Little Richard)
8. Winner Take All/Magic Touch (Platters)
9. My Little Angel (Four Lads)
10. I Woke Up Crying (James)

LYRIC NEWS & RECORD SHOP
Indianapolis, Ind.

1. I Want You To Be My Girl (Teen Agers)
2. Hot Diggity (Perry Como)
3. Picnic (McGuire)
4. Heartbreak Hotel (Presley)
5. Blue Suede Shoes (Perkins)
6. Why Do Fools Fall In Love (Teen Agers)
7. Magic Touch (Platters)
8. Lisbon Antigua (N. Riddle)
9. Happy Whistler (Robertson)
10. Main Title (E. Bernstein)

ARCHIE BLEYER'S RECORD CENTER
Hempstead, L. I., N. Y.

1. Moonglow & Picnic (Stoloff)
2. Poor People Of Paris (Baxter)
3. Heartbreak Hotel (Presley)
4. Hot Diggity (Perry Como)
5. Main Title (E. Bernstein)
6. Magic Touch (Platters)
7. Blue Suede Shoes (Perkins)
8. Rock Island Line (Donegan)
9. Infatuation (R. Carosone)
10. Ivory Tower (Otis Williams)

SPRUCE RECORD SHOP
Scranton, Pa.

1. Ivory Tower (Cathy Carr)
2. Moonglow & Picnic (Stoloff)
3. My Little Angel (Four Lads)
4. My Blue Heaven (Domino)
5. Heartbreak Hotel (Presley)
6. Hot Diggity (P. Como)
7. Magic Touch (Platters)
8. Can You Find It In Your Heart (Tony Bennett)
9. Blue Suede Shoes (Perkins)
10. Main Title (E. Bernstein)

MOSES MELODY SHOP
Little Rock, Ark.

1. Long Tall Sally (Richard)
2. I'm In Love Again (Domino)
3. Ivory Tower (Otis Williams)
4. Magic Touch (Platters)
5. Picnic (George Duning)
6. Poor People Of Paris (Baxter)
7. Cherry Lips (Robins)
8. Juke Box Baby (P. Como)
9. Blue Suede Shoes (Perkins)
10. I Was The One (Presley)

JORDAN MARSH CO.
Boston, Mass.

1. Poor People Of Paris (Baxter)
2. Lisbon Antigua (N. Riddle)
3. Moonglow & Picnic (Stoloff)
4. 3 Penny Opera (B. Vaughn)
5. Standing On The Corner (Four Lads)
6. Hot Diggity (Perry Como)
7. Heartbreak Hotel (Presley)
8. Can You Find It In Your Heart (Tony Bennett)
9. Eloise (Kay Thompson)
10. Magic Touch (Platters)

LIL' PAL RECORD STORE
Houston, Texas

1. Ivory Tower (Otis Williams)
2. I'm In Love Again (Domino)
3. Heartbreak Hotel (Presley)
4. Wayward Wind (G. Grant)
5. Moonglow & Picnic (Stoloff)
6. Breakdown And Love Me (Classmates)
7. Magic Touch (Platters)
8. Can You Find It In Your Heart (Tony Bennett)
9. Happy Whistler (Robertson)
10. Long Tall Sally (Richard)

MARTHA JANE'S MELODY LANE
New Orleans, La.

1. Heartbreak Hotel (Presley)
2. Lovely One (Four Voices)
3. Ivory Tower (Otis Williams)
4. I'm In Love Again (Domino)
5. Standing On The Corner (Four Lads)
6. Moonglow & Picnic (Stoloff)
7. Can You Find It In Your Heart (Tony Bennett)
8. Magic Touch (Platters)
9. Hot Diggity (Perry Como)
10. Happy Whistler (Robertson)

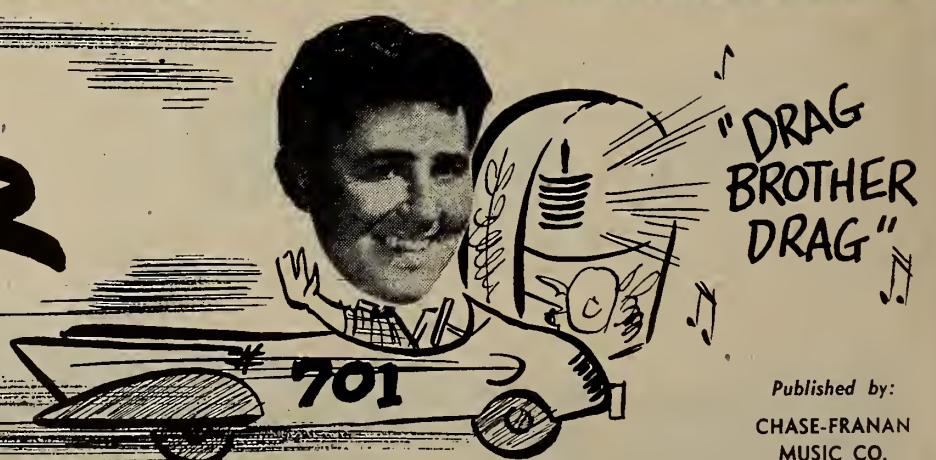
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Frank Music And WCBS - Radio Conduct "Most Happy Fella" Contest

NEW YORK—With the realization that tickets for a smash Broadway show are always at a premium, Frank Music Corp. and WCBS-Radio have effected a unique promotion program for Frank Loesser's hit musical, "The Most Happy Fella."

Starting Monday, April 30th, WCBS-Radio inaugurated a "Most Happy Fella" contest. Details are as follows:

1. Listeners are asked to write a short note of 100 words or less on each WCBS-Radio personality they consider the "Most Happy Fella" on the station.
2. The contest runs for approximately four weeks with options.
3. All announcements are carried within every local WCBS parti-

cipating show, and are used many times during the week.

4. The promotion announcements, carried within the local participation shows, open with a few bars of the recording of the song, "The Most Happy Fella." Art Hannes, announcer for the Ed Sullivan Show, has recorded the electrical transcription promotion announcements.

The three top winners each week will receive two 5th row center orchestra tickets to the Broadway musical, "The Most Happy Fella." Ten additional winners will receive the Columbia LP record album of the musical score.

5. Prizes for winners of the contest will be as follows:

6. WCBS-Radio will also run "station-break" identification announcements during each week following local participation shows with the tag: "WCBS-Radio, New York's Most Happy Station."

7. Entries for the contest must be postmarked by 12 midnight, Saturday, for the particular week's contest. Mail will be addressed as follows:

"Most Happy Station"
WCBS-Radio
485 Madison Avenue
New York 22, New York

THE ORIGINAL!!!

"ROCK ISLAND LINE"

by LONNIE DONEGAN and his Skiffle Group

1650

LONDON

NEWS that's UP-TO-THE-MINUTE REVIEWS of the LATEST RECORDS CHARTS compiled EVERY WEEK ADS from LEADING RECORD FIRMS, ARTISTS and PUBLISHERS Every Week In

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FIRM NAME

ADDRESS

CITY ZONE STATE

Individual's Name



NEW YORK:

Buddy Friedlander has been named Bobby Shad's assistant at Mercury. He will handle production and promotion of records after Shad makes them. . . . Arnold Myers has taken over Friedlander's former duties. . . . Jo Ann Tolley will headline at the Steel Pier in Atlantic City June 15 and at the Chez Paree in Montreal July 10. . . . The Four Lads were a hit at the Thunderbird, their first appearance at the desert resort. . . . Walter Hofer has located his office at 1733 Broadway. . . . Al Hibbler was chosen by the students of Columbia University to reign as king of their annual spring carnival May 12. . . . Guy Lombardo has sold his speedboat, "Tempo VII", to oil man Burnett G. Bartley of Pittsburgh. . . . The Johnny Hamlin Quintet has been signed by RCA Victor. . . . Buddy Records has set a heavy promotion on the new release "You're My Wonderful One" backed with "Forgive And Forget" by singer Paul Masarra. . . . Annette Warren a smash in her debut at the RSVP. . . . Following a three-week New York vacation, Gene Krupa and his trio will resume operations May 29th at the Ridgecrest Inn in Rochester, N.Y. . . . Mary Burton headlines at the Golden Slipper in Glen Cove, Long Island beginning May 22. . . . Irving



JO ANN TOLLEY

Waugh, commercial manager of Station WSM and WSM-TV in Nashville, Tennessee and WSM's program director Jack Stapp are in N.Y. to make arrangements for the Radio and Television Executive Society luncheon on May 21 at the Hotel Roosevelt. Governor Frank Clement of Tennessee will speak and the stars of Grand Ole Opry will entertain. . . . Dave Cavanaugh will spend a month in New York handling a number of recording dates before returning to The Capitol Tower. . . . Howard Sinnott named VP of GAC. . . . Sorry to hear that Ann Reisman is ill. . . . Promoter Mike Stanzler of Rhodes on the Pawtuxet ballroom in Rhode Island hired a helicopter to cover a 50-mile area announcing the McGuire Sisters' date there on May 19.

CHICAGO:

The Rover Boys, Am-Par's newest artists, here for promotion on their latest dishing "Graduation Day" . . . Gloria Wood making the deejay circuits with "Honey Bee" on the new Diamond label. Gloria was formerly featured with the Les Baxter chorus. . . . Johnny Desmond returns to familiar surroundings to take over for vacationing Dick Noel on the Breakfast Club. Johnny held this singing spot for five years. . . . Josh Brady pleased with the two new thrushes on his morning shows. The gals are Jan Park and Connie Mitchell, who also serenaded at the Sherman. . . . Miyoshi Umeki took over for Betty Johnson while Betty visited with kin in North Carolina. Myoshi reportedly doing well with Mercury dishing, "Why Talk". . . . Buddy Moreno leaves his deejay post at WJJD for the road. Buddy and his ork skedded for a month stay at the Chase Hotel in St. Louis. . . . Many regret the absence of jazz on Danny Sorokin's all niter over WCFL. . . . The brothers Marienthal, Oscar and George, of London House and Mister Kelly's fame, real excited over the reaction to the tunes from "Most Happy Fella". Oscar and George are among the backers of this Frank Loesser musical. . . . George Shearing is what they're hearing at the Blue Note these days. . . . The Dukes of Dixieland returned to the Preview Lounge on 5/9. . . . George Pincus on the scene plugging away. He's got the new Eddie Fisher tune, "Sweet Heartaches". . . . Cesar Petrillo seen and heard walking on Dearborn, singing "Port Au Prince". . . . Lend an ear to Arlene Adams' pleasing vocals on Jim Conway's WBBM radio show. . . . Bobby Chick, who handles promotion for Les Elgart in this area, advises us that his offices are open. . . . Jack Karey, WCFL deejay, excited over his fan clubs at his alma mater. Seems the kids at his former high school are proud of the boy and have skedded a "Jack Karey Day". 'Twas all a surprise for Jack. . . . Had a grand time meeting and greeting folks at our booth at the MOA convention.



JOHNNY DESMOND

HOLLYWOOD:

With their second release, new Modern Records artists, The Teen Queens have broken into the pop field. Their new recording of "So All Alone" is selling pop in all markets. . . . Rosemary Clooney entertained disk-jockeys and the press at a cocktail party held to celebrate the start of her new television show, "The Rosemary Clooney Show". Musical director of the show, Nelson Riddle, and The Hi-Lo's—who are regulars on the show—were on hand to help welcome the guests. . . . Jimmy Wakely doing several local and national TV shows to promote his latest Decca recording of "Goo Goo, Dah Dah". . . . Max Lutz, who just finished promotion on "Rock and Roll Waltz" may have another big one working in "Graduation Day". Tune has also been recorded by Lawrence Welk and the Lennon Sisters. . . . Ann Hathaway opens a two-week engagement at The Hacienda in Fresno Wednesday. . . . Bill Jenkins, recently with KLIF, Dallas, joined KPAL, Palm Springs. . . . Al Bennett, Dot Records V.P. recently transferred to Hollywood, left last week on a 10,000 mile promotion tour for the label. Bennett will bring his wife and three children back to the coast to set up permanent residence in his recently purchased valley home. . . . Gloria Wood on national D.J. tour to promote her first release of "Honey Bee" for the Diamond label. As part of her itinerary Gloria entertained at the MOA convention in Chicago. . . . After scoring three films, Elmer Bernstein will finally get a chance to use his specialization field of Americana music in "Drango", Jeff Chandler's first independent film venture. . . . Carol Richards, who concludes her first year with RCA Victor, has been re-signed by the label for another 12-month period. . . . Buddy Bregman has signed Fred Astaire and Don, Dick and Jimmie to Verve recording contracts. . . . Lee Palmer in San Francisco setting up the new Mercury branch for the Bay area.



ROSEMARY CLOONEY

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

Juke Box Baby Contest Winners



BARBARA BRIGHT
Granddaughter of:
W. H. TURNER
Turner Amusement
Topeka, Kansas



RONNIE BROWN
Grandson of:
VERNON WARD
One-Nine Music
Pine Bluff, Arkansas



MICHELE ZOHN
Daughter of:
DANIEL ZOHN
Kingsboro Music
Brooklyn, New York



TIMOTHY RUKAVINA
Son of:
MRS. RUKAVINA
Leslie One Stop
Pittsburgh, Pennsylvania



CAROL ANN NACLERIO
Daughter of:
LOUIS J. NACLERIO
Waterbury Amusement
Waterbury, Connecticut

CHICAGO—RCA Victor announced the winners of the Juke Box Baby Contest during the MOA Convention held here last week.

First Prize went to Barbara Bright, granddaughter of W. H. Turner of Turner Amusement in Topeka, Kansas. She won a Wurlitzer "Centennial" Model 1900 Juke Box, a year's supply of RCA Victor top hits for 25 juke boxes, an RCA Victor Children's phonograph, a library of kiddie records and her picture will appear on the front cover of The Cash Box with Perry Como.

Runner-ups, who win an RCA Victor Children's Phonograph and a library of kiddie records are: Ronnie Brown, grandson of Vernon Ward of One-Nine Music, Pine Bluff, Arkansas; Michele Zohn, daughter of Daniel Zohn, Kingsboro Music, Brooklyn, New York; Timothy Rukavina, son of Mrs. Rukavina of Leslie One Stop, Pittsburgh, Pa.; and Carol Ann Naclerio, daughter of Louis J. Naclerio of Waterbury Amusement, Waterbury, Connecticut.

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IT'S WILD

TOMMY LEONETTI

Capitol RECORDS
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THE CASH BOX

The Nation's TOP 50

COMPILED BY "THE CASH BOX"

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- AA—Double A
 - AB—Abbott
 - AL—Aladdin
 - AO—Apollo
 - AP—ABC
 - AR—Arcade
 - AT—Atlantic
 - BA—Baton
 - BN—Benita
 - BT—Bethlehem
 - CA—Capitol
 - CD—Cadence
 - CH—Chess
 - CK—Checker
 - CL—Cardinal
 - CO—Columbia
 - CR—Coral
 - CT—Cat
 - CW—Crown
 - DA—Dana
 - DE—Decca
 - DL—DeLuxe
 - DO—Dot
 - DT—Dootone
 - DU—Duke
 - EP—Epic
 - ER—Era
 - ES—Essex
 - EX—Excelsio
 - FB—Fabor
 - FE—Federal
 - FI—Fiesta
 - FR—Fraternity
 - GE—Gee
 - GN—Golden
 - GR—Groove
 - GJ—Good Time
 - Jazz
 - HE—Herald
 - IM—Imperial
 - JD—Jay Dee
 - JU—Jubilee
 - JZ—Josie
 - KA—Kapo
 - KI—King
 - LI—Liberty
 - LO—London
 - MB—Melba
 - MD—Media
 - ME—Mercury
 - MG—MGM
 - MO—Modern
 - NG—Norgran
 - OK—Okeh
 - OL—Olympic
 - PA—Parrot
 - PE—Peacock
 - PM—Prom
 - PP—Peter Pan
 - PR—Prestige
 - RA—Rainbow
 - RE—Regent
 - RL—Real
 - RM—Rama
 - RP—RPM
 - SA—Savoy
 - SE—Seeco
 - SL—Spotlight
 - SO—Sound
 - SP—Specialty
 - SU—Sun
 - ST—Starlite
 - TA—Tampa
 - TI—Tico
 - TR—Trend
 - UN—United
 - UQ—Unique
 - VE—Verve
 - VJ—Vee Jay
 - VK—Vik
 - WI—Wing

Best Selling Records

FROM LEADING RETAIL OUTLETS!

★ INDICATES BEST SELLING RECORD OR RECORDS.

• Tunes are listed below in order of their popularity based on a continuing weekly national survey of leading retail dealers by The Cash Box. Each listing includes the name of the song, record number, artists and tune on the reverse side.
 • The numbers underneath the title indicate the position of the record last week and two weeks ago, respectively.

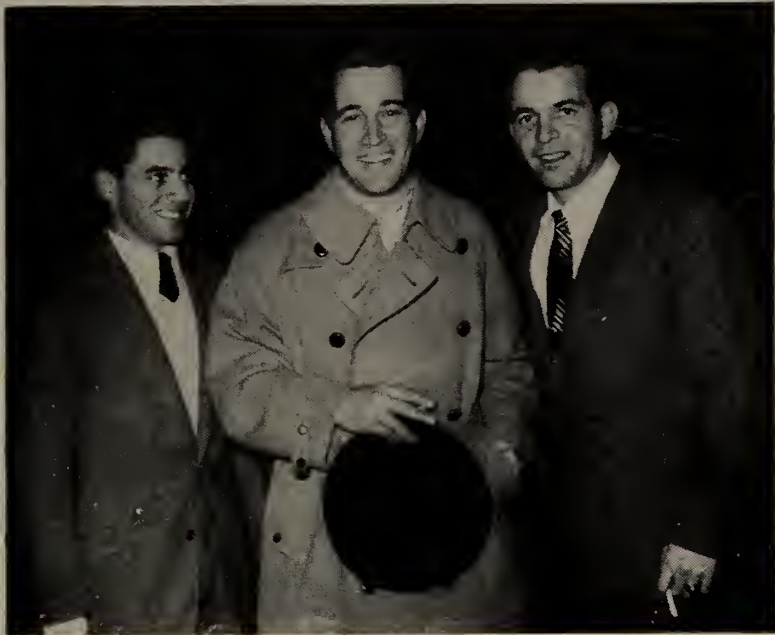
Comprising 100 Selections

Pos. 5/12	Pos. 5/5	Record	Artist	Pos. 5/12	Pos. 5/5	Record	Artist
1	1	Heartbreak Hotel	1	1	VI-20-6366 (47-6366)	CHET ATKINS	ME-70831 (70831 x 45)
MO-985 (45-985)	CADETS	Church Bells May Ring	1	1	Honey	LEN DRESLAR	Real Live Doll
★VI-20-6420 (47-6420)	ELVIS PRESLEY	I Was The One	1	1	VI-20-6498 (47-6498)	PABLO BELTRAN	15—A Tear Fell
2	4	Moonglow & Picnic	2	4	CO-40679 (4-40679)	MARTY ROBRINS	AT-1086 (45-1086)
★CR-61618 (9-61618)	GEORGE CATES	Rio Batucada	2	4	DO-15457 (45-15457)	PAT BOONE	IVORY JOE HUNTER
★DE-29888 (9-29888)	MORRIS STOLOFF	Picnic	2	4	SP-572 (45-572)	LITTLE RICHARD	I Need You By My Side
3	2	Blue Suede Shoes	3	2	DE-29832 (9-29832)	GLORIA MANN	★CR-61590 (9-61590)
CA-3373 (F-3373)	BOB ROUBIAN	Candy Coated Kisses	3	2	DO-15448 (45-15448)	GALE STORM	TERESA BREWER
CO-21505 (4-21505)	SID KING & 5 STRINGS	Let 'Er Roll	3	2	★GE-1002 (45-1002)	TEEN AGERS	Bo Weevil
DE-29980 (9-29980)	ROY HALL	Luscious	3	2	★ME-70790 (70790 x 45)	DIAMONDS	VI-20-6482 (47-6482)
DO-15456 (45-15456)	JIM LOWE	The \$64,000 Question	3	2	CA-3430 (F-3430)	TEX RITTER	ANITA CARTER
KI-4903 (45-4903)	BOYD BENNETT	Mumbles Blues	3	2	★ER-1013 (45-1013)	GOGI GRANT	One Heartache At A Time
ME-70805 (70805x45)	JERRY MERCER	Ghost Of My Love	3	2	★IM-5386 (45-5386)	FATS DOMINO	16—Main Title (Man With The Golden Arm)
MG-12197 (K12197)	SAM TAYLOR	To A Wild Rose	3	2	12—The Happy Whistler	16	17
★SU-234 (45-234)	CARL PERKINS	Honey Don't	3	2	★CA-3391 (F-3391)	DON ROBERTSON	TONY BENNETT
VI-20-6450 (47-6450)	PEE WEE KING	Tennessee Dancin' Doll	3	2	★FR-734 (45-734)	CATHY CARR	Forget Her
4	7	Magic Touch	4	7	★DL-6093 (45-6093)	OTIS WILLIAMS & CHARMS	19—My Blue Heaven
★ME-70819 (70819 x 45)	PLATTERS	Winner Take All	4	7	DO-15458 (45-15458)	GALE STORM	★IM-5386 (45-5386)
5	3	Hot Diggity	4	3	★FR-734 (45-734)	CATHY CARR	FATS DOMINO
★VI-20-6427 (47-6427)	PERRY COMO	Juke Box Baby	4	3	★FR-734 (45-734)	CATHY CARR	I'm In Love Again
6	10	Ivory Tower	9	10	★FR-734 (45-734)	CATHY CARR	11—Lisbon Antigua
CR-61617 (9-61617)	FOUR HUES	Sister Jenny	9	10	★FR-734 (45-734)	CATHY CARR	★CA-3287 (F-3287)
★DL-6093 (45-6093)	OTIS WILLIAMS & CHARMS	In Paradise	9	10	★FR-734 (45-734)	CATHY CARR	NELSON RIDDLE
DO-15458 (45-15458)	GALE STORM	I Ain't Gonna Worry	9	10	★FR-734 (45-734)	CATHY CARR	★CA-3287 (F-3287)
★FR-734 (45-734)	CATHY CARR	Please, Please Believe Me	9	10	★FR-734 (45-734)	CATHY CARR	★CA-3287 (F-3287)
7	5	Poor People Of Paris	6	5	★FR-734 (45-734)	CATHY CARR	★CA-3287 (F-3287)
★CA-3336 (F-3336)	LES BAXTER	Helen Of Troy	6	5	★FR-734 (45-734)	CATHY CARR	★CA-3287 (F-3287)
CR-61592 (9-61592)	LAWRENCE WELK	Nobody Knows But The Lord	6	5	★FR-734 (45-734)	CATHY CARR	★CA-3287 (F-3287)
DE-29835 (9-29835)	RUSS MORGAN	Annabelle	6	5	★FR-734 (45-734)	CATHY CARR	★CA-3287 (F-3287)
GR-0144 (45-0144)	CHRIS POWELL	Theme From Three Penny Opera	6	5	★FR-734 (45-734)	CATHY CARR	★CA-3287 (F-3287)
LO-1628 (45-1628)	WINIFRED ATWELL	Stardust	6	5	★FR-734 (45-734)	CATHY CARR	★CA-3287 (F-3287)
MG-12188 (K12188)	ROGER ROGER	Chinese Bolero	6	5	★FR-734 (45-734)	CATHY CARR	★CA-3287 (F-3287)
TI-351 (45-351)	PETE TERRACE		6	5	★FR-734 (45-734)	CATHY CARR	★CA-3287 (F-3287)

Pos. 5/12	Pos. 5/5	Record	Artist	Pos. 5/12	Pos. 5/5	Record	Artist
22	30	My Little Angel	30	33	VI-20-6419 (47-6419)	JOHN GORDY	30—Kiss Me Another
★CO-40674 (4-40674)	FOUR LADS	Standing On The Corner	30	33	VI-20-6417 (47-6417)	TITO PUENTE	40
23	25	Walk Hand In Hand	25	35	★ME-70850 (70850 x 45)	GEORGIA GIBBS	40
★CD-1288 (45-1288)	ANDY WILLIAMS	Not Any More	25	35	VI-20-6418 (47-6418)	JAZZ ALL STARS	40
KA-143 (45-143)	DENNY VAUGHAN	Just Sing A Song	25	35	1956 JAZZ ALL STARS	Lisbon Antiga	40
★VI-20-6493 (47-6493)	TONY MARTIN	Flamenco Love	25	35	31—Picnic	32	—
24	28	Little Girl Of Mine	28	30	★CR-61627 (9-61627)	MCGUIRE SISTERS	32
★GE-1011 (45 x 1011)	CLEFTONES	You're Driving Me Mad	28	30	VI-20-6471 (47-6471)	BUDDY BREGMAN	32
ME-70835 (70835 x 45)	DIAMONDS	Church Bells May Ring	28	30	★CR-61632 (9-61632)	JOHNNY DESMOND	32
25	24	Church Bells May Ring	24	31	★DE-29905 (9-29905)	DREAM WEAVERS	32
★MB-102 (45-102)	WILLOWS	Baby Tell Me	24	31	★DE-29905 (9-29905)	DREAM WEAVERS	32
★ME-70835 (70835 x 45)	DIAMONDS	Little Girl Of Mine	24	31	EP-9165 (5-9165)	ANTHONY PERKINS	32
MO-985 (45-985)	CADETS	Heartbreak Hotel	24	31	★DE-29870 (9-29870)	BILL HALEY & COMETS	32
RE-7502 (45-7502)	BOB OAKES & SULTANS	You Gotta Rock & Roll	24	31	★DE-29870 (9-29870)	BILL HALEY & COMETS	32
26	33	To Love Again	33	34	★DE-29870 (9-29870)	BILL HALEY & COMETS	32
CO-40682 (4-40682)	VIC DAMONE	I Cried For You	33	34	★DE-29870 (9-29870)	BILL HALEY & COMETS	32
CO-40686 (4-40686)	LIBERACE	Faith Unlocks The Door	33	34	★DE-29870 (9-29870)	BILL HALEY & COMETS	32
★DE-29889 (9-29889)	FOUR ACES	Charlie Was A Boxer	33	34	★DE-29870 (9-29870)	BILL HALEY & COMETS	32
MG-12234 (K12234)	LEROY HOLMES O.	Please Don't Forget Me, Dear	33	34	★DE-29870 (9-29870)	BILL HALEY & COMETS	32
VI-20-6462 (47-6462)	BOB MANNING	Sing Me A Love Song	33	34	★DE-29870 (9-29870)	BILL HALEY & COMETS	32
VI-20-6514 (47-6514)	ESQUIVEL ORCH.	Port-Au-Prince	33	34	★DE-29870 (9-29870)	BILL HALEY & COMETS	32
27	19	I'll Be Home	19	15	★DE-29870 (9-29870)	BILL HALEY & COMETS	32
★CK-830 (45-830)	FLAMINGOS	Need Your Love	19	15	★DE-29870 (9-29870)	BILL HALEY & COMETS	32
★DO-15443 (45-15443)	PAT BOONE	Tutti-Frutti	19	15	★DE-29870 (9-29870)	BILL HALEY & COMETS	32
28	22	Juke Box Baby	22	14	★DE-29870 (9-29870)	BILL HALEY & COMETS	32
★VI-20-6427 (47-6427)	PERRY COMO	Hot Diggity	22	14	★DE-29870 (9-29870)	BILL HALEY & COMETS	32
29	26	No Not Much	26	18	★DE-29870 (9-29870)	BILL HALEY & COMETS	32
★CO-40629 (4-40629)	FOUR LADS	I'll Never Know	26	18	★DE-29870 (9-29870)	BILL HALEY & COMETS	32
VI-20-6498 (47-6498)	PABLO BELTRAN	Poor People Of Paris	26	18	★DE-29870 (9-29870)	BILL HALEY & COMETS	32

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

Reunited



BOSTON—Don Sherman (WAFB-Baton Rouge, La.) and Jack McDermott (WCOP-Boston) are reunited with Perry Como during one of Perry's infrequent visits to Beantown. Sherman and McDermott formerly shared a microphone at WLYN in Lynn, Massachusetts before the two went their separate ways.

New Movie To Deal With Exponents Of Mambo And Cha Cha Beat

NEW YORK—A lineup of vocal, instrumental and specialty acts, headed by the Mary Kaye Trio, Perez Prado and Sylvia Lewis, has been set by producer Sam Katzman for his Columbia musical, "Cha, Cha, Cha," which will go before the cameras May 14, with Fred F. Sears directing.

The Mary Kaye Trio has been seen recently on many top television programs and has played engagements in the principal night clubs across the country. Perez Prado and his Orchestra recently played the Hollywood Palladium.

Sylvia Lewis will be seen in three dance numbers and will play her first dramatic part, with Stephen Dunne heading the male portion of the acting cast and Gonzales Gonzales providing the comedy.

The screenplay, by James B. Gordon, deals with the current popularity of Latin rhythms, and the competition among record companies to sign the outstanding exponents of the mambo

and cha cha beat. The picture follows on the heels of Katzman's "Rock Around The Clock," currently in release and capitalizing on the rock 'n' roll craze.

Key Signs Bea Wain

NEW YORK—Bea Wain, currently co-starring with her husband Andre Baruch on a New York radio series over station WABC, was inked to a Key recording contract by Vick Knight. The thrush will go to Hollywood sometime this month for her first sessions on Key. The label is planning a series of EP releases which will subsequently be integrated into a 12" album. Murray McEachern will score and conduct the sessions.

In the late thirties, Miss Wain was very successful with such hits as "My Reverie" and "Deep Purple" among others.

Jazz Scholarship Winner



NEW YORK—Seventeen-year-old Steve Lawrence of Great Neck, N. Y. is congratulated by jazz artists George Wallington (left) and Mary Lou Williams (right). Lawrence was adjudged the most promising candidate at the finals of the WOV Jazz Piano Scholarship Competition last week at the station's studios and will receive a course of advance lessons. Mary Lou Williams and George Wallington are the scholarship teachers.

"Gentlemen Be Seated" Now Epic's Best Seller

NEW YORK—Up until the present, the top LP on the Epic label had been "The Lillian Roth Story". But in the short period of only three weeks, Epic's new complete minstrel show album "Gentlemen Be Seated", has skyrocketed to the #1 position on the label's all-time best seller list and sales continue to grow rapidly. The disk broke into the top 15 pop album list in this issue of The Cash Box.

"Gentlemen Be Seated" is a complete and authentic minstrel show with the added inducement of high fidelity sound. It features 73-year-old Will Oakland, a former minstrel great and a beloved entertainment figure, who has been hired by Epic to promote the LP. Oakland will cover most of the country doing TV and radio interviews.

A special promotional EP, featuring a complete program specially prepared for airplay, will go out to all dee jays immediately. Oakland and the original "Gentlemen Be Seated" cast are featured in the EP.

Victor's Chief Engineer Dies

INDIANAPOLIS, IND. — Funeral services were held Wednesday, May 9th, in the Aaron Ruben Funeral Home for Hillel I. Reiskind, Manager-Engineering-RCA Victor Record Division of the Radio Corporation of America plant in Indianapolis, who died Monday, May 7th, in New York's Polytechnic Hospital. The burial took place in the Indianapolis Hebrew Cemetery.

He was born in Jersey City, New Jersey 49 years ago and had lived in Indianapolis since 1936. In 1945, he went to Camden, New Jersey as Chief of the RCA Victor Record Division and in 1948 returned to Indianapolis as Manager of the Engineering Division. He lived at 4619 North Pennsylvania Avenue.

In 1936 and 1937, Reiskind engineered all the sound recording installations for 20th Century Fox and Warner Brothers in New York and in 1938 went to Hollywood as Technical Supervisor for RCA Film Recording Operations.

In 1939 and 1940, he was development engineer for the soundtrack of Walt Disney's "Fantasia."

Before joining RCA, Reiskind had worked for Paramount Pictures and Eastern Service Studios Corporation.

He was a member of the Indianapolis Hebrew Congregation; was on the Board of Directors of the National Jewish Welfare Fund and was a member of the Indianapolis Community Relation's Council, the Indianapolis section of the Institute of Radio Engineers; Society of Motion Picture and Television Engineers and the Technical Committee of the Radio and Television Manufacturers Association. Reiskind graduated from Rensselaer Polytechnic Institute and was an Associate Member of Sigma Psi, scholastic research honorary society.

Surviving are his wife, Rosalie and two children. David 11 and Naomi 14 of Indianapolis.

Representatives from all branches of RCA Victor attended the funeral.

Flanagan Writes A Book

NEW YORK—Ralph Flanagan has written a book entitled "How To Build A Dance Band." The need for a book of this type was brought to his attention by thousands of high school and college students wherever his band played. This is the first time in over twenty years that a book of this sort was written by an authority such as Flanagan.

East Meets West



BALTIMORE—Myoshi Umeki, recent Japanese graduate of Godfrey Taent Scouts, meets Baltimore disk jockey Joel Chaseman on the first round of promotion for her new Mercury recording, "How Deep Is The Ocean" and "Why Talk".

Lombardo Leaves Roosevelt May 29 For "Showboat"

NEW YORK—Maestro Guy Lombardo winds up his annual engagement at the Roosevelt Grill on May 29th. Succeeding him for the Summer at the Roosevelt will be Eddie Lane and his orchestra.

Following two weeks of one nighters booked by MCA, Lombardo and his orchestra go into rehearsals for "Showboat", which opens at the Jones Beach Marine Theatre on June 21.

The Lombardo orchestra will be supplemented by 35 other musicians for the "Showboat" production, which has Paul Hartman and Helena Bliss in the starring roles. "Showboat" will be produced by Lombardo.

Ready "Prestige Jam Session"

NEW YORK—Prestige Records is readying for release a "Prestige Jam Session" LP led by saxophonist Gene Ammons. Ammons, who is about to begin a two-month tour with his own band through the South, took time out to record four tunes with a group of Prestige recording stars. Those who participated, included Art Farmer (trumpet), Jackie McLean (alto), Candido (bongo and conga drums), Duke Jordan (piano), Addison Farmer (bass), and Art Taylor (drums).

Prestige's Bob Weinstock is planning a series of recorded jam sessions using combinations of other musicians who record regularly for the label.

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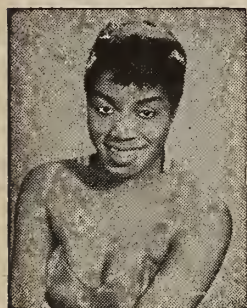
Top 15 Best Selling Pop Albums

1. ELVIS PRESLEY Elvis Presley (RCA Victor LPM 1254; EPB 1254)
2. SONGS FOR SWINGING LOVERS Frank Sinatra (Capitol W 653, EAP 653)
3. THE MAN WITH THE GOLDEN ARM Original Movie Score (Decca DL 8257)
4. MY FAIR LADY Original Broadway Cast (Columbia OL 5090)
5. CAROUSEL Original Movie Cast (Capitol W 694; EDM 694)
6. PICNIC Original Movie Score (Decca DL 8320; ED 846)
7. BELAFONTE Harry Belafonte (RCA Victor LPM 1150; EPB 1150; EPA 693, 4, 5)
8. FOUR FRESHMEN AND 5 TROMBONES Four Freshmen (Capitol T 683; EAP 683)
9. SERENADE Mario Lanza (RCA Victor LPM 1996; ERB 1996)
10. BUBBLES IN THE WINE Lawrence Welk (Coral CRL 57083; EC 57083)
11. OKLAHOMA Original Movie Cast (Capitol SAO 595; SDM 595)
12. THE EDDY DUCHIN STORY Original Movie Score (Decca DL 8289)
13. HIS SPARKLING STRINGS Lawrence Welk (Coral CRL 57011; EC 82020)
14. GENTLEMEN BE SEATED (Minstrel Show) (Epic LN 3238)
15. SO SMOOTH Perry Como (RCA Victor LPM 1085; EPB 1085)
15. THE BENNY GOODMAN STORY (Decca DL 8252, 3; ED 797, 8, 9)

CANADIAN CAPERS

MONTREAL MEMOS:

Peter Van der North's El Morocco celebrates its 2nd anniversary this week. To headline this show they have brought in one of the great ladies of song Sarah Vaughan. They have also held over Enric Cugat as a feature on the same revue. . . . The New Orleans Cafe is featuring, this week, Decca recording artist Gloria Mann. This club, which for the past months has been featuring name acts, will change its policy come next week in anticipation of the Summer slump. . . . After the tremendous reception given him on his first visit, Ricky Layne and Vel Vel are playing a return engagement at the Fontaine Bleu Room of the Chez Paree. . . . Current chanteuse at the Ritz Cafe of the Ritz Carlton Hotel is Renee Lamy. . . . Stan Wood, veteran orchestra leader, has again been booked for the Summer at Belmont Park, Montreal's top amusement centre. The grand opening of this Belmont Park is May 10th. . . . Local thrush Pierrette Dore is opening next Monday at the Casa Loma. . . . Peter Barry and his Quartette are leaving the Normandie Room of the Sheraton Mt. Royal Hotel on May 19.



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b/w

"BLARNEY ROCK"
Rockin' Horses . . . Grand

"JUMP, JUMP, JUMP"
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THE CASH BOX



Album Reviews

JAZZ

"BOBBY SHORT"—Atlantic 1230 (1-12" LP)

AT THE MOVING PICTURE BALL; THE MOST BEAUTIFUL GIRL IN THE WORLD; BYE BYE BLACKBIRD; I'VE GOT FIVE DOLLARS; I'VE GOT THE WORLD ON A STRING; SAND IN MY SHOES; CARIOCA; DOWN WITH LOVE; HOTTENTOT POTENTATE; ANY PLACE I HANG MY HAT IS HOME; BEDELIA; FUN TO BE FOOLED.

If ever an opening number in a package was a marvelous example of things to come, Bobby Short's treatment of the satiric "At The Moving Picture Ball" is it. The dynamic and unique phrasing by the artist continues right thru the LP until the last note of a lost Harold Arlen gem, "Fun To Be Fooled" is heard. Here's an exceedingly refreshing entertainer for jazz enthusiasts to look into. He has a magnificent personality and approach to a song, that just bubbles over on this platter.

"OSCAR PETERSON PLAYS COUNT BASIE"—Clef MG C-708 (1-12" LP)

LESTER LEAPS IN; EASY DOES IT; 9:20 SPECIAL; JUMPING AT THE WOODSIDE; BLUES FOR BASIE; BROADWAY; BLUE AND SENTIMENTAL; TOPSY; ONE O'CLOCK JUMP; JIVE AT FIVE.

Oscar Peterson doffs his keyboard cap to Count Basie on this one. Playing 4 Basie compositions and 6 other pieces related to Basie's great band moments, Peterson gives out with some fancy twists and turns on the ivories. Fellas like Herb Ellis, guitar, and Buddy Rich, drums, play convincing supporting roles on the waxing. Basie and jazz fans should take pride in this distinguished jazz session.

POPULAR

"NIGHT WINDS"—Jackie Gleason—Capitol W717 (1-12" LP)

WHEN YOU'RE AWAY; WHAT CAN I SAY AFTER I SAY I'M SORRY; ALONE; LOVE LETTERS IN THE SAND; YOU ARE TOO BEAUTIFUL; IF I SHOULD LOSE YOU; THE TOUCH OF YOUR LIPS; SLEEPY TIME GAL; GOOD NIGHT, SWEET NIGHTINGALE; MEMORIES OF YOU; LOVE LOCKED OUT; ARE YOU LONESOME TONIGHT; I APOLOGIZE; CLOSE AS PAGES IN A BOOK; DANCING WITH TEARS IN MY EYES; A THOUSAND GOODNIGHTS.

The mood music Jackie Gleason does remarkably well once again in this new Capitol issue. Building the orchestra on 23 flutists, the nocturnal suggestion of the set's title is brought about with soaring sweetness. As in the past, Gleason has chosen his selections from the library of the world's top standards. With 16 tunes and Gleason's previous smash sales, this platter should be alongside other chart packages in short order.

CLASSICAL

MENDELSSOHN: Violin Concerto In E Minor, Op. 64—MOZART: Violin Concerto No. 4 In D Major (K. 218)—David Oistrakh, Violin—The Philadelphia Orchestra, Eugene Ormandy, Conductor—Columbia ML 5085 (1-12" LP)

Only about a year ago the classical collector had a rather limited choice as far as getting a David Oistrakh recording. But since his initial U. S. concert tour established him as a rarity here, his followers are being amply supplied with Oistrakh's brilliant album achievements. The Russian virtuoso's latest triumph in tonal beauty and flexibility are lavished on the Mendelssohn and Mozart Violin concertos. This release is a Columbia "Record of the Month" meaning that it's selling for \$1.00 below list this month. Hi-Fi Oistrakh at a bargain. What more can you ask for?

"GIGLI IN CARNEGIE HALL"—Beniamino Gigli, Tenor With Ino Fedri At The Piano—RCA Victor LM-1972 (1-12" LP)

A voice which has been acclaimed since the early decades of this century is heard in recent (1955) Carnegie Hall concerts. This is the tenor voice of Beniamino Gigli who, in his mid-sixties, can still demonstrate vocal distinction. The disk features Gigli in 22 arias and songs (with composers Wagner, Grieg, Puccini represented) that would be taxing for many of the younger artists around today. Opera lovers will find this item a major addition to their musical treasury.

BLOCH: Schelomo (Hebrew Rhapsody)—TCHAIKOVSKY: Variations On A Rococo Theme—Andre Navarra, Cello—The London Symphony Orchestra—Richard Austin, Conductor—Capitol P 18012 (1-12" LP)

The celebrated Bloch composition, "Schelomo" receives one of its most commanding interpretations on this Capitol release. This deeply moving masterpiece of the twentieth century is performed with rare understanding by cellist Andre Navarra. The challenging demands the work puts forth is overcome by Navarra with immense tonal beauty. Again Navarra excels as he delightfully exercises the cello through Tchaikovsky's intricately lyrical "Variations On A Rococo Theme". Distinctive cover. Superb sound. Extraordinary cello artistry for classical collectors to hear.

"YOUR MUSICAL HOLIDAY IN BARCELONA"—Cobla Barcelona (Catalan Band)—Esbart Verdaguer (Folk Dancers) St. Jordi Choir Oriol Martorell, Conductor—Decca DL 8224 (1-12" LP)

"YOUR MUSICAL HOLIDAY IN NEW YORK"—Werner Muller And His Orchestra—Decca DL 8263 (1-12" LP)

"YOUR MUSICAL HOLIDAY IN SPAIN"—Jose Albeniz And His Orchestra—Decca DL 8265 (1-12" LP)

"YOUR MUSICAL HOLIDAY IN MEXICO"—Pepe Gonzalez And His Orchestra—Decca DL 8266 (1-12" LP)

"YOUR MUSICAL HOLIDAY IN THE SOUTH"—Guy Luypaerts And His Orchestra—Decca DL 8271 (1-12" LP)

"YOUR MUSICAL HOLIDAY IN THE DOMINICAN REPUBLIC"—Super Orquesta "San Jose" De La Voz Dominicana—Antonio Morel And His Orchestra—Decca DL 8274 (1-12" LP)

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THE CASH BOX



Album Reviews

Six new additions to the ambitious "Holiday Series" issued by Decca will receive a very extensive promotional campaign aimed at disk jockeys and dealers. Four Spanish speaking nations and our own country make up this melodic musical tour. The tunes offered in each waxing represent some of the best known folk and pop music in the world. And to keep the native flavor as far as the Spanish entries are concerned, accomplished orchestras indigenous to the particular country are used. Two top European orks set the lush mood in the "Holiday In New York" and "Holiday In The South" sets; Werner Muller and Guy Luypaerts, respectively. Simply beautiful packaging jobs. From "Manhattan" to the "Mexican Hat Dance" here's a wonderful, vicarious trip to some fascinating lands.

"HONEYMOON IN ROME"—Renato Carosone His Piano And Quartetto—Capitol T 10031 (1-12" LP)

INFATUATION; I LOVE YOU; THIS CHINESE MUSHROOM; THE CURLY-HAIRED GIRL; PIANO-FORTISSIMO; CIRIBIRIBIN; THE PANSY; AND THE BOAT CAME BACK ALONE; A CHORD IN F; SOUL AND HEART; THREE NUMBERS AT THE LOTTERY; A GIRL.

Renato Carosone, who scored with the current hit "Infatuation", introduces his first set for U.S. consumption. The famed Italian vocalist-pianist-band leader cleverly handles his "quartetto" in some rhythmic Italian novelty numbers. Included on the disk is "Infatuation", Renato's new won friends here will find the platter meeting the same response which greeted his single smash.

"PICNIC"—Boston Pops Orchestra—Arthur Fiedler, Conductor—RCA Victor LM-1985 (1-12" LP)

MASON: POPS POLKA; MASON: ENCHANTED SEA; ANDERSON: THE WALTZING CAT; GADE: JALOUSIE; IVANOVICI; DANUBE WAVES; LECOUNA: MALAGUENA; STRAUSS: VILLAGE SWALLOW WALTZ; KETELBY: IN A PERSIAN MARKET; VON SUPPE: POET AND PEASANT OVERTURE.

Arthur Fiedler and the Boston Pops Orchestra have, for years, found the musical welcome in both light and classical music homes. This Victor issue mixes up the two musical forms but with a definite leaning toward semi-serious and light works. The impressive orchestra, with the usual Fiedler finesse, keeps the bright little gems on a thoroughly delightful level. Fiedler's vast following in both the pop and classical fields should make the waxing an excellent sales winner.

"BLUE ROSE"—Rosemary Clooney And Duke Ellington—Columbia CL 872 (1-12" LP)

HEY BABY; SOPHISTICATED LADY; ME AND YOU; PASSION FLOWER; I LET A SONG GO OUT OF MY HEART; IT DON'T MEAN A THING; GRIEVIN'; BLUE ROSE; I'M CHECKIN' OUT—GOOMBYE; I GOT IT BAD; MOOD INDIGO.

Columbia's new "Record of the Month" promotional idea gets off to a strikingly noteworthy start. In the popular platter category, Columbia's offering, at a budget price, is a set teaming up Rosemary Clooney and Duke Ellington. Clooney, Ellington, and the ork operate most enjoyably on some of the Duke's healthiest compositions. As a blues singer Clooney handles the numbers with an excellent wistful sense. Ray Nance (Trumpet) and Johnny Hodges (Reeds) are two of the fine sparks in the Ellington ork. Pop-jazz fans have an unusually rare bargain at their record dealers in this one. It's being sold \$1.00 below the list.

"GIRL OF MY DREAMS"—Art Waner At The Piano—MGM E3377 (1-12" LP)

GOLDEN EARRINGS; IF YOU HAVE EVER LOVED; STELLA BY STARLIGHT; LISA—REAR WINDOW THEME; I'LL SEE YOU IN MY DREAMS; DANCING WITH A DREAM; SOMEDAY; IN MY MEMORY; MONA LISA; LAURA; MOONLIGHT BECOMES YOU; GIRL OF MY DREAMS.

Art Waner seems to have an excellent idea of what the girl of one's dreams resembles. For through his provocative piano pictures Art paints his ideal woman—and presumably the listener's. Waner has a flashy and most pleasant style that underlines his romantically inclined keyboard ideas. Every tune on the disk is tasteful and provocative. This entry is a high water mark in Waner's album efforts. Sturdy stock item.

"GENTLEMEN BE SEATED!" (A Complete Minstrel Show)—Epic LN 3238 (1-12" LP)

With that appropriate title, Epic comes up with a novel and rousing recreation of an early vaudeville form, the Minstrel Show. The platter features a melange of tunes associated with this bygone era of show business. Such vintage items as "Shine On Harvest Moon", "Hello! Ma Baby" and "Camptown Races" are sung with authentic group harmony and played in true banjo fashion. Here's an off-beat and merry disk that could be a real sleeper, chart-wise. A most enjoyable 40 minutes of listening pleasure.

"DEE-LICIOUS"—Hi-Fi Organ Solos With A Beat—Lenny Dee—Decca DL 8275 (1-12" LP)

DELICIOUS; FAN TANGO; STOMPIN' AT THE SAVOY; DIANE; HONKY TONK TRAIN BLUES; ALABAMA BOUND; TARRANTONA; AT SUNDOWN; JERSEY BOUNCE; HAWAIIAN WAR CHANT; WHAT IS THIS THING CALLED LOVE?; TOOT TOOT TOOTIE GOODBYE.

Evidently someone took organist Lenny Dee aside and told him, "These days you gotta give the folks music with the beat". So Mr. Dee has responded with a platter of organ solos and rhythm accompaniment that inject new life into some familiar oldies. On top of this emphasis on the beat are a series of fancy and flexible organ embellishments by the performer. This waxing seems just clever and pleasing enough to extend the normal sales range usually associated with such recordings. Dee did extremely well with his previous swinging disks, and should continue to enjoy healthy sales with this platter.

Capitol Releases 19 Pop, 6 Classical And 3 Country Albums For May-June

NEW YORK—Capitol introduced 28 new album packages last week consisting of 19 in the popular field, three country and six in classical category, which comprises the label's release for the months of May & June.

The popular albums include four by Ray Anthony ("Ray Anthony Concert," "I Remember Glenn Miller," "Standards By Ray Anthony," and "Ray Anthony Plays For Dream Dancing"), two by Stan Kenton ("Kenton In Hi Fi" and "A Presentation of Progressive Jazz"), "Sunday In Spain" featuring 88 musicians of Banda Municipal de Madrid (recorded in Madrid), "Neapolitan Songs" featuring Sergio Bruni (recorded in Italy), "Speed of Light" featuring Ben Light at the piano, "Paris Revisited" with songs by Yvette Giraud and "Les Quatre de Paris" (recorded in Paris), "Introduction to Flamenco!" (recorded in Barcelona, Spain), and "Hi Fi Hammond—Jackie Davis."

Also included are "Honeymoon In Rome," featuring Renato Carosone, his piano and quartet (recorded in Italy), "In London, In Love . . ." music for listening by Norrie Paramor, his strings and orchestra (recorded in London), "Parlor Piano," with Joe "Fingers" Carr playing old-time favorites for singing or listening, "Santiago!" modern Chilean folk music (recorded in Chile), "Germany Today" modern love songs sung by Wolfgang Sauer (recorded in Germany), "Session At Midnight," featur-

ing Gus Bivona, Benny Carter, Irv Cottler, Harry "Sweets" Edison, Al Hendrickson, Plas Johnson, Murray McEachern, Jimmy Rowles, Mike Rubin, Babe Russin, Shorty Sherock, and Willy Smith, and "Jackie Gleason Presents Night Winds" (featuring 21 flutes).

The three country and western albums are: "New Recordings of Hank Thompson's All-Time Hits," "Songs of a Love Affair" by Jean Shepard, and "Ferlin Husky's Songs of the Home and Heart."

The classical album packages include: "Tchaikovsky—Concerto No. 1 In B Flat Minor," featuring Ventsislav Yankoff, pianist, with the New Symphony Orchestra of London, conducted by Rudolf Schwarz; "Shostakovich Plays Shostakovich"—Six Preludes and Fugues from Opus 87 of Shostakovich, with Dimitri Shostakovich at the piano; "Modern Encores For Violin," featuring Pedro D'Andurain, violinist and Carlos Oxley, pianist; "Beethoven Sonatas—No. 3 In C Major, Op. 2, No. 3, No. 25 In G Major, Op. 79, and No. 10 In G Major, Op. 14, No. 2," featuring Georges Solchany, pianist; "Le Beau Danube" ballet music featuring the Orchestra of the Paris Opera conducted by Manuel Rosenthal; "Concert Piano Encores" featuring Leonard Pennario, pianist, and "Fiesta!" by the Hollywood Bowl Symphony Orchestra conducted by Carmen Dragon.

Parade Marshall



WASHINGTON, D. C.—WWDC disc jockey Jack Rowzie (left) was honored by thousands of youngsters on the Eastern Seaboard when he was selected as one of five parade marshalls in the 20th Annual School Safety Parade here May 5th. Thirty-one thousand youngsters from New Jersey to Alabama marched in the Parade on Washington's Constitution Avenue with 125,000 spectators cheering them on. The entire parade, sponsored by the American Automobile Association, was dedicated to the prevention of mishaps at school crossings. Disc jockey Rowzie was honored in the Parade for his daily safety program on WWDC Radio called "Rowzie on the Road".

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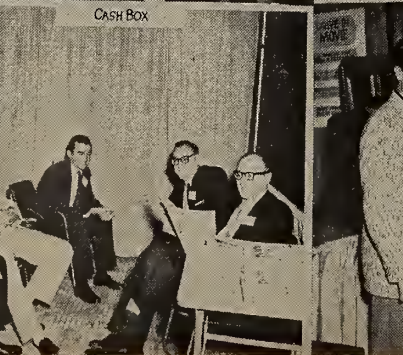
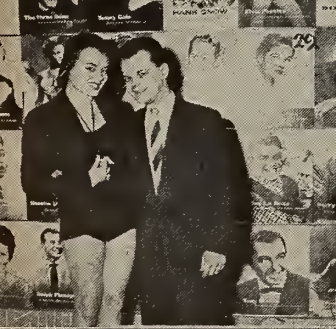
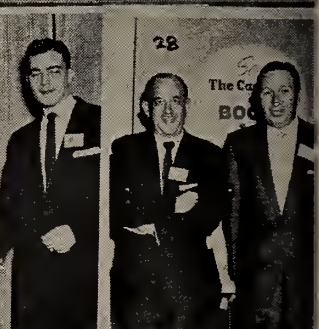
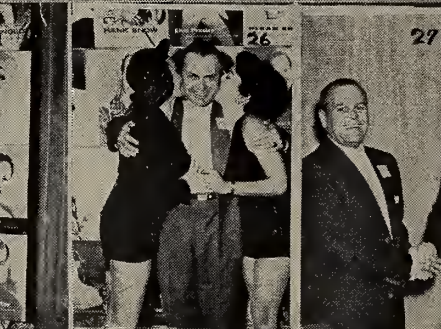
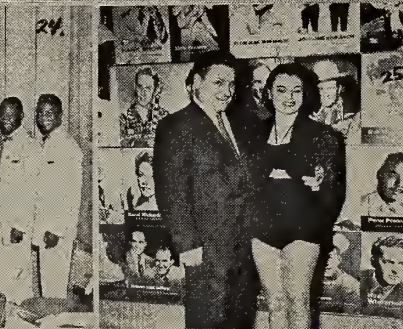
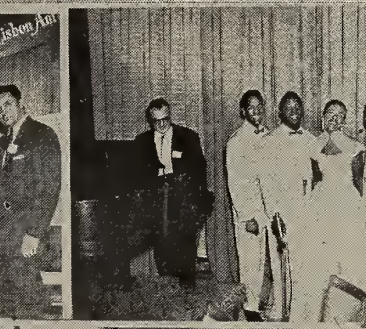
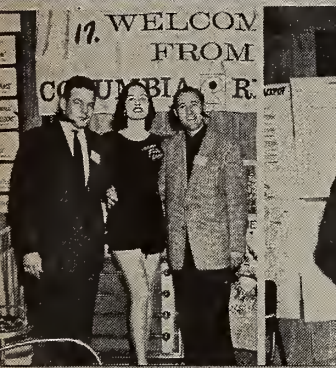
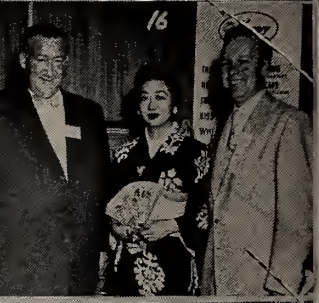
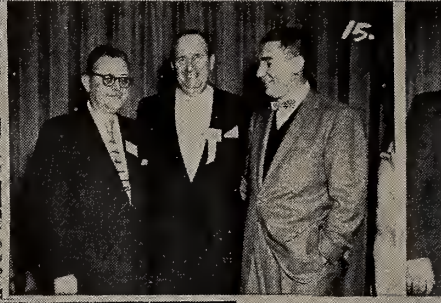
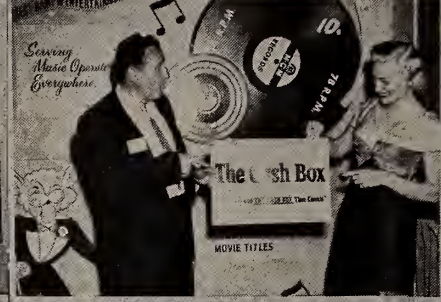
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MOA HOLDS 6th CONVENTION

Record Artists Perform At Annual Banquet

Smiles & Sales



HOLLYWOOD—The smiles belong to the members of the Bob Crosby CBS-TV show who combined voices on Columbia's "Bob Crosby Show" album. Upper (l. to r.): Hal Dickison, Johnny Drake, Allan Copeland. Lower: Fran Scott, Bob Crosby, Paula Kelly, Joanie O'Brien and Carol Richards. The guys and Paula comprise The Modernaires. The three gals are also billed as The Three Kittens, in addition to singing solo.

← "The Cash Box" Photographer At The MOA Convention

- 1) Bob Deschecker, Ed Lyons, Dave Lieberman, Connie Mitchell, Norm Weinstroer, Hy Sandler.
- 2) Syd Goldberg.
- 3) Al Sherman, Jimmy Hilliard, Bill Gersh, Herb Sandel.
- 4) Johnny Maddox, Bill Vaughn, Randy Wood, Bob Austin, Wesley Rose, Al Bennett
- 5) Gene Aberbach, Steve Sholes, Freddie Beinstock.
- 6) Milt Salstone, Eddie Fontaine.
- 7) Syd Nathan with two Victor promotion representatives.
- 8) Beddy Madigan and Wesley Rose.
- 9) Buck Ram and Jean Bennett.
- 10) Sol Handwerger and Audrey Williams.
- 11) Sellman Schulz and Georgia Drake.
- 12) Sid Mills, Lou Boorstein and Bob Mills.
- 13) Bob Cole, Cissie Gersh, Buddy Basch and Bill Gersh.
- 14) Bob "Coffeehead" Larsen.
- 15) Al Simpson, "Senator" Al Bodkin and Joe Delaney.
- 16) Henry Friedman; a girl from Japan; and Ray Gallet.
- 17) Ken Clancy; Columbia's "Fair Lady"; and Dick Linke.
- 18) Bill Glaseman, Mimi Roman, Clarence Goldberg.
- 19) Sylvia Syms, Bill Gersh and Julie Stearns.

- 20) Gloria Wood and Irving Gwartz.
- 21) Morrie Price, Hirsch de la Viez, Arnold Shaw, Ralph Marterie.
- 22) Gail Carter and a promotion girl.
- 23) Dick Rising, Meg Myles, Mike Maitland.
- 24) Buck Ram and the Flairs.
- 25) Harvey Van Dusen and Audrey Pink of RCA Victor.
- 26) A. E. Payne.
- 27) Murray Deutch and Frank Ward.
- 28) Dave Kapp and Al Hirsh.
- 29) Audrey Pink and Jean Cotou.
- 30) Paul Bennett.
- 31) Peter Paul, Lennie Garmisa, Cissie Gersh, Sam Clark and Creed Taylor.
- 32) Bob Austin, Sylvia Syms and Bill Glaseman.
- 33) Buck Ram and Don McKim.
- 34) Mike Hopkins and Meg Myles.
- 35) Jimmy Sacca, Bob Hofsteter and Al Bennett.
- 36) Johnny Halonka, Hy Weiss, Jack Devaney, Norman Orleck and Sam Weiss.
- 37) The Blockbusters.
- 38) Ralph Marterie and a promotion girl.
- 39) Com. Bishop, USN; Audrey Pink; Lt. Anger, USN.

See other pictures on pages 43 and 45.

(More pictures next week)

CHICAGO—The Music Operators of America (MOA) held its sixth annual convention in Chicago last Sunday, Monday and Tuesday, May 6, 7 and 8.

Music men from all over the nation attended including record execs, publishers and artists. The music displays covered a wide variety of companies and were exhibited on the second floor of the Morrison Hotel.

Highlight of the meet for the music people was the annual banquet held on Tuesday night at which twenty-five popular recording artists performed. The affair was co-emceed by Howard Miller and Hirsh de La Viez, MOA vice-president and entertainment committee chairman. The show lasted 3½ hours.

Buddy Basch served as stage manager. The orchestra was led by Frank York.

Appearing to entertain the crowd were (in this order): Betty Ann Steele (ABC-Paramount), The Rover Boys (ABC-Paramount), Nat King Cole (Capitol), Miyoshi Umeki (Mercury), Teresa Brewer (Coral), The Hilltoppers (Dot), Joe Reynolds (MGM), Mona Carol (Casino), Four Lovers (RCA-Victor), Betty Madigan (MGM), Gloria Wood (Diamond), Bobby Darin (Decca), Eddie Fontaine (Vik), Mahalia Jackson (Columbia), Ronnie Self (ABC-Paramount), Cathy Carr (Fraternity), Joe Valino (Vik), The Vi-Count, featuring Johnny Burnette (Coral), Joe Clay (Vik), Sylvia Syms (Decca), Pat Boone (Dot), Shirley Gunter, The Flairs, The Block Busters (Aladdin) and Stu Hamblen (RCA-Victor). In addition there was a father and son "wrisley" act, a novelty dance team and a line of acrobatic girl dancers.

Perusing The Mail



BALTIMORE, MD.—On a recent show, disk jockey Buddy Deane of Baltimore, offered to give away a photo of Bill Haley and as a result he was swamped with mail. Above Haley looks a little bewildered by the thousands of letters which came in requesting his photo. On the wall next to him are all the Bill Haley ads which have appeared in The Cash Box.

M-O-S-S To Launch Own Label

NEW YORK—S. F. Moss, President, Mutually Owned Society for Songwriters, Inc. (M-O-S-S) announces plans for his organization's label to be known as "M-O-S-S".

The plan of operation is unusual since all recorded material will immediately be offered for sale to established record companies and the label under which the songs are released will receive the help of the organization through its national promotional facilities. All tapes that cannot be sold will be processed and the pressings will be released under the M-O-S-S label. Only those songs written or co-written by members will be recorded.

Acceptable songs written by members of the organization are available to all legitimate publishers, and the organization will continue its present policy of helping to get its members' songs recorded on all established labels with the same offer to help in the national promotion of the records when released.

NEW MULTIPLE RECORDING!!
"ROCK-A-BYE BABY"
 b/w
"I WOULDN'T CARE"
 by SALLY MASSEY—WK 20 T-V
SA-MA RECORDS

GOING GREAT!
THE CHORDETTES
"BORN TO BE WITH YOU"
 b/w
"LOVE NEVER CHANGES"
 # 1291
cadence
 40 EAST 49TH ST. NEW YORK 17, N. Y.

SMASH HIT!
MARION MARLOWE
"RING PHONE RING"
 b/w
"THE HANDS OF TIME"
 # 1292
cadence
 40 EAST 49TH ST. NEW YORK 17, N. Y.

The Most Exciting Record In Years!
ENZO STUARTI
 singing
"O' MADONNA"
 b/w
"YOURS IS MY HEART ALONE"
 JUBILEE 5243
Jubilee Records
 1650 Broadway, New York City

Music Discussion



NEW YORK—How a record is born. The full story continues to be told in a series of popular music jamborees and discussions conducted by Station WMGM and the New York Public Library at the Donnell Branch, 20 East 53rd Street, Manhattan. Participating in the second of a series of such public service programs were, left to right; Dick Manning and Al Hoffman, composers of such hit songs as "Hot Diggity," "Papa Loves Mambo," "Mairzy Doats," and "Chi-Baba Chi-Baba"; Margaret C. Scoggin, co-ordinator of the New York Public Library's Young People's Services; Joe Carlton, Popular Artist and Repertoire Chief of RCA Victor Records; and Phil Goulding, conductor of the WMGM programs "Record Bandwagon" and "Music With a Beat."

THE CASH BOX Disk Jockey's REGIONAL RECORD REPORTS

Listings below are reprinted exactly as submitted by disk jockeys throughout the nation for the week ending May 12, without any changes on the part of THE CASH BOX.

Barry Kaye WJAS—Pittsburgh, Pa.

1. Moonglow & Picnic (Cates/Stoloff)
2. I'm In Love Again (Domino)
3. My Little Angel (Four Lads)
4. Heartbreak Hotel (E. Presley)
5. Long Tall Sally (Little Richard)
6. Main Title (Richard Maltby)
7. Hot Diggity (Perry Como)
8. Picnic (McGuire)
9. Ivory Tower (Otis Williams)
10. Magis Touch (Platters)

Ralph Phillips WFBR—Baltimore, Md.

1. Heartbreak Hotel (E. Presley)
2. I Want You To Be My Girl (Teen Agers)
3. Moonglow & Picnic (Cates)
4. It Only Hurts For A Little While (Ames Bros.)
5. Magic Touch (Platters)
6. My Little Angel (Four Lads)
7. Hot Diggity (Perry Como)
8. Ivory Tower (Cathy Carr)
9. Long Tall Sally (Pat Boone)
10. Happy Whistler (Robertson)

Dick Kline WPON—Pontiac, Mich.

1. Five Hundred Guys (Sinatra)
2. Graduation Day (Four Freshmen)
3. Rovin' Gambler (Ernie Ford)
4. Main Title (Richard Maltby)
5. Boogie Green (Treniers)
6. Play For Keeps (Morgan)
7. Heartbreak Hotel (E. Presley)
8. Picnic (McGuire)
9. September Love (Whitfield)
10. My Little Angel (Four Lads)

Bob E. Lloyd WHEC—Rochester, N. Y.

1. Main Title (Dick Jacobs)
2. Moonglow & Picnic (Stoloff)
3. Wayward Wind (Gogi Grant)
4. Too Young To Go Steady (Cole/Page)
5. Ivory Tower (Cathy Carr)
6. On The Street Where You Live (Vic Damone)
7. Without You (J. Desmond)
8. Standing On The Corner (Dean Martin)
9. Eloise (Kay Thompson)
10. Hi Lili Hi-Lo (R. Williams)

True Taylor WBOS—Boston, Mass.

1. Wayward Wind (Gogi Grant)
2. Kiss Me Another (G. Gibbs)
3. Heartbreak Hotel (E. Presley)
4. I'm In Love Again (Fats Domino)
5. Magic Touch (Platters)
6. Little Girl Of Mine (Cletones)
7. Standing On The Corner (Four Lads)
8. Too Many Teardrops (Bakers)
9. Rock And Roll Ruby (Warren Smith)
10. Rovin' Gambler (T. E. Ford)

Ken Garland WPOR—Portland, Me.

1. Standing On The Corner (Four Lads)
2. Happy Whistler (Robertson)
3. Wayward Wind (Gogi Grant)
4. Too Many Teardrops (Bakers)
5. Picnic (McGuire)
6. A Little Love Can Go A Long, Long Way (Dream Weavers)
7. Just As Long As I'm With You (Pat Boone)
8. Ivory Tower (Cathy Carr)
9. On The Street Where You Live (Vic Damone)
10. I've Got Love (J. La Rosa)

"Big Chief" Norman Wein WDOK—Cleveland, Ohio

1. Moonglow & Picnic (Cates)
2. My Little Angel (Four Lads)
3. Hot Diggity (Perry Como)
4. I Want You To Be My Girl (Teen Agers)
5. I Was The One (Presley)
6. Heartbreak Hotel (Presley)
7. Poor People Of Paris (Baxter)
8. Magic Touch (Platters)
9. Little Love Can Go A Long, Long Way (Dream Weavers)
10. Dance If You Want To Dance (Gisele MacKenzie)

Gary Lesters WYNJ—Newark, N. J.

1. Heartbreak Hotel (Presley)
2. A Tear Fell (Brewer)
3. Hot Diggity (P. Como)
4. Lisbon Antigua (N. Riddle)
5. Poor People Of Paris (Baxter)
6. Most Happy Fella (Desmond)
7. Standing On The Corner (Four Lads)
8. Can You Find It In Your Heart (Tony Bennett)
9. Walk Hand In Hand (Martin)
10. Moonglow & Picnic (Cates)

Bill Phillips WBAX—Wilkes-Barre, Pa.

1. Hot Diggity (Perry Como)
2. Ivory Tower (Gale Storm)
3. Magic Touch (Platters)
4. Why Do Fools Fall In Love (Teen Agers)
5. A Tear Fell (Teresa Brewer)
6. Can You Find It In Your Heart (Tony Bennett)
7. Poor People Of Paris (Baxter)
8. My Little Angel (Four Lads)
9. Blue Suede Shoes (Perkins)
10. Wayward Wind (Gogi Grant)

Art Roberts WXLW—Indianapolis, Ind.

1. Poor People Of Paris (Russ Morgan)
2. Heartbreak Hotel (E. Presley)
3. Rock Island Line (Donegan)
4. Hot Diggity (Perry Como)
5. I'll Be Home (Pat Boone)
6. Lisbon Antigua (N. Riddle)
7. Moonglow & Picnic (Stoloff)
8. Magic Touch (Platters)
9. Graduation Day (4 Freshmen)
10. Madeira (Mitch Miller)

Roger Clark WNOR—Norfolk, Va.

1. Moonglow & Picnic (Stoloff)
2. Standing On The Corner (Four Lads)
3. Old Man River (Bing Crosby)
4. To You, My Love (N. Noble)
5. Ivory Tower (Storm/Carr)
6. Graduation Day (Rover Boys)
7. Can You Find It In Your Heart (Tony Bennett)
8. I Could Have Danced All Night (Sylvia Syms)
9. Birds And Bees (Alan Dale)
10. How Do I Love You (Wayne)

Dick Partriogs WHIM—Providence, R. I.

1. Moonglow & Picnic (Stoloff)
2. Standing On The Corner (Four Lads)
3. Ivory Tower (Cathy Carr)
4. Heartbreak Hotel (E. Presley)
5. Too Young To Go Steady (Nat Cole)
6. Delilah Jones (McGuire)
7. Poor People Of Paris (Baxter)
8. To Love Again (Four Aces)
9. Walk Hand In Hand (Tony Martin)
10. Yours Is My Heart Alone (Enzo Stuarti)

Tal Hood WFGM—Fitchburg, Mass.

1. Moonglow & Picnic (Stoloff)
2. Can You Find It In Your Heart (Tony Bennett)
3. Too Young To Go Steady (Nat Cole)
4. Standing On The Corner (Four Lads)
5. My Blue Heaven (Domino)
6. Delilah Jones (McGuire)
7. Wayward Wind (Gogi Grant)
8. Walk Hand In Hand (Tony Martin)
9. To Love Again (Four Aces)
10. A Little Love Can Go A Long, Long Way (Dream Weavers)

Jim Pansullo & Bobby Wayne WVDA—Bradford, Boston, Mass.

1. Blue Suede Shoes (Perkins)
2. Juke Box Baby (Perry Como)
3. Magic Touch (Platters)
4. Main Title (Billy May)
5. Innamorata (Jerry Vale)
6. How Little We Know (Frank Sinatra)
7. Second Time In Love (Margaret Whiting)
8. Serenade (Mario Lanza)
9. Ivory Tower (Cathy Carr)
10. Heartbreak Hotel (E. Presley)

Donn Tibbetts WGIR—Manchester, N. H.

1. To Love Again (Four Aces)
2. Hot Diggity (Perry Como)
3. A Tear Fell (T. Brewer)
4. Eloise (Kay Thompson)
5. 3 Penny Opera (D. Hyman)
6. Too Many Teardrops (Bakers)
7. Graduation Day (Rover Boys)
8. Tango Of The Drums (Les Baxter)
9. My Little Angel (Four Lads)
10. I Could Have Danced All Night (Sylvia Syms)

George E. LeZotte WAYZ—New Haven, Conn.

1. Moonglow & Picnic (Stoloff)
2. Rock-A-Bye Blues (R. Hood)
3. Mr. Wonderful (S. Vaughan)
4. Too Close For Comfort (Sammy Davis)
5. First Formal Gown (P. Page)
6. Port-Au-Prince (N. Riddle)
7. Hot Diggity (Perry Como)
8. Can You Find It In Your Heart (Tony Bennett)
9. Happy Whistler (Robertson)
10. Wayward Wind (Gogi Grant)

Johnny Morris SKTP—St. Paul, Minn.

1. Moonglow & Picnic (Cates)
2. Rock Island Line (Donegan)
3. Heartbreak Hotel (E. Presley)
4. Hot Diggity (Perry Como)
5. Mockin' Bird (Four Lads)
6. Graduation Day (Rover Boys)
7. To Love Again (Four Aces)
8. Walk Hand In Hand (Denny Vaughn)
9. Port-Au-Prince (N. Riddle)
10. Without You (Eddie Fisher)

Chuck Dougherty WKDA—Nashville, Tenn.

1. Moonglow & Picnic (Stoloff)
2. Hot Diggity (Perry Como)
3. Happy Whistler (Robertson)
4. It Only Hurts For A Little While (Ames Bros.)
5. Ivory Tower (Cathy Carr)
6. Poor People Of Paris (Baxter)
7. Rock Island Line (Donegan)
8. Standing On The Corner (Four Lads)
9. Wayward Wind (Gogi Grant)
10. Can You Find It In Your Heart (Tony Bennett)

John Stone KOCY—Oklahoma City, Okla.

1. Moonglow & Picnic (Cates)
2. Lovely One (Four Voices)
3. It Only Hurts For A Little While (Ames Bros.)
4. Winner Take All (S. Gale)
5. Can You Find It In Your Heart (Tony Bennett)
6. Too Close For Comfort (Eddie Gorme)
7. She Loves To Rock (Flares)
8. Play For Keeps (Morgan)
9. Riviera (Buddy Bregman)
10. Gun Of Billy The Kid (Rusty Draper)

Jay Clark WAYZ—New Haven, Conn.

1. Poor People Of Paris (All Versions)
2. Moonglow & Picnic (Stoloff)
3. Port-Au-Prince (N. Riddle)
4. Forget Her (Tony Bennett)
5. Capri In May (Tony Bennett)
6. I Got Lost In His Arms (Robertia Sherwood)
7. Lisbon Antigua (N. Riddle)
8. Beautiful Girls Of Vienna (David Carrol)
9. Too Close For Comfort (Sammy Davis)
10. I Could Have Danced All Night (Charlie Applewhite)

Art Hellyer WCFL—Chicago, Ill.

1. Moonglow & Picnic (Cates)
2. Can You Find It In Your Heart (Tony Bennett)
3. Too Young To Go Steady (Nat Cole)
4. Innamorata (Jerry Vale)
5. Hot Diggity (Perry Como)
6. Port-Au-Prince (N. Riddle)
7. If You Want To See Mamie Tonight (Ames Bros.)
8. Wayward Wind (G. Grant)
9. Play For Keeps (Morgan)
10. Church Bells May Ring (Diamonds)

BILL NORMAN'S
latest is the greatest!
"PICNIC IN THE PARK"
b/w
"SONG OF THE WEDDING"
MZ # 1013
6064 HOLLYWOOD BLVD. HOLLYWOOD 28, CALIF.
RECORDS

ANOTHER SMASH!
"JOHN HENRY"
(By Merle Travis)
"TENN." ERNIE FORD
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The West Coast's Most Modern Pressing Plant Specializing In Injection and Compression Records
7" Children's and 7" 45—Injection or Compression
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Lowest Prices—Write For Price List
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LOS ANGELES CALIF.

ABC-PARAMOUNT
LATEST RELEASE
Graduation Day
THE ROVER BOYS
9700
A PRODUCT OF AM-PAR RECORD CORP.

Unique Pacts Three

NEW YORK—The RKO-Unique label announced this week the signing of three prominent names in the entertainment field in its continued drive to expand the roster. The three new pactees include Polly Bergen, Edith Adams and Ted Lewis.

Polly is well known for her work in films and on the stage. She got her big start in the early Martin and Lewis movies.

Edith Adams, wife of comedian Ernie Kovacks, is currently appearing with her husband on a daily television show for NBC and is well remembered for her role in the B'way musical smash "Wonderful Town".

Veteran Ted Lewis needs no introduction.

Miss Bergen and Ted Lewis have already cut their first sessions and their initial releases for the label should be on the market in the near future.

Stan Borden, vice president and general manager of the label, leaves this week on an extended promotional trip. He will head as far out as the West Coast.

Regis Records Formed

CHICAGO, ILL.—Regis Records, the recently organized Chicago record company, swung into action last week with its first release featuring Betsy Gay, a West Coast songstress, accompanied by Sid Nierman and his Orchestra. The first platter couples two tunes called "Backfire" and "Take Me Back".

The firm also announced the signing of Jack Fascinato, musical director of the "Tennessee Ernie Ford" show, to the post of West Coast A & R head. Fascinato has already cut one session for the Regis Company. The disk is scheduled for release on the first of July.

Doris Drew, a singer on the Ernie Ford program, has also been inked to a contract with the label and has already completed one session with Fascinato accompanying.

The company's midwest sales director, Dick Barlow, is also readying an album with his own orchestra, featuring Barlow at the piano and a string background.

Headquarters of the new firm will be the Congress Hotel in Chicago.

ATTENTION DEEJAYS, PROGRAM DIRECTORS, LIBRARIANS—Please keep us constantly informed of any changes in call letters or title.

THE CASH BOX
Disk Jockeys'
REGIONAL RECORD REPORTS

Listings below are reprinted exactly as submitted by disk jockeys throughout the nation for the week ending May 12, without any changes on the part of THE CASH BOX.

Ed Meath
WHEC—Rochester, N. Y.

1. Heartbreak Hotel (Presley)
2. City Of Love (H. Norman)
3. Ivory Tower (Cathy Carr)
4. Hot Diggity (Perry Como)
5. Wayward Wind (G. Grant)
6. Graduation Day (Rover Boys)
7. Magic Touch (Platters)
8. I Could Have Danced All Night (Sylvia Syms)
9. Main Title (Dick Jacobs)
10. On The Street Where You Live (Vic Damone)

Len Ross
KTOO—Las Vegas, Nev.

1. Lisbon Antigue (N. Riddle)
2. Poor People Of Paris (Baxter)
3. Port-Au-Prince (N. Riddle)
4. Wayward Wind (Gogi Grant)
5. Joey, Joey, Joey (Lancers)
6. I Could Have Danced All Night (Rosemary Clooney)
7. My Little Angel (Four Lads)
8. Can You Find It In Your Heart (Tony Bennett)
9. Rock And Roll Waltz (Starr)
10. Hot Diggity (Perry Como)

Rusty Reynolds
KDOK—Tyler, Tex.

1. Moonglow & Picnic (Stoloff)
2. Heartbreak Hotel (E. Presley)
3. Long Tall Sally (Little Richard)
4. Ivory Tower (Otis Williams)
5. Main Title (Billy May)
6. Blue Suede Shoes (Perkins)
7. My Blue Heaven (Domino)
8. Why Do Fools Fall In Love (Teen Agers)
9. I'll Be Home (Pat Boone)
10. A Tear Fell (Teresa Brewer)

Larry Walker
WVOD—Chattanooga, Tenn.

1. I Want You To Be My Girl (Teen Agers)
2. Wayward Wind (Gogi Grant)
3. Church Bells May Ring (Diamonds)
4. Happy Whistler (Robertson)
5. Moonglow & Picnic (Cates)
6. Heartbreak Hotel (E. Presley)
7. Fool Of The Year (G. Gibbs)
8. Innamorata (Dean Martin)
9. There She Goes (V. Monroe)
10. Standing On The Corner (Four Lads)

Gene Stuart
WNTM—Vero Beach, Fla.

1. Heartbreak Hotel (E. Presley)
2. Hot Diggity (Perry Como)
3. Main Title (Billy May)
4. Poor People Of Paris (Baxter)
5. Happy Whistler (Robertson)
6. Ivory Tower (Gale Storm)
7. Eddie My Love (Chordettes)
8. Portuguese Washerwoman (Joe Carr)
9. Standing On The Corner (Four Lads)
10. Why Do Fools Fall In Love (Gale Storm)

Jim Fitzgerald
WWSW—Pittsburgh, Pa.

1. Happy Whistler (Robertson)
2. Watching The World Go By (Dean Martin)
3. Picnic (McGuire)
4. Lucky Pierre (Joe Carr)
5. To Love Again (Four Aces/Esquivel)
6. Augustine (Julius La Rosa)
7. Young Man's Fancy (Charles/Whiting)
8. Portuguese Washerwoman (Joe Carr)
9. I've Grown Accustomed To Your Face (MacRae/Clooney)
10. Graduation Day (Four Freshmen)

Johnny Michaels
WOKY—Milwaukee, Wisc.

1. Port-Au-Prince (N. Riddle)
2. Main Title & Molly-O (Dick Jacobs)
3. Why Do Fools Fall In Love (Teenagers)
4. The Wayward Wind (Grant)
5. Heartbreak Hotel (Presley)
6. Ivory Tower (Cathy Carr)
7. Say The Words I Love To Hear (Paul & Ford)
8. Standing On The Corner (Four Lads)
9. Walk Hand In Hand (Tony Martin)
10. Picnic (McGuire)

Allin Slate
KIEV—Glendale, Calif.

1. Moonglow & Picnic (Cates)
2. Without You (J. Desmond)
3. Too Young To Go Steady (Nat Cole)
4. Flamenco Love (Tony Martin)
5. We'll Love Again (D. Day)
6. Rock Island Line (Donegan)
7. Try Another Cherry Tree (Sammy Kaye)
8. I've Got Love (J. La Rosa)
9. Rio Batucada (George Cates)
10. A Tear Fell (Teresa Brewer)

Bob Clark
KOWB—Laramie, Wyo.

1. Heartbreak Hotel (E. Presley)
2. Blue Suede Shoes (Perkins)
3. Why Do Fools Fall In Love (Diamonds)
4. Mr. Wonderful (S. Vaughan)
5. Ivory Tower (Otis Williams)
6. Main Title (Richard Maltby)
7. Hot Diggity (Perry Como)
8. I Want You To Be My Girl (Teen Agers)
9. My Little Angel (Four Lads)
10. Flamenco Love (R. Hayman)

Al McKinley
KDAV—Lubbock, Tex.

1. Heartbreak Hotel (E. Presley)
2. Wild Cherry (Don Cherry)
3. Ivory Tower (Cathy Carr)
4. Magic Touch (Platters)
5. Play For Keeps (J. P. Morgan)
6. Rock Island Line (Donegan)
7. Cry Baby (Bonnie)
8. No, Not Much (Four Lads)
9. Trying To Get To You (Teen Kings)
10. I'll Be Home (Pat Boone)

Gallagher & O'Brien
WMCA—New York, N. Y.

1. Hot Diggity (Perry Como)
2. In A Little Spanish Town (Bing Crosby)
3. I Could Have Danced All Night (Sylvia Syms)
4. Juke Box Baby (Perry Como)
5. Mr. Wonderful (Teddi King)
6. Baltimore Jones (C. Miller)
7. Poor People Of Paris (Baxter)
8. No, Not Much (Four Lads)
9. Flamenco Love (Hayman/Costa)
10. Lisbon Antigue (N. Riddle)

Peggy Lainson
WOW—Omaha, Neb.

1. Poor People Of Paris (Baxter)
2. Hot Diggity (Perry Como)
3. Picnic (McGuire)
4. Main Title (All Artists)
5. Moonglow & Picnic (Stoloff)
6. Heartbreak Hotel (E. Presley)
7. Juke Box Baby (Perry Como)
8. Mr. Wonderful (Peggy Lee)
9. No, Not Much (Four Lads)
10. Delilah Jones (McGuire)

Stan Burns
WINS—New York, N. Y.

1. Too Close For Comfort (Eydie Gorme)
2. On The Street Where You Live (Vic Damone)
3. Mr. Wonderful (Lee Vaughan)
4. Poor People Of Paris (Baxter)
5. It's Easy (Holly Twins)
6. Standing On The Corner (Four Lads)
7. Return My Heart (Bretton)
8. Can You Find It In Your Heart (Tony Bennett)
9. Kiss Me Another (Gibbs)
10. Walk Hand In Hand (Andy Williams)

Bill Anson
WAAF—Chicago, Illinois

1. Ivory Tower (Cathy Carr)
2. Dance If You Want To Dance (Gisele McKenzie)
3. Heartbreak Hotel (Presley)
4. Moonglow (George Cates)
5. Port-Au-Prince (N. Riddle)
6. Can You Find It In Your Heart (Tony Bennett)
7. Kiss Me Another (Gibbs)
8. The Happy Whistler (Don Robertson)
9. Portuguese Washerwoman (Joe "Fingers" Carr)
10. The Magic Touch (Platters)

Jim Murdock
KOY—Phoenix, Ariz.

1. No, Not Much (Four Lads)
2. To Love Again (Four Aces)
3. Poor People Of Paris (Baxter)
4. A Tear Fell (Teresa Brewer)
5. Moonglow & Picnic (Cates)
6. Wayward Wind (Gogi Grant)
7. It Only Hurts For A Little While (Ames Bros.)
8. Ivory Tower (Cathy Carr)
9. Standing On The Corner (Four Lads)
10. Mr. Wonderful (Peggy Lee)

Bill Previtti
DKEF—Albuquerque, N. M.

1. Rock Island Line (Cornell)
2. Wayward Wind (G. Grant)
3. A Tear Fell (T. Brewer)
4. Ivory Tower (Cathy Carr)
5. Happy Whistler (Robertson)
6. Moonglow & Picnic (Stoloff)
7. Mr. Wonderful (Vaughan)
8. Heartbreak Hotel (Presley)
9. I'm In Love Again (Fontanes)
10. My Little Angel (Four Lads)

Ray Harris
(Records With Ray)
WTSV—Claremont, N. H.

1. Heartbreak Hotel (Presley)
2. Happy Whistler (Robertson)
3. Magic Touch (Platters)
4. I'll Be Home (Pat Boone)
5. Flamenco Love (Don Costa)
6. Picnic (McGuire)
7. Standing On The Corner (Four Lads)
8. A Tear Fell (T. Brewer)
9. Hot Diggity (P. Como)
10. Long Tall Sally (Robbins)

Al Hallaman
WBVP—Beaver Falls, Pa.

1. Moonglow & Picnic (Cates)
2. Hot Diggity (Perry Como)
3. Main Title (Richard Maltby)
4. On The Street Where You Live (Vic Damone)
5. Standing On The Corner (Four Lads)
6. Happy Whistler (Robertson)
7. Wild Cherry (Don Cherry)
8. St. Lawrence River (M. Miller)
9. Can You Find It In Your Heart (Tony Bennett)
10. Ivory Tower (Cathy Carr)

Dick Whittinghill
KMPC—Hollywood, Calif.

1. Moonglow & Picnic (Cates)
2. Rock Island Line (Donegan)
3. Main Title (Elmer Bernstein)
4. Standing On The Corner (Martin/Four Lads)
5. Wayward Wind (Gogi Grant)
6. Ivory Tower (Gale Storm)
7. Happy Whistler (Robertson)
8. I Got Lost In His Arms (Roberta Sherwood)
9. Heartbreak Hotel (E. Presley)

Clarence Hamann
WJMR—New Orleans, La.

1. Heartbreak Hotel (E. Presley)
2. On The Street Where You Live (Vic Damone)
3. Can You Find It In Your Heart (Tony Bennett)
4. I Could Have Danced All Night (Sylvia Syms)
5. Picnic (McGuire)
6. I've Grown Accustomed To His Face (R. Clooney)
7. Portuguese Washerwoman (Joe Carr)
8. It Only Hurts For A Little While (Ames Bros.)
9. I'm In Love Again (Fats Domino)
10. Ivory Tower (Cathy Carr)

Reed Farrell
WAIT, Chicago, Ill.

1. Wayward Wind (G. Grant)
2. Graduation Day (Rover Boys)
3. Moonglow (George Cates)
4. Walk Hand In Hand (Martin)
5. Can You Find It In Your Heart (Tony Bennett)
6. If You Want To See Mamie Tonight (Ames Brothers)
7. She Loves Me, She Loves Me Not/The Big Ladder (Nick Noble)
8. Standing On The Corner (Four Lads)
9. Port-Au-Prince (N. Riddle)
10. I Could Have Danced All Night (Sylvia Syms)

THE CASH BOX
SURE SHOTS

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

"HOW LITTLE WE KNOW"
"FIVE HUNDRED GUYS"
Frank Sinatra
Capitol 3423; F-3423
THE CASH BOX DISK OF THE WEEK 5/5

"I WANT YOU, I NEED YOU, I LOVE YOU"
"MY BABY LEFT ME"
Elvis Presley
RCA Victor 20/47-6540
THE CASH BOX DISK OF THE WEEK 5/12

"A LITTLE LOVE CAN GO A LONG, LONG WAY"
Dream Weavers
Decca 29905; 9-29905
THE CASH BOX BEST BETS 4/14

"TREASURE OF LOVE"
Clyde McPhatter
Atlantic 1092; 45-1092
THE CASH BOX DISK OF THE WEEK 5/5

"PORTUGUESE WASHERWOMAN"
Joe "Fingers" Carr
Capitol 3418; F-3418
THE CASH BOX BEST BETS 4/28

DAVID WHITFIELD'S
exciting new recording

MY SEPTEMBER LOVE

on
LONDON RECORDS

• WATCHING THE WORLD GO BY
• ASK ME
• WHO'S GONNA TAKE YOU TO THE PROM
• IT'S EASY
• A MAN IS AS GOOD AS HIS WORD

Bourne, Inc. 136 W. 52d St. N. Y. C., N. Y.

2 Hit Recordings
on the New Hit Tune

"RIO BATUCADA"

recorded by
GEORGE CATES and Orchestra. Coral
LEROY HOLMES and Orchestra. MGM

published by
PANORAMA MUSIC CORP.
sole selling agents
Keys Music, 146 W. 54 St., N. Y.

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"EVERYTHING BUT YOU"

b/w "I OUGHTA"

Wing 90060

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NEW GREAT RELEASE!

"LOVE ME TENDERLY"
"ROCK AND ROLL STOMP"

ABC-PARAMOUNT # 9702

Now Headlining Melody Room, Los Angeles, Calif. Four week engagement
Returning to Chubby's, Comden, N. J., for two weeks. June 4-17.
Rainbow Club, York, Pa., one week beginning June 18
Sixth season of Mortinique Club, Wildwood, N. J. June 29 to September 3.

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Please keep us constantly informed of any changes in call letters or title.

Trumpet Player From Biloxi



BILOXI—In the new McGuire Sisters' record "Delilah Jones," the girls sing about a trumpet player from Biloxi. Well, above are two of them, Professor Carpenter of Carpenter's Musical Center, trumpet player for real, and Augie File WLOX disk jockey, trumpet player from nowhere.

THE CASH BOX JUKE BOX RECORD REGIONAL REPORT

The Top Ten Records—City by City

New York, N. Y.

1. Heartbreak Hotel (Presley)
2. Poor People Of Paris (Baxter)
3. Hot Diggity (Perry Como)
4. Why Do Fools Fall In Love (Teen Agers)
5. Blue Suede Shoes (Perkins)
6. Moonglow & Picnic (Stoloff)
7. Main Title (Bernstein/Jacobs)
8. Magic Touch (Platters)
9. Rock Island Line (Donegan)
10. I Want You To Be My Girl (Teen Agers)

Chicago, Ill.

1. Heartbreak Hotel (Presley)
2. Wayward Wind (Gogi Grant)
3. Hot Diggity (Perry Como)
4. Ivory Tower (Cathy Carr)
5. Blue Suede Shoes (Perkins)
6. Moonglow & Picnic (Cates)
7. A Tear Fell (Teresa Brewer)
8. Standing On The Corner (Four Lads)
9. Why Do Fools Fall In Love (Teen Agers)
10. Church Bells May Ring (Diamonds)

Los Angeles, Calif.

1. Heartbreak Hotel (Presley)
2. Poor People Of Paris (Baxter)
3. Hot Diggity (Perry Como)
4. Blue Suede Shoes (Perkins)
5. Moonglow & Picnic (Cates)
6. Main Title (Bernstein/Maltby)
7. Why Do Fools Fall In Love (Teen Agers)
8. Lisbon Antigua (N. Riddle)
9. Wayward Wind (Gogi Grant)
10. Standing On The Corner (Four Lads)

Kansas City, Mo.

1. Moonglow & Picnic (Stoloff)
2. Heartbreak Hotel (Presley)
3. Magic Touch (Platters)
4. Blue Suede Shoes (Perkins)
5. Long Tall Sally (Richard)
6. I'm In Love Again (Domino)
7. Ivory Tower (Carr/Williams)
8. Wayward Wind (Gogi Grant)
9. Main Title (R. Maltby)
10. Wild Cherry (Don Cherry)

Memphis, Tenn.

1. Moonglow & Picnic (Stoloff)
2. I'm In Love Again (Domino)
3. Corrine Corrina (Turner)
4. Ivory Tower (Otis Williams)
5. Heartbreak Hotel (Presley)
6. Blue Suede Shoes (Perkins)
7. Happy Whistler (Robertson)
8. Long Tall Sally (Richard)
9. Poor People Of Paris (Baxter)
10. Magic Touch (Platters)

Milwaukee, Wisc.

1. Heartbreak Hotel (Presley)
2. Wayward Wind (Grant)
3. Moonglow & Picnic (Cates)
4. Ivory Tower (Cathy Carr)
5. Happy Whistler (Robertson)
6. Rock Island Line (Donegan)
7. Main Title (Dick Jacobs)
8. Hot Diggity (Perry Como)
9. Picnic (McGuire)
10. Magic Touch (Platters)

Pittsburgh, Pa.

1. Moonglow & Picnic (Stoloff/Cates)
2. Heartbreak Hotel (Presley)
3. Hot Diggity (Perry Como)
4. I'm In Love Again (Domino)
5. My Little Angel (Four Lads)
6. Ivory Tower (Williams/Carr)
7. Main Title (R. Maltby)
8. Poor People Of Paris (Baxter)
9. Happy Whistler (Robertson)
10. Rock Island Line (Donegan)

Providence, R. I.

1. Moonglow & Picnic (Stoloff)
2. Heartbreak Hotel (Presley)
3. Poor People Of Paris (Baxter)
4. Blue Suede Shoes (Perkins)
5. Standing On The Corner (Four Lads)
6. Saint's Rock And Roll (Haley)
7. Hot Diggity (Perry Como)
8. Innamorata (Jerry Vale)
9. I'll Be Home (Pat Boone)
10. Magic Touch (Platters)

Boston, Mass.

1. Heartbreak Hotel (Presley)
2. Blue Suede Shoes (Perkins)
3. Moonglow & Picnic (Stoloff)
4. Poor People Of Paris (Baxter)
5. Standing On The Corner (Four Lads)
6. Hot Diggity (Perry Como)
7. Wayward Wind (Gogi Grant)
8. Magic Touch (Platters)
9. Happy Whistler (Robertson)
10. My Blue Heaven (Domino)

San Antonio, Tex.

1. Heartbreak Hotel (Presley)
2. Blue Suede Shoes (Perkins)
3. Ivory Tower (Otis Williams)
4. Why Do Fools Fall In Love (Teen Agers)
5. Long Tall Sally (Richard)
6. Magic Touch (Platters)
7. Moonglow & Picnic (Stoloff/Cates)
8. A Tear Fell (Teresa Brewer)
9. Poor People Of Paris (Baxter)
10. Hot Diggity (Perry Como)

Cincinnati, Ohio

1. Moonglow & Picnic (Stoloff/Cates)
2. Hot Diggity (Perry Como)
3. Heartbreak Hotel (Presley)
4. Long Tall Sally (Richard)
5. Poor People Of Paris (Baxter)
6. Ivory Tower (Cathy Carr)
7. Blue Suede Shoes (Perkins)
8. Church Bells May Ring (Diamonds)
9. Magic Touch (Platters)
10. I'll Be Home (Pat Boone)

San Francisco, Calif.

1. Poor People Of Paris (Baxter)
2. Heartbreak Hotel (Presley)
3. Why Do Fools Fall In Love (Teen Agers)
4. Blue Suede Shoes (Perkins)
5. Hot Diggity (Perry Como)
6. Moonglow & Picnic (Stoloff)
7. Lisbon Antigua (N. Riddle)
8. Not Not Much (Four Lads)
9. Main Title (E. Bernstein)
10. Eddie My Love (Teen Queens)

Houston, Tex.

1. Long Tall Sally (Richard)
2. I'm In Love Again (Domino)
3. Little Girl Of Mine (Cleffones)
4. Heartbreak Hotel (Presley)
5. Ivory Tower (Otis Williams)
6. Moonglow & Picnic (Stoloff)
7. Wayward Wind (Gogi Grant)
8. Blue Suede Shoes (Perkins)
9. Magic Touch (Platters)
10. Break Down And Love Me (Classmates)

St. Louis, Mo.

1. Moonglow & Picnic (Cates/Stoloff)
2. Heartbreak Hotel (Presley)
3. Blue Suede Shoes (Perkins)
4. Ivory Tower (Cathy Carr)
5. Main Title (R. Maltby)
6. Happy Whistler (Robertson)
7. Cherry Lips (Four Coins)
8. Rock Island Line (Donegan)
9. I Want You To Be My Girl (Teen Agers)
10. Hot Diggity (Perry Como)

New Orleans, La.

1. Heartbreak Hotel (Presley)
2. Magic Touch (Platters)
3. I'm In Love Again (Domino)
4. Juke Box Baby (Perry Como)
5. Blue Suede Shoes (Perkins)
6. Standing On The Corner (Mills/Four Lads)
7. Happy Whistler (Robertson)
8. Ivory Tower (Otis Williams)
9. Moonglow & Picnic (Stoloff/Cates)
10. Hot Diggity (Perry Como)

Minneapolis, Minn.

1. Moonglow & Picnic (Cates)
2. Heartbreak Hotel (Presley)
3. Blue Suede Shoes (Perkins)
4. Hot Diggity (Perry Como)
5. Rock Island Line (Donegan)
6. Standing On The Corner (Four Lads)
7. Crazy Little Palace (Billy Williams)
8. Lovely One (Four Voices)
9. The Mockin' Bird (Four Lads)
10. Why Do Fools Fall In Love (Diamonds/Teen Agers)

Philadelphia, Pa.

1. Moonglow & Picnic (Cates/Stoloff)
2. Why Do Fools Fall In Love (Teen Agers)
3. Ivory Tower (Cathy Carr)
4. Heartbreak Hotel (Presley)
5. Blue Suede Shoes (Perkins)
6. Too Close For Comfort (Eydie Gorme)
7. Poor People Of Paris (Baxter)
8. Juke Box Baby (P. Como)
9. I'm In Love Again (Domino)
10. Magic Touch (Platters)

Atlanta, Ga.

1. Moonglow & Picnic (Stoloff)
2. My Little Angel (Four Lads)
3. I Want You To Be My Girl (Teen Agers)
4. Moonglow & Picnic (Stoloff/Cates)
5. It Only Hurts For A Little While (Ames Bros.)
6. Ivory Tower (Williams Carr)
7. Blue Suede Shoes (Perkins)
8. Magic Touch (Platters)
9. I'm In Love Again (Domino Fontanes)
10. Long Tall Sally (Richard)

Detroit, Mich.

1. I Want You To Be My Girl (Teen Agers)
2. Moonglow & Picnic (Cates)
3. Heartbreak Hotel (Presley)
4. Happy Whistler (Robertson)
5. Can You Find It In Your Heart (Tony Bennett)
6. My Little Angel (Four Lads)
7. Standing On The Corner (Four Lads)
8. Picnic (McGuire)
9. Portuguese Washerwoman (Joe "Fingers" Carr)
10. Little Girl Of Mine (Cleffones)

Cleveland, Ohio

1. Moonglow & Picnic (Cates)
2. Ivory Tower (Carr/Williams)
3. My Little Angel (Four Lads)
4. Little Girl Of Mine (Cleffones)
5. I Want You To Be My Girl (Teen Agers)
6. Heartbreak Hotel (Presley)
7. Can You Find It In Your Heart (Tony Bennett)
8. Poor People Of Paris (Baxter)
9. Picnic (McGuire)
10. Happy Whistler (Robertson)

Baltimore, Md.

1. Heartbreak Hotel (Presley)
2. My Little Angel (Four Lads)
3. I Want You To Be My Girl (Teen Agers)
4. Moonglow & Picnic (Stoloff/Cates)
5. It Only Hurts For A Little While (Ames Bros.)
6. Ivory Tower (Williams Carr)
7. Blue Suede Shoes (Perkins)
8. Magic Touch (Platters)
9. I'm In Love Again (Domino Fontanes)
10. Long Tall Sally (Richard)

Teresa Brewer To Introduce New Disk On Sullivan Show

NEW YORK—Coral star Teresa Brewer will introduce her latest coupling "Goodbye John" and "Sweet Old Fashioned Girl," to the nation when she guest stars on "The Ed Sullivan Show" Sunday, May 20, 8-9 P.M., EDT, over CBS-TV. "Goodbye John" is an uptempo tune while "Sweet Old Fashioned Girl," a ballad, is more reminiscent of the thrush's recent smash "Till I Waltz Again With You."

This will be Miss Brewer's third appearance on the Sullivan show this year.

Her last appearance with Sullivan was on Easter day, when her two oldest girls, Kathy, 5, and Susan, 4, joined her in a song, sketch about Peter Cottontail.

Monique Van Vooren Signed By Request Records

NEW YORK—Request Records is stepping up its 12" album releases and is negotiating exclusive contracts with a number of artists. Request's A and R head, H. J. Lengsfelder, before leaving on his European recording trip, signed Monique Van Vooren to an exclusive contract to record various albums.

Miss Van Vooren, the attractive French night club singer, has just completed a successful engagement at the Maisonette—St. Regis Hotel. She has been recording on various French labels.

George Schottler Dies

NEW YORK—George Schottler died at the Queens General Hospital on Sunday, May 6. He leaves his widow, Alma and a son, Everett, age 22.

Schottler was born in Brooklyn in 1896 and served in the first World War. He was a member of The Veterans of Foreign Wars.

His career in the music business started with Goodman & Rose in the early twenties and he had worked with such firms as Remick, Robbins, Southern and Leeds. He was with the B. F. Keith Co. in its audition department and later he was associated with the Louis Schur agency. For the last five years, Schottler was a member of the Edward B. Marks Music Corporation's professional department.

Another Hit by GALE STORM

singing

"IVORY TOWER"

DOT 15458

DOT RECORDS

Gallatin, Tenn. Phone: 1600

M-G-M RECORDS

BIG PLUG ON NBC-TV SHOW "MODERN ROMANCES" **CONNIE FRANCIS "FORGETTING"**

MGM 12251 (78 rpm)
K12251 (45 rpm)

THE GREATEST NAME IN ENTERTAINMENT

A Columbia Coin Catcher

from the musical smash "My Fair Lady"

VIC DAMONE

sings

"ON THE STREET WHERE YOU LIVE"

Columbia 40654



The everglowing standard

MOONGLOW

Sensationally featured in the Columbia Picture "Picnic"

MILLS MUSIC, INC.



Pos. Last Week

LONG TALL SALLY		
1	Little Richard (Specialty 572)	1
BLUE SUEDE SHOES		
2	Carl Perkins (Sun 234)	2
CORRINE CORRINA		
3	Joe Turner (Atlantic 1088)	3
I'M IN LOVE AGAIN		
4	Fats Domino (Imperial 5386)	5
HEARTBREAK HOTEL		
5	Elvis Presley (RCA Victor 20-6420)	6
WHY DO FOOLS FALL IN LOVE		
6	Teen Ager (Gee 1002)	4
I WANT YOU TO BE MY GIRL		
7	Teen Ager (Gee 1012)	10
MY BLUE HEAVEN		
8	Fats Domino (Imperial 5386)	8
SLIPPIN' AND SLIDIN'		
9	Little Richard (Specialty 572)	9
PLEASE, PLEASE, PLEASE		
10	James Brown (Federal 12258)	12
THE MAGIC TOUCH		
11	Platters (Mercury 70819)	7
IVORY TOWER		
12	Otis Williams (DeLuxe 6093)	14
FEVER		
13	Little Willie John (King 4935)	—
LOST DREAMS		
14	Ernie Freeman (Imperial 5381)	—
WE GO TOGETHER		
15	Moonglows (Chess 1619)	—

First National Jazz R & B Disc Jockey Show Takes Place In Chicago May 18, 19 & 20

NEW YORK — Jack Gibson, (WERD-Atlanta, Ga.) president of the National Jazz Rhythm and Blues Disc Jockey Association, in a telephone conversation predicted that between 200 and 300 of the already 500 signed members would be at the first annual convention of the Association to be held at the Hotel Sutherland, Chicago, on May 18, 19 and 20.

Gibson also stated that they expected to sign up many more members at the convention itself, as many jockeys had indicated they would attend the meetings to judge the organization and its plans first hand.

Mailing and membership blanks were sent to jockeys throughout the nation. The dues has been set at \$20 a year and Jimmy Woods, (WJIV-Savannah, Ga.) treasurer, advises the response has "been most gratifying."

Jack Gibson, made a direct appeal through The Cash Box to jockeys, who for some reason or other were not on the mailing list, to attend the convention and become members of the Association. He also wrote a letter of welcome to the members, in which he said:

"This is to welcome my fellow Disc Jockeys to the first National Jazz, Rhythm and Blues Disc Jockeys Association, Inc.

"This first convention will bring together men that have mutual interests in the field of radio broadcasting. Thoughts and ideas will come from men all over this great nation of ours — things that we may take back to our respective community to benefit our vast listening audiences.

"The aims of our Organization are many—but all sound and good, for instance:

"(A) To improve professional activity through exchange of ideas, techniques and trends in the radio industry

"(B) To offer to members an organization of men with mutual interests socially as well as professionally.

"The benefits of this organization are many—and so I welcome all fellow Disc Jockeys who have taken a few precious days from their busy schedules to meet with the National Jazz, Rhythm and Blues Disc Jockeys Association, Inc., this week-end May 18 thru 20 in Chicago.

"Thanks from the bottom of my heart for believing in this idea, for in unity there is strength."

Business Session (First) Fri. May 18
10 a. m. to 12 noon

Lunch
Business Session (Second) Fri. May 18
2 p. m. to 4 p. m.

Cocktail Party and dinner followed by entertainment.

Business Session (Third) Sat. May 19
10 a. m. to 12 noon

Lunch
Business Session (Fourth) Sat. May 19
2 p. m. to 4 p. m.

(This session is open to record companies, artists, etc.)

Cocktail Party and dinner followed by entertainment.

Business Session (Fifth) Sun. May 20
11 a. m. to 1 p. m.

Convention closes with a cocktail party.

Officers are Jack Gibson, President, (WERD-Atlanta, Ga.); Ken Knight, 1st Vice-President, (WRHC-Jacksonville, Fla.); Tommy Smalls, 2nd Vice President, (WWRL-New York); Jimmy Woods, Treasurer, (WJIV-Savannah, Ga.); Larry Dean, Secretary, (WCIN-Cincinnati, O.).

See PAGE 5

They Have the FLAIR For Success!
BUCK RAM presents

The Flairs
singing
"IN SELF DEFENSE"

and
"SHE LOVES TO ROCK"

ABC-Paramount # 9698

See PAGE 5

Welcome N J R & B DJ ASSOC.

Thanks for your spins.

Here are our three big hits!

1. "JUST FOR A DAY" - Chuck Edwards

2. "RAINDROPS" - - The Inspirations

3. "TO THEE" - - - - Solomon Burke



RECORDS
457 W. 45 St., N. Y.
(PL 7-0060)

KEEP YOUR EYE
ON THIS ONE!

**"PLEADIN'
FOR
LOVE"**

Larry Birdsong

EXCELLO 2076

WRITE WIRE PHONE

NASHBORO RECORD CO., INC.

177 3rd Ave., Nashville, Tenn.
(Phone: Chapel 2-2215)

THE CASH BOX

R & B SURE SHOTS

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

"TREASURE OF LOVE"

THE CASH BOX
AWARD OF THE WEEK 5/5

Clyde McPhatter

Atlantic 1092

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

ACE RECORDS



THE First
Rock & Roll
Mambo Hit
"WE LIKE MAMBO"
by Eddie Bo

ACE 515

2 HOT NEW RELEASES!
"DANCE AND SWING"

b/w "I WANT A LOVE"
THE MEDALLIONS
393

"PLEASE LOVE A FOOL"

b/w "OOP BOOPY OOP"
DON JULIAN'S MEADOWLARKS
394

DOOTONE RECORDS
9512 S. Central Ave., Los Angeles, Calif.

Hot New Release!

Smiley Lewis

**"PLEASE LISTEN
TO ME"**

5389

Imperial Records

Smash Hit!

"So All Alone"

The Teen Queens
RPM # 460

RPM RECORDS

9317 W. Washington Blvd. • Culver City, Calif.

NEW HOT RELEASE
THE COLTS

**"NEVER NO MORE"
"HEY YOU, SHOO BEE OOH BEE"**

VITA # 130

THE CASH BOX BEST BET

"VENUS"

THE SQUIRES
VITA # 128

VITA RECORDS

1486 No. Fair Oaks, Pasadena, Calif.

The Novelty Of The Year
Breaking Big All Over

**"STRANDED IN
THE JUNGLE"**

The Jayhawks

Distributors: Some Territories still open.

Flash Records

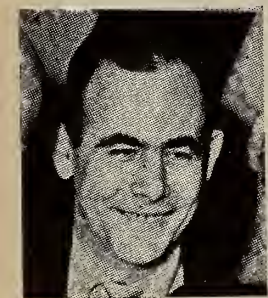
623 E. Vernon Ave. Los Angeles, Calif.

THE CASH BOX RHYTHM N' BLUES Ramblings

NEW YORK:

Next weekend, May 18, 19, 20, Friday, Saturday, and Sunday an estimated 200 to 300 members of the National Jazz Rhythm and Blues Disc Jockey Association will meet at the Hotel Sutherland, Chicago for the first national convention. Jack Gibson, (WERD-Atlanta, Ga.), president, reports that the regional officers have already signed approximately 500. Gibson expects many more jockeys will be signed at the meetings in Chicago. On Saturday afternoon there will be an open business meeting to which the manufacturers and artists have been invited. They will discuss mutual problems and ways to solve them. Some of the topics to be discussed at the Chicago meetings will be ways to fight juvenile delinquency, ways to aid their respective communities, exchange ideas on programming, and a plan to put on an annual benefit show, each year in a different city, to raise funds to sponsor scholarships. Dues for each member has been set at \$20. per year. . . . Bess Berman, Apollo Records, back in town after a winter in Miami, Fla. Bess is feeling wonderful and has thrown herself back into action by immediately auditioning new talent and listening to a raft of material. Bess says she was most pleased to return and find three releases going

very well. "Just For A Day" by Chuck Edwards; "Raindrops" by The Inspirations, and "To Thee" by Solomon Burke. . . . Al Silver, Herald Records giving out the news between long distance phone calls that he has two hits. The Turbans have what looks like a real big seller, "B-I-N-G-O" and one by newcomer Arnie Williams, "Margie". The latter is a terrific reading of the standard. . . . Ahmet Ertegun and Jerry Wexler, Atlantic Records, flew out to the MOA Convention in Chicago, but Herb Abramson was so tied up handling the flood of orders on the Clyde McPhatter "Treasure of Love" and Lavern Baker "Fee-Fee-Fi-Fo-Fum" he had to remain in New York. . . . A wire from Joe Kolsky from the city of Portland, Ore. tells us the reaction to the Anne Kaye "Dilly Dally Darling" on Gee is tremendous and it looks like the diskery has another big one to add to "I Want You To Be My Girl", The Teenagers; "Little Girl of Mine", The Cletones; and "Why Do Fools Fall In Love", The Teenagers. . . . Steve Gibson's Red Caps with Damita Jo coming out with their first on ABC Paramount, "Love Me Tenderly" and "Rock & Roll Stomp". The great act is now headlining the Melody Room in Los Angeles where they are appearing for four weeks. . . . We are hearing great things about Amos Milburn's "French Fried Potatoes" on Aladdin. . . . J. G. Tiger writes Top Ten Music Corp. has signed a great r & b talent, Johnny Carroll, out of Godley, Texas. Carroll has been booked on all of the current Top Ten rock 'n roll stage shows in the south. . . . WOV-New York is presenting a mighty easy to look at twosome in Evelyn Robinson, sister of Sugar Ray, and songstress Dolores Parker. The pair are heard Mondays through Saturdays from the Palm Cafe in Harlem. . . . Herm Griffith (WCIN-Cincinnati, O.) says he would like to see a re-issue of "Lord Jesus" by the Spirit of Memphis who now cuts for Peacock Records. It was previously issued on King Records. Griffith says it would be a smash. . . . King Records has come up with a sensational artist pairing. After planning for two years, Earl Bostic and Bill Doggett went



JERRY WEXLER

to a session together and the result is mouth watering wax. The release is "Mean To Me" and "The Bo-Do Rock". . . . Looks like the Inaugural Ball for Tommy (Dr. Jive) Smalls will turn out to be some pumpkins. The day, May 16, starts out with a big parade through Harlem at three in the afternoon and will wind up with a big shindig at Small's Paradise, starting at 9 p.m. From what we hear, the place will be jammed with notables from the civic, political and musical fields. . . . The Bill Haley package did a tremendous \$50,000 last Sunday, May 6, in Detroit, where they played the Olympia Stadium to 22,000 payees in two shows. . . . The Platters, Mercury stars, make their TV debut as guest stars on Jackie Gleason's "Stage Show" program on June 30. . . . Some of the New York guys out at the MOA show, and there were so many people around we may have missed some to whom we apologize in advance, were Jerry Wexler, Ahmet Ertegun, Atlantic Records; Jerry Blaine, Jubilee and Josie Records; Hy and Sam Weiss, Old Town Records; Morty Craft, Melba Records; George Goldner, Rama, Gee and Tico Records; Harry Apostoleris and Johnny Halonka, Alpha Distributors; Ray Clark and Bob Rolontz, Groove Records; Joe Liebowitz, Premium Records; Al Hirsh, Malvern Distributors. . . . Dick Drury (WHHH-Warren, O.) again writes us to tell us "Treasure of Love" by Clyde McPhatter on Atlantic has shot to the top of both of his shows, the pop and r & b. . . . Larry Dean (WCIN-Cincinnati, O.) just returned from Nashville, Tenn., where the young blues singer he is managing, Roosevelt Lee, cut his first sides for Kit Records. The two sides due to be released in about one month are "Get Out Of Town, Mr. Whiskey" and "Come Little Girl". . . . The Dell-Tones are opening the new Basin Street Club at the Hotel Sir John in Miami, Fla., for four weeks starting May 16. . . . "Scream In" Jay Hawkins begins a week engagement May 10, at the Palace Theatre in Akron, O. . . . Joe Liebowitz reports his "My Heart's



GEORGE GOLDNER

Desire" by the Wheels on Premium has been growing in sale so fast he is hard put to fill orders. . . . The rogues gallery show in this column is part of the New York contingent that attended the MOA show.

CHICAGO:

Everyone here still recovering from the big R & R jamboree at the Amphitheatre. The place is still rockin' and rollin' with the effects of the big all-star show. . . . Dakota Staton skedded for stay at the Crown. . . . Hadda Brooks due for return engagement at the Black Orchid. Hadda, back from Bermuda, will treat the crowds with her piano stylings and sultry singing. . . . Sam Evans, WGES deejay, was a verria busy man at the MOA convention. He hardly had time to say hello between greeting friends and answering phone calls. . . . Mickey Shorr, Detroit deejay, wandering around the convention floor with a badge bearing the story, "Unemployed D. J." (Wha' happened, Mickey??). . . . Milwaukee deejays were around town this week and many reported the fact that R & R is keeping Milwaukee busy. . . . Billie Holiday singing up a storm at the Birdland. . . . Buck Ram was out the scene with his many discoveries, including: The Platters, The Colts, The Flairs, The Blockbusters and Shirley Gunter. The Flairs really knocked the town out with their bright pink jackets. . . . Chess & Checker Records give out the news that they're real busy. Three of their latest releases, "40 Days And 40 Nights" by Muddy Waters, "We Go Together" by The Moonglows, and Little Walter's "Who", are all riding high on the charts. . . . Abner of Vee-Jay can't be tied down to a phone. He must be running around to let everyone know how happy he is with the reaction to The Magnificents disk of "Up On The Mountain". . . . The National Jazz, R & B Disk Jockey Association holding their pow wows at the Hotel Sutherland, 5/18 to 5/20. Never caught so many deejays in one place at one time. . . . Mambo City in town: flocking to Mambo City at the Preview Lounge. This spot now features dancing Wednesday through Sunday instead of just on weekends. . . . Sign of the times: Juke boxes at the MOA convention blasting forth with R & R all day, no matter what booth it was.



THE FLAIRS

LOS ANGELES:

Fats Domino has got another big pop smash to follow his Imperial hits of the past year. His "My Blue Heaven" hit the number 3 spot on the Music City listings last week. . . . Zeke Manners may be getting together a package of rhythm and blues recording artists for a "Rhythm and Happies" stage show to play the local theatres. . . . Specialty following their hit of "Long Tall Sally" with "Cherokee Dance" by Bob Landers, which, according to Mike Apakoff at Central Sales, is one of their top selling numbers. . . . Ernie Freeman playing the local spots and recording for Imperial. Ernie has a new release due next week, which Eddie Ray believes will be another big one for the Los Angeles boy. . . . Big Jay McNeely in town for a series of one nighters lasting for four weeks. After that, the band returns East to play the Eastern summer resort spots. . . . Harry Fox now doing promotion for John Dolphin's Money and Cash labels. Harry is currently working on "Oh Yeah, Rock and Roll" by Chuck Higgins which has already taken off in the Los Angeles area and was released nationally on the Money label last week. . . . Saul and Joe Bihari back in town after covering the nation with Modern's top hits. The brothers established the Teen Queens new record of "So All Alone" as a big hit in the pop field. . . . The Moonglows, currently hot with their Chess recording of "We Go Together" in town to play the 54 Ballroom on the same bill with Lowell Fulson. . . . Don Pierce has a rhythm and blues hit on his Starday label in "Duck Tail" by Rudy Tutti Grayzell. . . . Sonny Thompson, Lulu Reed, and The Champions touring the Coast. . . . Keeping pace with its successful Ep and LP package line, Dootone has also set for Xmas release, a children's story album.



FATS DOMINO



RAY CLARK

■ ■ ■ ■ ■ BEST WISHES—National Jazz Rhythm and Blues Disc Jockey Ass'n ■ ■ ■ ■ ■
 on your 1st Meeting in Chicago

JUST RELEASED

Anne Kaye singing "DILLY—DALLY DARLING" coupled with "EVERY FORTUNE TELLER TELLS ME" GEE # 1015	The Mellow Keys singing "LISTEN BABY" coupled with "I'M NOT A DECEIVER" GEE # 1014
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GEE 220 WEST 42nd STREET
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Farewell Salute



DETROIT, MICH.—Mickey Shorr, Detroit disk jockey, bid fond adieu to more than 4,000 fans at his home on Sunday, April 29. Originally planned as a small farewell party given by the Detroit distributors, the affair mushroomed into a tremendous personal salute when Mickey invited listeners to drop by and say hello. Despite thunder showers, the fans began gathering at 10 A.M. chanting "We Want Mickey" and broke into a mighty roar when Shorr appeared. By noon the crowd had grown to such proportions that police were forced to rope off each end of the block to prevent traffic snarls. The behavior of the teenagers was exemplary and lack of riot, damage or raucous doings completely amazed neighbors who watched the proceedings from their front porches. The fans, treated to pop and potato chips, remained to pick up empty bottles and papers, leaving the neighborhood uncluttered. The only casualties were to Shorr's and neighboring lawns which were trampled. Shorr has already made arrangements for landscaping repairs.

"Rock Around The Clock" To Open In Brooklyn

NEW YORK—"Rock Around the Clock" the first motion picture devoted to the current rock 'n roll craze, will have its local premiere at the Fox Theatre, Brooklyn, on Wednesday, May 16. Coupled with the musical on the bill will be "Secret of Treasure Mountain." Both films are Columbia pictures.

The musical aggregations featured in "Rock Around the Clock" include Bill Haley and his Comets, the Platters, the Ernie Freeman combo, Tony Martinez and his band, Freddie Bell and his Bellboys. The dramatic cast is headed by Alan Freed, Johnny Johnston and Alix Talton. Fred F. Sears directed and Sam Katzman produced from the story and screenplay by Robert E. Kent and James B. Gordon.

Among the 17 musical numbers heard in "Rock Around the Clock" are the title song, plus "See You Later, Alligator" and "The Great Pretender," three recent best-selling songs.

"Rock Around the Clock" brings together Haley, one of the first popular practitioners of the new musical style, and Freed, one of the leading disk jockeys in rock 'n roll field.

Capitol Signs Glen Gray

HOLLYWOOD—Capitol has signed Glen Gray to a term contract to record as Glen Gray and the Casa Loma orchestra. Present plans are for Gray, who lives in the East, to record his first album for the West Coast major in the Capitol Tower studios in Hollywood. His sessions will be produced by Dave Cavanaugh.

Martha Lou Harp has been signed as a new vocalist for the Cap label. Her record dates will be produced in New York by Andy Wiswell.

Interview



LOS ANGELES—Cathy Crawford and Tommy Brewer, singing stars of Crystalette Records, didn't have a chance to escape when they wandered by the KBIG booth at the Sportsmen's Show in Los Angeles' Pan-Pacific Auditorium and were cornered for an air interview by disk jockey Carl Bailey.

THE CASH BOX

Rhythm 'N' Blues Disk Jockey

REGIONAL RECORD REPORTS

- Bill Carrigan**
WHLP—Centerville, Ohio
1. I'm In Love Again (Domino)
 2. I'm Getting Right (Brown)
 3. What Will I Do (Savage)
 4. My Heart's Broke Baby (Kirk Hanserd)
 5. Will You Willyum (Janis Martin)
 6. Long Tall Sally (Richard)
 7. Strange Love (Native Boys)
 8. Drown In My Own Tears (Ray Charles)
 9. Baby I Love You So (Don Juans)
 10. Who Said I Said That (Commodores)

- Wayne Hannah**
WAGG—Franklin, Tenn.
1. I'm In Love Again (Domino)
 2. Long Tall Sally (Richard)
 3. I Want You To Be My Girl (Teen Agers)
 4. Fever (Little Willie John)
 5. Treasure Of Love (McPhatter)
 6. We Go Together (Moonglows)
 7. Baby I Love You So (Joe Weaver & Don Juans)
 8. Pleadin' For Love (Birdsong)
 9. So All Alone (Teen Queens)
 10. Can't Stand To See You Go (Jimmy Reed)
 10. Girl In My Dreams (Cliques)

- Henry Tuck**
WREV—Reidsville, N. C.
1. My Blue Heaven (Domino)
 2. I Want You To Be My Girl (Teen Agers)
 3. I'm In Love Again (Domino)
 4. Down In Mexico (Coasters)
 5. Ivory Tower (O. Williams)
 6. I'm Not A Know It All (Teen Agers)
 7. Please Mr. Disk Jockey (Sensations)
 8. That's What I'll Do (Shirley & Lee)
 9. I'll Do The Same For You (Lavern Baker)
 10. Treasure Of Love (McPhatter)

- Ray Meaders**
WXOK—Baton Rouge, La.
1. Tell Me Why (M. Knight)
 2. Corrine Corrina (J. Turner)
 3. If I Can't Have You (Ruffin)
 4. Lost Dreams (E. Freeman)
 5. I Want You To Be My Girl (Teen Agers)
 6. Smooth, Slow, And Easy (Drivers)
 7. I'll Do The Same For You (Lavern Baker)
 8. Long Tall Sally (Richard)
 9. Forty Days, Forty Nights (Muddy Waters)
 10. I'm In Love Again (Domino)

- Jack the Bellboy**
WJIV—Savannah, Georgia
1. I'm In Love Again (Domino)
 2. My Heart Is Bleeding (Johnny Fuller)
 3. Treasure Of Love (McPhatter)
 4. Cherry Lips (Robins)
 5. I Want You To Be My Girl (Teen Agers)
 6. Baby Mine (Teen Queens)
 7. Long Tall Sally (Richard)
 8. Off Shore (Cardinals)
 9. Moments Like This (Baltineers)
 10. Magic Touch (Platters)

- Earl Martin**
WFPG—Atlantic City, N. J.
1. I Don't Want Nobody (Ella & Buddy Johnson)
 2. Corrine Corrina (J. Turner)
 3. Let's Start All Over Again (Don Bruce)
 4. My Blue Heaven (Domino)
 5. Long Tall Sally (Richard)
 6. I'll String Along With You (Earl Bostic)
 7. I'm In Love Again (Domino)
 8. Buddy's Boogie (B. Johnson)
 9. Lost Dreams (E. Freeman)
 10. We Go Together (Moonglows)

- Neil (Bird) Mack**
WGUY—Bangor, Maine
1. Sweet Baby Of Mine (Brown)
 2. My Blue Heaven (Domino)
 3. Slippin' And Slidin' (Richard)
 4. R-O-C-K (Bill Haley)
 5. I'm In Love Again (Domino)
 6. Little Girl Of Mine (Cleftones)
 7. I'm Wise (Eddie Bo)
 8. Ding Dong (Freddie Bell)
 9. Corrine Corrina (Turner)
 10. Mumbles Blues (B. Lewis)

- Dick Drury**
WHHH—Warren, Ohio
1. I'm In Love Again (Domino)
 2. Corrine Corrina (Turner)
 3. Treasure Of Love (McPhatter)
 4. My Blue Heaven (Domino)
 5. She Loves Rock (Flairs)
 6. Destination 2165 (Cues)
 7. We Go Together (Moonglows)
 8. I Want You To Be My Girl (Teen Agers)
 9. Apple Of My Eye (Lovers)
 10. Long Tall Sally (Richard)

- Jerry Nesler**
KBAB—San Diego, Calif.
1. Heartbreak Hotel (Presley)
 2. Long Tall Sally (Richard)
 3. Slippin' And Slidin' (Little Richard)
 4. Why Do Fools Fall In Love (Teen Agers)
 5. Cherry Lips (Robins)
 6. Magic Touch (Platters)
 7. I Am A Fool (Turks)
 8. I Was The One (Presley)
 9. My Blue Heaven (Domino)
 10. Ivory Tower (Otis Williams)

America's Leading ONE STOP Record Service

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Welcome to Chicago

NATIONAL JAZZ & R & B DISK JOCKEY ASSOCIATION

And Welcome to a Great Disk

"Up On The Mountain"

THE MAGNIFICENTS

VEE-JAY # 183

**BE SURE TO VISIT US WHILE YOU
ARE IN CHICAGO!**

Vee-Jay RECORDS, INC.
2129 S. Michigan Avenue
Chicago 16, Illinois

See PAGE 5
They Have the FLAIR For Success!
BUCK RAM presents

The Flairs

singing

"IN SELF DEFENSE"

and

"SHE LOVES TO ROCK"

ABC-Paramount # 9698
See PAGE 5

SMASH NEW ATLANTIC RELEASES



The Clovers

(Greater than "Devil or Angel")

"YOUR TENDER LIPS"

b/w

"LOVE, LOVE, LOVE"

Atlantic 1094



Ray Charles

"HALLELUJAH, I LOVE HER SO"

b/w

"WHAT WOULD I DO WITHOUT YOU"

Atlantic 1096



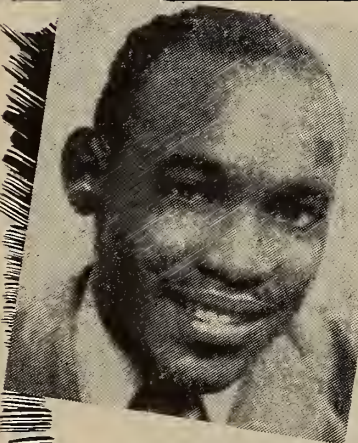
Ivory Joe Hunter

"YOU MEAN EVERYTHING TO ME"

b/w

"THAT'S WHY I DREAM"

Atlantic 1095



First release on Atlantic

Chuck Willis

and his Band -

"IT'S TOO LATE"

b/w

"KANSAS CITY WOMAN"

Atlantic 1098

ATLANTIC RECORDING CORP.

234 WEST 56th St. NEW YORK 19, N. Y.

THE CASH BOX

in
NEW YORK CITY

in
CHICAGO

in
NEW ORLEANS

The Top Ten Tunes Netting Heaviest Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators In New York City, Chicago and New Orleans.

- | | | |
|--|---|---|
| 1 I WANT YOU TO BE MY GIRL
Teen Agers
(Gee 1012) | BLUE SUEDE SHOES
Carl Perkins
(Sun 234) | I'M IN LOVE AGAIN
Fats Domino
(Imperial 5386) |
| 2 THE MAGIC TOUCH
Platters
(Mercury 70819) | LONG TALL SALLY
Little Richard
(Specialty 572) | CORRINE CORRINA
Joe Turner
(Atlantic 1088) |
| 3 BLUE SUEDE SHOES
Carl Perkins
(Sun 234) | FORTY DAYS AND FORTY NIGHTS
Muddy Waters
(Chess 1620) | LONG TALL SALLY
Little Richard
(Specialty 572) |
| 4 LITTLE GIRL OF MINE
Cletones
(Gee 1011) | CORRINE CORRINA
Joe Turner
(Atlantic 1088) | IVORY TOWER
Otis Williams
(DeLuxe 6093) |
| 5 HEARTBREAK HOTEL
Elvis Presley
(RCA Victor 20-6420) | UP ON THE MOUNTAIN
Magnificents
(Vee-Jay 183) | SHIRLEY JEAN
Big Walter
(Peacock 1661) |
| 6 LONG TALL SALLY
Little Richard
(Specialty 572) | WE GO TOGETHER
Moonglows
(Chess 1619) | SLIPPIN' AND SLIDIN'
Little Richard
(Specialty 572) |
| 7 WHY DO FOOLS FALL IN LOVE
Teen Agers
(Gee 1002) | DOWN IN MEXICO
Coasters
(Atco 6064) | BLUE SUEDE SHOES
Carl Perkins
(Sun 234) |
| 8 MY BLUE HEAVEN
Fats Domino
(Imperial 5386) | DROWN IN MY OWN TEARS
Ray Charles
(Atlantic 1088) | LOST DREAMS
Ernie Freeman
(Imperial 5381) |
| 9 TREASURE OF LOVE
Clyde McPhatter
(Atlantic 1092) | WHY DO FOOLS FALL IN LOVE
Teen Agers
(Gee 1002) | PLEASE MR. DISC JOCKEY
Sensations
(Atco 6067) |
| 10 WE GO TOGETHER
Moonglows
(Chess 1619) | HEARTBREAK HOTEL
Elvis Presley
(RCA Victor 20-6420) | HEARTBREAK HOTEL
Elvis Presley
(RCA Victor 20-6420) |

in
CLEVELAND

in
NEWARK

in
SAN FRANCISCO

- | | | |
|--|--|---|
| 1 SLIPPIN' AND SLIDIN'
Little Richard
(Specialty 572) | I WANT YOU TO BE MY GIRL
Teen Agers
(Gee 1012) | I'M IN LOVE AGAIN
Fats Domino
(Imperial 5386) |
| 2 HEARTBREAK HOTEL
Elvis Presley
(RCA Victor 20-6420) | CORRINE CORRINA
Joe Turner
(Atlantic 1088) | HEARTBREAK HOTEL
Elvis Presley
(RCA Victor 20-6420) |
| 3 PLEASE, PLEASE, PLEASE
James Brown
(Federal 12258) | LONG TALL SALLY
Little Richard
(Specialty 572) | LOST DREAMS
Ernie Freeman
(Imperial 5381) |
| 4 LOST DREAMS
Ernie Freeman
(Imperial 5381) | BLUE SUEDE SHOES
Carl Perkins
(Sun 234) | PLEASE, PLEASE, PLEASE
James Brown
(Federal 12258) |
| 5 BLUE SUEDE SHOES
Carl Perkins
(Sun 234) | I'M IN LOVE AGAIN
Fats Domino
(Imperial 5386) | WHY DO FOOLS FALL IN LOVE
Teen Agers
(Gee 1002) |
| 6 FEVER
Little Willie John
(King 4935) | LOST DREAMS
Ernie Freeman
(Imperial 5381) | TALK TO ME
Mel Williams
(Dig 107) |
| 7 WHO
Little Walter
(Checker 833) | LITTLE GIRL OF MINE
Cletones
(Gee 1011) | BLUE SUEDE SHOES
Carl Perkins
(Sun 234) |
| 8 I WANT YOU TO BE MY GIRL
Teen Agers
(Gee 1012) | MY HEART'S DESIRE
Wheels
(Premium 405) | DOWN IN MEXICO
Coasters
(Atco 6064) |
| 9 CORRINE CORRINA
Joe Turner
(Atlantic 1088) | WE GO TOGETHER
Moonglows
(Chess 1619) | LONG TALL SALLY
Little Richard
(Specialty 572) |
| 10 I'M IN LOVE AGAIN
Fats Domino
(Imperial 5386) | IVORY TOWER
Otis Williams
(DeLuxe 6093) | PLEASE DON'T DRIVE ME AWAY
Charles Brown
(Aladdin 3316) |

THE CASH BOX



in
PHILADELPHIA

in
LOS ANGELES

in
ST. LOUIS

The Top Ten Tunes Netting Heaviest Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators in Dallas, Los Angeles and Other Cities Listed.

- 1 MY BLUE HEAVEN
Fats Domino
(Imperial 5386)
- 2 LONG TALL SALLY
Little Richard
(Specialty 572)
- 3 BLUE SUEDE SHOES
Carl Perkins
(Sun 234)
- 4 WE GO TOGETHER
Moonglows
(Chess 1619)
- 5 CHURCH BELLS
MAY RING
Willows
(Melba 102)
- 6 CORRINE CORRINA
Joe Turner
(Atlantic 1088)
- 7 WHY DID
I FALL IN LOVE
Jacks
(RPM 458)
- 8 GIRL IN MY DREAMS
Cliques
(Modern 987)
- 9 SLIPPIN' AND SLIDIN'
Little Richard
(Specialty 572)
- 10 HEARTBREAK HOTEL
Elvis Presley
(RCA Victor 20-6420)

- 1 MY BLUE HEAVEN
Fats Domino
(Imperial 5386)
- 2 LONG TALL SALLY
Little Richard
(Specialty 572)
- 3 A CASUAL LOOK
Sixteens
(Flip 315)
- 4 BLUE SUEDE SHOES
Carl Perkins
(Sun 234)
- 5 WHY DO FOOLS
FALL IN LOVE
Teen Agers
(Gee 1002)
- 6 PLEASE, PLEASE,
PLEASE
James Brown
(Federal 12258)
- 7 IVORY TOWER
Otis Williams
(DeLuxe 6093)
- 8 CORRINE CORRINA
Joe Turner
(Atlantic 1088)
- 9 CHERRY LIPS
Robins
(Whipnet 100)
- 10 TALK TO ME
Mel Williams
(Dig 107)

- 1 LONG TALL SALLY
Little Richard
(Specialty 572)
- 2 BLUE SUEDE SHOES
Carl Perkins
(Sun 234)
- 3 HEARTBREAK HOTEL
Elvis Presley
(RCA Victor 20-6420)
- 4 CORRINE CORRINA
Joe Turner
(Atlantic 1088)
- 5 I'M IN LOVE AGAIN
Fats Domino
(Imperial 5386)
- 6 I WANT YOU
TO BE MY GIRL
Teen Agers
(Gee 1012)
- 7 FORTY DAYS AND
FORTY NIGHTS
Muddy Waters
(Chess 1620)
- 8 NEED YOUR LOVE
SO BAD
Little Willie John
(King 4841)
- 9 TREASURE OF LOVE
Clyde McPhatter
(Atlantic 1092)
- 10 THE MAGIC TOUCH
Platters
(Mercury 70819)

in
DALLAS

in
ATLANTA

in
NASHVILLE

- 1 LONG TALL SALLY
Little Richard
(Specialty 572)
- 2 I'M IN LOVE AGAIN
Fats Domino
(Imperial 5386)
- 3 HEARTBREAK HOTEL
Elvis Presley
(RCA Victor 20-6420)
- 4 IVORY TOWER
Otis Williams
(DeLuxe 6093)
- 5 CORRINE CORRINA
Joe Turner
(Atlantic 1088)
- 6 PLEADIN' FOR LOVE
Larry Birdsong
(Excella 2076)
- 7 I WANT YOU
TO BE MY GIRL
Teen Agers
(Gee 1012)
- 8 PLEASE, PLEASE,
PLEASE
James Brown
(Federal 12258)
- 9 BLUE SUEDE SHOES
Carl Perkins
(Sun 234)
- 10 LOST DREAMS
Ernie Freeman
(Imperial 5381)

- 1 LONG TALL SALLY
Little Richard
(Specialty 572)
- 2 CORRINE CORRINA
Joe Turner
(Atlantic 1088)
- 3 I'M IN LOVE AGAIN
Fats Domino
(Imperial 5386)
- 4 SLIPPIN' AND SLIDIN'
Little Richard
(Specialty 572)
- 5 I WANT YOU
TO BE MY GIRL
Teen Agers
(Gee 1012)
- 6 FORTY DAYS AND
FORTY NIGHTS
Muddy Waters
(Chess 1620)
- 7 FEVER
Little Willie John
(King 4935)
- 8 RUBY BABY
Drifters
(Atlantic 1089)
- 9 CAN'T STAND
TO SEE YOU GO
Jimmy Reed
(Vee-Jay 186)
- 10 THE MAGIC TOUCH
Platters
(Mercury 70819)

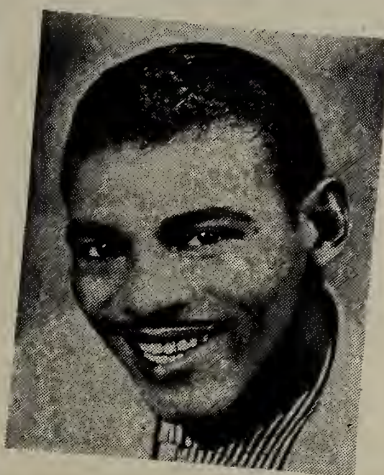
- 1 LONG TALL SALLY
Little Richard
(Specialty 572)
- 2 I'M IN LOVE AGAIN
Fats Domino
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Teen Agers
(Gee 1012)
- 7 BLUE SUEDE SHOES
Carl Perkins
(Sun 234)
- 8 FEVER
Little Willie John
(King 4935)
- 9 IVORY TOWER
Otis Williams
(DeLuxe 6093)
- 10 PLEADIN' FOR LOVE
Larry Birdsong
(Excella 2076)

The Flamingos



"A KISS FROM YOUR LIPS"

CHECKER NO. 837



Little Walter

"ONE MORE CHANCE"

CHECKER NO. 838



RECORD CO.

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The Greatest R&B Instrumental

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GEORGE JENKINS

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THE WHEELS

NEW HIT ON PREMIUM...

"MY HEARTS DESIRE"

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PREMIUM RECORDS
LINDEN, New Jersey

RHYTHM 'N BLUES REVIEWS

⊙ A AWARD & SLEEPER	⊙ G GOOD
⊙ B+ EXCELLENT	⊙ C FAIR
⊙ B VERY GOOD	⊙ D MEDIOCRE

LIGHTNIN' HOPKINS
(Herald 476)

- C+** "GRANDMA'S BOOGIE" (2:11) [Angel BMI—Sylvan] Lightnin' Hopkins adds another to his vast catalogue. It's a fast beat boogie guitar instrumental that comes off well.
- C+** "I LOVE YOU BABY" (2:12) [Angel BMI—Sylvan] Lightnin' wails a slow beat blues on the flip proclaiming his love for his baby. It's a typical Hopkins blues that should get the usual reception in his particular market.

BOOGALOO
(Crest 1014)

- C+** "TALK ABOUT A PARTY" (2:35) [American Music BMI—Harris] Boogaloo drives out a quick beat story of a real swinging house party. It's a jumper with handclaps and wild shouts. Narrative type vocal that comes off in good shape.
- B** "BIG FAT LIE" (2:20) [American Music BMI—Harris] Boogaloo sings another quick beat in which he tells his gal he has caught her in a "big fat lie!" It's a chuckley effort that comes out a lively side.

McBURNEY and the Original Four Jacks
(Hollywood 1058)

- B** "LET ME GET NEXT TO YOU" (2:20) [Golden State BMI—York] McBurney and the group bounce through a middle beat jump with a restrained type vocal. It's an easy going rocker.
- B** "WALKING AND CRYING" (2:25) [Golden State BMI—York] McBurney and The Original Four Jacks wail a slow paced blues with feeling. It is a heart breaker with a sobbing background. Down home material.

THE KINGLETS
(Colvert 101)

- B** "YOU GOTTA GO" (2:47) [Babb Music BMI—Ted Jarrett] The Kinglets plan to send her back to her mother as they chant the slow beat blues with an excellent delivery. Warm, wailing blues in which the lead excels.
- B** "SIX DAYS A WEEK" (2:55) [Babb Music BMI—Jarrett] The group chants a middle beat jump with a smooth, easy styling. It's an infectious piece of wax that will make the teener tap.

ARNIE WILLIAMS
(Herald 479)

- B+** "MARGIE" (2:09) [Fisher Mills ASCAP—Davis, Conrad, Robinson] This oldie has been done hundreds of times and in every conceivable manner, but in Arnie Williams' debut on Herald he lends it a schmaltzy, swinging reading that will surely grab it lots of attention. Stick close to this one—it could happen.
- B** "COME ON SWEETIE" (2:15) [Angel BMI—Winley] Williams pours out a strong reading of a middle beat rhythmic item that is most appealing. Jump ditty with a strong horn break. Teener fare. Ok deck.

THE CASH BOX

★ AWARD O' THE WEEK ★

"SMOOTH, SLOW AND EASY" (2:12)

[Lois BMI—Harris, Smith]

"WOMEN" (2:10)

[Lois BMI—Harris, Smith]

THE DRIVERS
(DeLuxe 6094)

● The Drivers, a new group for the record buyers to ponder, come up with two powerful items that mark them a group to be watched carefully. The "Smooth, Slow and Easy" deck is a quick beat jump that the group belts with a smart blend of vocal sounds. It is a novelty lyric wedded to a strong rhythm tune and sung with a sock delivery. The flip, "Women," is a rhythmic slow beat in which the lead proclaims the fatal charms of the opposite sex. Employed is a high pitched voice in the background similar to the Four Lads. Effective teamwork and material make this another deck to be reckoned with. However, we'll go with "Smooth, Slow and Easy."

THE CASH BOX

Rhythm 'N Blues SLEEPER OF THE WEEK

"MEAN TO ME"

"THE BO-DO-ROCK"

EARL BOSTIC and BILL DOGGETT
(King 4930)



EARL BOSTIC



BILL DOGGETT

● Here's a two sided instrumental power house that pairs a couple of high-powered musicians, each with their individual coterie of record buying fans. Both camps of followers will want this platter. The standard, "Mean To Me," is swung to a delightful fare-thee-well as sax blowing Bostic and Hammond playing Doggett pass the spirited solos to one another. The combination of these two ace musicians makes a most satisfying blend of sound. The reverse siding, "The Bo-Do-Rock," is slow beat jump deck with that tantalizing sound combination. Good rock side, with everything said about "Mean" applying here. However, we lean to the familiar "Mean To Me" to become the side.

THE JAYHAWKS
(Flosh 109)

- C+** "MY ONLY DARLING" (2:32) [BMI—Fisher, Curry] The Jayhawks blend on a slow beat ballad in tender fashion. The lads perform with routine treatment.
- C+** "STRANDED IN THE JUNGLE" (2:45) [BMI—Johnson, Smith] The flip is a quickbeat rhythm novelty with a recitation lead against a chant background and a couple of fair gimmicks. The better side.

FRANK "Floorshow" CULLEY
(Baton 226)

- B+** "AFTER HOURS EXPRESS" (Parts one and two) [Dare BMI—Culley] You won't be able to sit still listening to this one. It's a wildie featuring Culley's sax. Item drives from the opening bar providing good and exciting listening. Powerful instrumental two sider.

THE CASH BOX

Rhythm 'N Blues BEST BETS

In the opinion of The Cash Box music staff, records listed below, in addition to the "Disk" and "Sleeper" Of The Week, are those most likely to achieve popularity.

- ★ "MARGIE" Ernie Williams Herald 479

THE MIDNIGHTERS
(Federal 12270)

- B** "EARLY ONE MORNING" (2:16) [Armo BMI—Henry Ballard] The Midnighters newest is a slow paced blues well done, but not on a par with most of their releases. Exciting lead.
- B+** "TORE UP OVER YOU" (2:45) [Armo BMI—Henry Ballard] The Midnighters rock a quick beat jump on the flip. Deck comes off the stronger of the two. It is rock and roll material for the teener. Should get a good reception.

JOHNNY FULLER
(Hollywood 1057)

- B** "HOW LONG" (2:50) [Golden State BMI—Geddins, York] Johnny Fuller wails a slow beat blues that will probably find its greatest action in the southern markets. One of the most used blues themes is Fuller's tale of woe here. His baby has left him and he's a picture of despair.
- C+** "MEAN OLD WORLD" (2:35) [Golden State BMI—Geddins, York] Fuller is similarly dispirited on the flip, tho the tempo is picked up. Rhythmic middle beat blues.

JUNIOR THOMPSON with THE METEORS
(Meteor 5029)

- B** "RAW DEAL" (2:05) [Met BMI—Claunch, Cantrell] Junior Thompson rocks along with a quick beat jump that comes off well. Deck is a spirited item that will excite.
- B+** "MAMA'S LITTLE BABY" (2:17) [Met BMI—Thompson, Claunch] Junior Thompson tells of his little woman who "ain't worth a dime". It's another quick beat rocker that is given a very strong reading. Etching drives along at a hard hitting and intriguing pace. Good side.

SAM (The Man) TAYLOR
(MGM K12249)

- B** "BLUER THAN BLUE" (2:45) [J. J. Robbins ASCAP—Taylor] Sam The Man dishes up a delectable "blue" side with a slow beat, moving sax reading. Low lights, relaxed listening wax.
- B** "A KISS BEFORE DYING" (2:37) [Weiss & Barry BMI—Newman, Coates] Instrumental treatment of a lovely slow paced ballad. LeRoy Holmes provides the orking and Sam The Man Taylor is featured with his talented horn. It is a dreamy item beautifully etched. Pop market, mood type of thing.

BEVERLY WRIGHT
(Groove 4G-0153)

- B+** "SHAKE TILL I'M SHOOK" (2:43) [Fairway BMI—Self, Kenyon] Beverly Wright rocks out with a driving reading of a quickbeat. The lass sings with self-assurance and excitement. Ok deck with a hard hitting treatment.
- B** "DON'T LET THE SUN CATCH YOU CRYIN'" (2:14) [Northern Music ASCAP—Joe Greene] The talented lass does a torchy reading of a slow beat blues. Solid emotional delivery and moving blues adds up to an effective wax.

THE 10 TOP THE CASH BOX Country Best Sellers

(PLUS THE NEXT FIVE)

1. **HEARTBREAK HOTEL**
Elvis Presley
(RCA Victor 20-6420; 47-6420)
2. **BLUE SUEDE SHOES**
Carl Perkins
(Sun 234; 45-234)
3. **YES, I KNOW WHY**
Webb Pierce
(Decca 29805; 9-29805)
4. **YOU AND ME**
Kitty Wells & Red Foley
(Decca 29740; 9-29740)
5. **I FORGOT TO REMEMBER TO FORGET**
Elvis Presley
(RCA Victor 20-6357; 47-6357)
(Sun 223; 45-223)
6. **I'VE GOT FIVE DOLLARS**
Faron Young
(Capitol 3369; F3369)
7. **I DON'T BELIEVE YOU'VE MET MY BABY**
Louvin Brothers
(Capitol 3300; F3300)
8. **BLACKBOARD OF MY HEART**
Hank Thompson
(Capitol 3347; F3347)
9. **YOU'RE STILL MINE**
Faron Young
(Capitol 3347; F3347)
10. **WHAT WOULD YOU DO (IF JESUS CAME TO YOUR HOUSE)**
Porter Wagoner
(RCA Victor 20-6421; 47-6421)
Red Sovine
(Decca 29825; 9-29825)
11. **SO DOGGONE LONESOME**
12. **FOLSOM PRISON BLUES**
13. **WHY, BABY, WHY**
14. **FOR RENT**
15. **IT'S YOU, ONLY YOU, THAT I LOVE; LITTLE ROSA; 'CAUSE I LOVE YOU; HONKY TONK MAN; I WAS THE ONE; HOW FAR IS HEAVEN; UNCLE PEN; I'VE CHANGED.**

Faron Young Tours Southwest

HOLLYWOOD—Faron Young, The Young Sheriff and his Country Deputies with Jimmy and Johnny opened Oklahoma City May 6 for a two weeks tour to the west coast via Tulsa, Waco, Norman, Odessa, Carlsbad, Phoenix, Tucson, San Diego.

A week of pre-production beginning May 21 in Hollywood before the actual shooting of Faron's next Eastman Color feature "Stampede" will keep the Young Sheriff on the move for the actual location for the film is Kanab, Utah. Faron plans to be on location for 6 to 8 weeks. The cast of the film is being set at the time of this writing, and will be made public at a later date.

"Little" Jimmy Dickens
"It Scares Me Half To Death"
COLUMBIA # 21515

CENTRAL SONGS, INC.
3308 SUNSET BOULEVARD HOLLYWOOD 28, CALIF.
HOLLYWOOD 1-9347

STARS OF WWVA's "World's Original Jamboree"

- ★ ★ ★ JIMMIE WILLIAMS - MGM
"My Suspicious Mind"
- ★ HARDROCK GUNTER - Cross Country
"Juke Box Help Me Find My Baby"
- ★ HYLO BROWN - Capitol
"One Sided Love Affair"
- ★ WILMA LEE & STONEY COOPER - Hickory
"I Want To Be Loved"

Big Catch



MIAMI, FLORIDA—When Cracker Jim Brooker, WMIE disk jockey, set up a date for Faron Young and Webb Pierce at Dade County Auditorium, he also arranged for them and Hubert Long to do some fishing. Above the group is shown without the fish although well over 150 pounds were caught with Long catching the big one, a 42 pound Amberjack.

WSM And Grand Ole Opry To Be Honored By Radio And Television Execs At New York Luncheon

Governor Clement To Be Speaker

NEW YORK—Nashville's WSM, WSM-TV and Grand Old Opry will be honored by the Radio and Television Executives Society at its luncheon on May 21st at the Hotel Roosevelt. Cousin Minnie Pearl, long-time Grand Old Opry star, will present a half-dozen of her famed fellow performers in a rare program of country music and comedy. Governor Frank G. Clement of Tennessee will be the principal speaker.

Grand Old Opry, which started thirty-one years ago as a small group of musicians and singers, today has hundreds of artists on its roster. Its

four-and-a-half hour radio show Saturday nights on WSM and the NBC network brings thousands of country music fans flocking to Nashville's Ryman Auditorium from hundreds of miles around.

In addition to Minnie Pearl, Carl Smith, June Carter, Jimmy and Johnny Oscar and Lonzo, Ferlin Huskey and Chet Atkins, all Grand Old Opry veterans, will appear at the RTES luncheon. Gov. Clement will discuss the nation-wide impact of country music in general and Grand Old Opry in particular.

THE TEN COUNTRY RECORDS DISK JOCKEYS PLAYED MOST THIS WEEK

(PLUS THE NEXT TEN)

1. HEARTBREAK HOTEL Elvis Presley (RCA Victor)
2. BLUE SUEDE SHOES Carl Perkins (Sun)
3. YES, I KNOW WHY Webb Pierce (Decca)
4. I TAKE THE CHANCE The Browns (RCA Victor)
5. YOU'RE STILL MINE Faron Young (Capitol)
6. YOU AND ME Kitty Wells & Red Foley (Decca)
7. FOR RENT Sonny James (Capitol)
8. LITTLE ROSA Red Sovine & Webb Pierce (Decca)
9. HONKY TONK MAN Johnny Horton (Columbia)
10. BLACKBOARD OF MY HEART Hank Thompson (Capitol)
- 11) SO DOGGONE LONESOME. 12) HOW FAR IS HEAVEN. 13) I'VE GOT FIVE DOLLARS. 14) I DON'T BELIEVE YOU'VE MET MY BABY. 15) WHAT WOULD YOU DO (IF JESUS CAME TO YOUR HOUSE). 16) I'VE CHANGED. 17) IT'S YOU, ONLY YOU, THAT I LOVE. 18) SEASONS OF MY HEART. 19) UNCLE PEN. 20) FOLSOM PRISON BLUES; 'CAUSE I LOVE YOU; I WAS THE ONE; ROCK ISLAND LINE; WHY, BABY, WHY; A GOOD WOMAN'S LOVE.

THE CASH BOX Reports

THE NATION'S BIG 10

Country

JUKE BOX TUNES

POS. LAST WEEK

- | | | |
|----|--|----|
| 1 | HEARTBREAK HOTEL
Elvis Presley
(RCA Victor 20-6420; 47-6420) | 1 |
| 2 | BLUE SUEDE SHOES
Carl Perkins
(Sun 234; 45-234) | 2 |
| 3 | YES, I KNOW WHY
Webb Pierce
(Decca 29805; 9-29805) | 3 |
| 4 | YOU AND ME
Kitty Wells & Red Foley
(Decca 29740; 9-29740) | 5 |
| 5 | I FORGOT TO REMEMBER TO FORGET
Elvis Presley
(RCA Victor 20-6357; 47-6357)
(Sun 223; 45-223) | 4 |
| 6 | I'VE GOT FIVE DOLLARS
Faron Young
(Capitol 3369; F3369) | 8 |
| 7 | BLACKBOARD OF MY HEART
Hank Thompson
(Capitol 3347; F3347) | 9 |
| 8 | I DON'T BELIEVE YOU'VE MET MY BABY
Louvin Brothers
(Capitol 3300; F3300) | 7 |
| 9 | WHY, BABY, WHY
Red Sovine & Webb Pierce
(Decca 29739; 9-29739)
George Jones
(Starday 202; 45-202) | 6 |
| 10 | SO DOGGONE LONESOME
Johnny Cash
(Sun 232; 45-232)
Ernest Tubb
(Decca 29836; 9-29836) | 10 |



THE
SEEBURG
V-200

**WORLD'S FIRST
DUAL MUSIC SYSTEM**

**Meets Every Requirement
for Modern Music
Merchandising!**

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
Chicago 22, Illinois

SEE OTHER SEEBURG

2-PAGE ADVERTISEMENT IN THIS ISSUE

AMERICA'S FINEST AND MOST COMPLETE MUSIC SYSTEMS



Creeping Inflation Makes Necessary:

Here and There

NEW YORK—This item is for our coinfriends with children and grandchildren. At a conference of the Association of Food and Drug Officials of the United States held here this week, A. B. Clow, general manager of the Fine Chemical Divisions of American Cyanamid, which produces one of the most important of the antibiotics, Aureomycin, reported that our so-called "wonder drugs", which have been used with sensational success against infectious diseases, will some day be eaten by Americans like vitamins are today, to keep people well. Clow reported on a trial feeding of Aureomycin to school children in Guatemala, under supervision of the United Nations. These children were fed 50 milligrams of Aureomycin daily for 21 to 29 months. The United Nations reported "The rates of increase in both height and weight over an 18 months' period proved to be significantly greater than those observed for the control group in another rural village." Clow forecast Aureomycin or some chemical with very nearly its same properties will be eaten by people in the future "to keep well, not merely to get well."

PITTSBURGH, PA.—One of the industries responsible for the continued high employment and large payrolls is Steel. The American Iron and Steel Institute reported this week that payroll records were set during March and in the first quarter of 1956. The estimated total employment for March was 685,200 compared with 629,299 in the same month last year. An increase was also shown over the month previous, February. The total payroll during March was estimated at \$338,140,000—nearly \$7.5 million more than during the prior record month of December, 1955. It was also \$20.8 million more than February of this year. During the first quarter of 1956, the total estimated payroll of the industry was \$984,260,000—also a record, and over \$182 million higher than the first three months of 1955.

WASHINGTON, D.C.—Despite the fact that unemployment among auto workers increased in April, total employment thruout the country jumped 900,000 last month to a new April record of 63,990,000—while joblessness dropped by 270,000, according to the Labor and Commerce Departments. The unemployment total dipped to an estimated 2,465,000. The gain in total civilian employment was 912,000 from March to April, and the number of jobholders reached a level 2,000,000 above the employment total a year ago. It was stated that seasonal factors, including a 700,000 rise in farm employment, were responsible for most of the gain.

DIME PLAY PLUS FRONT MONEY

Constant creeping inflation, which has become ever more apparent, and which is being openly recognized and reported by all financial experts as well as the nation's leading economists, has its deterrent effect on this industry along with all other industries.

It has reached the point where, what were formerly considered profitable locations, are now being classified as "just average" spots.

It isn't that the income has fallen down in these locations. It is, rather, that with income in status quo, the profits aren't there anymore.

Operators are also noticing that, if their income hasn't expanded in similar ratio and in keeping with the consistent creeping inflation, their profit factor continues to lessen considerably.

With prices of all materials and merchandise constantly tending upward to meet the creeping inflationary levels, income must also tend upward, so that profit will continue to remain at its former, accepted level.

All this resolves itself down to the fact that, with equipment as well as all supplies

and necessities with which to do business costing the operator more, he must somehow match this growing expense.

He must have either greater intake, or some sort of assurance that his income level will remain constant, and somewhat within the bounds of security.

A more constant income level will at least help him to match his expenses and still continue in business.

Many believe that the answer to this problem is the rebirth of front money guarantees regardless of dime play.

These men feel that, tho dime play has proved itself extremely helpful in almost all instances, without some sort of constant income guarantee they cannot continue profitably in business.

In short, with today's distending forces at work causing inflation to creep steadily to new high marks, the operator must assure himself more steady income.

This is best done, the greater majority believe, by the adoption of front money guarantees for every location, plus dime play.

more earning power through better music merchandising

there must be "music for everyone"

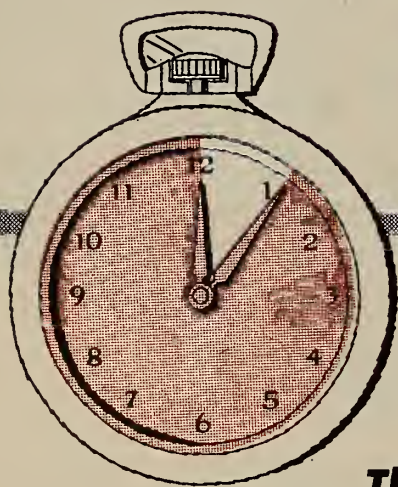
Every properly programmed music system should include current "pop" tunes that are released on 45 RPM Single Records. Every properly programmed music system should also include standard music on 45 RPM that is available principally on Extended Play Records.* This music—show tunes, all-time favorites, classics and varieties—belongs on every phonograph because it is music the public wants to hear.

*Capitol, Columbia, RCA and other leading record manufacturers are making available low-cost E.P. record packages for coin-operated phonograph use. See your Seeburg Distributor.

45 rpm single and E.P. records

This is a matter of arithmetic. It takes longer to play a two-tune E.P. Record than it does a single-tune record. In order to program your equipment profitably (as well as properly), you should be compensated for this additional playing time.

You can enjoy more earning power with the SEEBURG V-200.



TWO TUNES PER SIDE

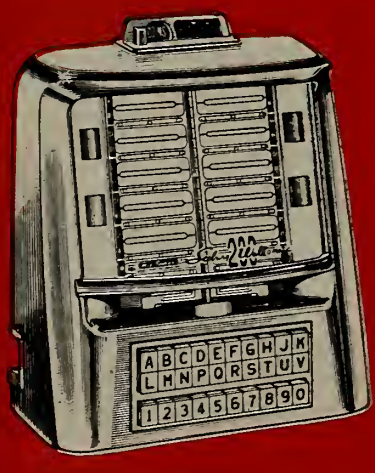
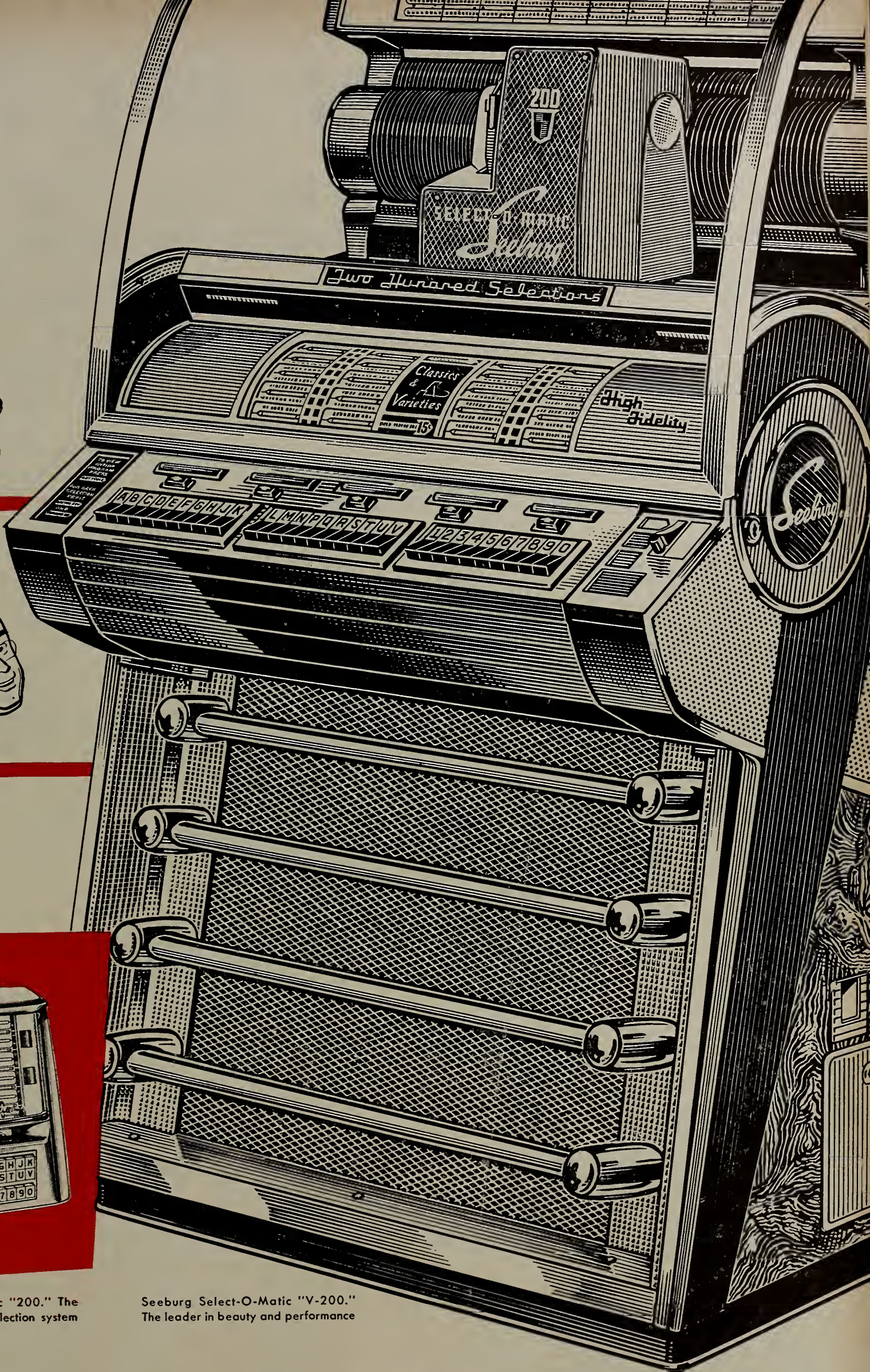
**ADDITIONAL PLAYING
TIME REQUIRED**

The answer—selling time!

**The Seeburg V-200 programs
single records at one price and E.P. records
at a proportionately higher price**

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
Chicago 22, Illinois

the world's



Seeburg Wall-O-Matic "200." The world's finest remote selection system

Seeburg Select-O-Matic "V-200." The leader in beauty and performance

first dual music system

SIXTH ANNUAL MOA SHOW

Crowds See New AMI and Wurlitzer "200" Phonos. Amuse Games, Vendors & Kiddie Rides Also Attract Attention. ASCAP Legislation Main Topic of Discussion at Meet.

CHICAGO—The 6th Annual Convention of the MOA, held last week, Sunday, Monday and Tuesday, May 5, 6, 7, brought in a good sized mixture of games manufacturers, phonograph manufacturers, accessories manufacturers and distributors, operators, their servicemen and families.

Two interesting highlights of the show, different from last year, was the number of pool tables in evidence at almost every booth, and the showing of the new model "2000" Wurlitzer 200 selection phonograph and the new model "G-200" AMI phonograph.

All the major juke box manufacturers had booths, Seeburg, Rock-Ola, Wurlitzer and AMI. Also in evidence as the operator made his rounds were kiddie rides, vending machines, the new VuAid Sales tube tester, and cranes.

The usual excitement, hubbub, and convention noise was in evidence as the curious visitors stopped at each booth and spoke to the factory representatives. Not all the greetings took place on the exhibit floor, however, as small crowds were always meeting in the lobby of the hotel and in the hotel suites, where some manufacturers entertained. Many operators and distributors also visited the factories where open house was conducted around the clock.

Though the meeting hall opened to a fairly small attendance on both Monday and Tuesday, the room contained a good representation by closing time as operators and factory people drifted in slowly.

The Monday meeting was officially opened by George A. Miller, national president, who lightly touched upon the subjects that would be discussed during the two day meet. Clint Pierce, vice-president, the next speaker, also discussed topics of importance to the MOA.

Sidney Levine, MOA legal counselor, spoke at length on the progress being made in the juke box operators' fight against ASCAP legislation. Levine again

reiterated MOA's determination to fight this constant battle to the last ditch and predicted that ASCAP would continue to fight for passage of its bills year after year without let up should they again be defeated this year. Levine paid tribute to The Cash Box, calling to the operators' attention the fact that The Cash Box had always "stood squarely behind the MOA in its fight against ASCAP legislation."

Lee Schooler, president of the Public Relations Board, then made some hard hitting comments about the current impression of the juke box operator that prevails throughout the United States and offered some constructive methods of presenting the juke box industry in its true light. His proposals were, in the main, ideas that had been presented to the trade by The Cash Box for many years. An organized campaign, teenage canteens, active participation in civic and community affairs, etc.

Following a short recess a forum meeting was held to discuss the advantages of ten cent play and fair percentages, moderated by Ted Nichols and Howard Ellis.

At nine that evening, a colored film, "You Can Do Something About Public Relations" was shown by William E. Fitzgerald, AMI, Inc.

The meeting on Tuesday was highlighted by talks by John Haddock, A.M.I. Inc., and Congressman George P. Miller. Haddock discussed the fight of the phonograph manufacturer to keep prices of equipment down in spite of the ever rising cost of materials. Miller told the operators they "were more than holding their own" in the copyright battle with ASCAP, and also warned them to police the industry.

A motion was passed to increase the Board of Directors to 48. 12 were appointed at the meeting and 14 are still to be assigned.

THE CASH BOX CAMERA CLIX PIX AT MOA SHOW

CHICAGO—The Cash Box camera man, together with Bill Gersh, publisher, and "director" of the "shots", were probably the busiest men at the MOA Convention. Working on the premise that "a photograph tells the story more than a thousand words", presented on the following page is a number of pictures taken at the show featuring personalities who were in attendance.

1) George A. Miller, president of MOA, signs a contract to act as business manager for the next five years, while Sidney Levine and Clint Pierce look on.

2) Frank Mencuri, Exhibit Supply and George George, Cleveland, try their skill on "Spanish Pool".

3) Harry Van Dusen and Art Weinand play Williams' "Crane".

4) Ed Levin, Chicago Coin and Ted Bush, Miami, Fla.

5) J. A. W. meets J. A. W. J. A. (Art) Weinand and J. A. (Red) Wallace.

6) A couple of New Englanders. Louis Blatt, Atlas Distributors, Boston, Mass. and Louie Taube, Manchester, N.H.

7) L. Gardner of R. Warncke Co., Houston, Tex., with Ed Levin.

8) Bill Gersh and Joe Silla, Oakland, Calif.

9) Mr. and Mrs. Ed Zorinsky of Omaha, Neb.

10) Sam Stern, Williams Mfg. Co., Leo Weinberger and Leo's son Morty, of Louisville, Ky.

11) Harry Pearl and Bert Lane, The Bert Lane Co., Miami, Fla. showing their "Steam Fire Engine" kiddie ride.

12) Phil Robinson and Charley Robinson of Los Angeles, Calif.

13) Bill Phillips of Atlas Music with the 200 Seeburg.

14) Willie (Little Napoleon) Blatt, Miami, Fla. and his son Marty.

15) A New York group: Dave Lowy, Irv Holzman, Harry Berger and Joe Green.

16) John Vavrek of Gary, Ind. and Carl Christiansen of Coven Music, Chicago.

17) Mr. and Mrs. Clint Pierce of Brodhead, Wis.

18) Jerry Harris.

19) Hirsh deLaVie, Washington, D.C. at the Naval Recruiting booth, with Sam Situa, 1st Class Bosun's Mate.

20) Mickey Anderson of Erie, Pa.

21) Jack Mitnick and Harry Brown.

22) Walt (Bow-tie) Huber of San Francisco, Calif.

23) Two phono mfr. advertising men talk it over. Bill FitzGerald of AMI, and A. D. Palmer of Wurlitzer. Man on extreme right unidentified.

24) Charlie Rose of Fargo, N. D. and J. I. McClelland of J. P. Seeburg.

25) Lou Casola, Rockford, Ill. and Frank Mencuri of Exhibit.

26) C. O. (Red) Harrington, Houston, Tex. (See "Houston Happenings" column.)

27) Mr. and Mrs. Pete Geritz, Denver, Colo.

28) Bill Gersh and the fabulous "Senator" Al Bodkin of New York.

29) From the W. Va. Operators Assn.: Ed Oliver, W. N. Anderson, J. A. Wallace and Dana Hicks.

30) Ed and Martha Chesney.

31) Morris Piha, Montgomery, Ala., president of Alabama Amusement Assn.

32) Joe Alvarez, Gary, Ind., Benito Murillo, Oakland, Calif. and Frank Fernandez, Gary, Ind.

33) A group of Seeburg people: Tom Herrick, John Stuparitz, Jack Gordon, G. Gabrielson, Bob Dunlap and J. McClelland.

34) Jack Bess, Richmond, Va., C. E. Maddox and Harry Moseley, Jr.

35) Once again the beards show up: Joe Alvarez and Frank Fernandez, with Jake Porter in the center.

36) Bill Gersh and the ever-loving Dave Stern of Elizabeth, N. J.

37) Roy Carlson, Martin Rice and Leon Weinberger of Detroit, Mich.

38) Milt Wudtke of Milwaukee and Bob Bear, Wurlitzer sales mgr. surround the new model "2000", 200 selection phono.

39) R. Griffith, Washington, D. C. and Roy McGinnis, J. H. Keeney & Co.

40) Joe (Slim) Mangone, Miami, Fla. and Bill Gersh.

41) Dave Rosen, Phila., and Johnny Michaels and Lou Dunis, Portland, Ore.

42) The "Gold Dust Twins", Max and Harry Hurvich, Birmingham, Ala., surround John Watling, Chicago

43) Jimmy Tolisano, president of the Connecticut Operators Assn., getting "buzzed". Probably for the good work he's done for the ops.

44) Bill Gersh and Al Denver, president of the Music Operators of New York.

45) Joe Fishman, Newark, N. J. and Ben Haskell, attorney from New York, who, associated with Teddy Blatt, are counselors for the N. Y. games assn.

46) Paul Heusch, J. H. Keeney & Co., welcome guests at Keeney booth.

47) Sidney Levine and Bill Bolles of J. H. Keeney & Co.

48) N. H. Gisser, Morris Gisser and Herb Wedewen, Cleveland, O.

49) Jake Friedman, Atlanta, Ga., and his son-in-law, Jake Geldbart.

50) John Casola of United Mfg. Co.

51) Harry Williams, Pete Geritz, Art Weinand and J. Harry Snodgrass at the booth of Williams Mfg. Co.



(More Pictures on Pages 22 and 45)

Music Ops Must Plan To Have A

MILLION LETTERS

Ready To Be Mailed To Congress When So Advised

Letters from Operators Themselves. Letters from Location Owners. Letters from Patrons of Locations. Letters from Civic, Social, Spiritual and Political Leaders. Letters from Every Single Person Possible...
Opposing the ASCAP Sponsored Bills

THESE ARE THE FOUR BILLS

In the Senate: S.590 and S.1254 In the House: H.R.4316 and H.R.2677

THESE ARE THE MEMBERS OF THE JUDICIARY COMMITTEES

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| Rep. James M. Quigley (Dem., Pa.) | |

IMPORTANT DO NOT MAIL LETTERS UNTIL YOU ARE ADVISED TO DO SO!!

THE CASH BOX CAMERA CLIX PIX AT MOA SHOW



- 52) Cissie Gersh and George Wrenn, Dallas, Tex., representative for Chicago Coin and Genco in that territory.
- 53) Jake Friedman, Atlanta, Ga., and Sam Stern, Williams Mfg. Co.
- 54) At the Wurlitzer booth: Bert Davidson, Bob Hamilton and Don Beyer.
- 55) Barney (Shugy) Sugerman, Runyon Sales Co., New York and New Jersey, talks things over with John Haddock, president of AMI.
- 56) Henry Leyser, Oakland, Calif., and "Jiggs" Donohue, Seeburg Calif. representative.
- 57) Mrs. Nick Britz, Wis., and Mr. and Mrs. Martin Britz, Great Falls, Mont.
- 58) Norman Gefke, Sioux Falls, S. Dak. (Hard to recognize behind this shrubbery.)
- 59) Sammy Weisman, Baltimore, Md., Herb Oettinger, United Mfg. Co., and Bill Gersh.
- 60) Harry Stern, Phila., Pa., with a couple of models from the Williams' booth.
- 61) Avron Gensburg and Al Warren of Genco, with Lou Singer of Lieberman Music, Minneapolis, Minn.
- 62) Sam Solomons, Columbus, Ohio.
- 63) Bert Davidson, Wurlitzer, a model, and Lou Casola, Rockford, Ill.
- 64) Sam Lewis, president, Exhibit Supply, Lou Dunis, Portland, Ore., and Barney Sugerman, N. Y.
- 65) Sidney Wolbarst and John Bray of Boston, Mass.
- 66) Jimmy Savarese, South Bend, Ind., surveys the situation.
- 67) Bob DePriest and Abe Susman, Dallas, Tex., with a show model.
- 68) Martin Britz, Great Falls, Mont., with a model from Columbia Records.
- 69) Sam Dicter, Southern Automatic Music Co., Ft. Wayne, Ind., branch.
- 70) Budge Wright, Portland, Ore., and a show model.
- 71) Mrs. Clint (Marie) Pierce, Brodhead, Wis., and Gail Carter, Permo needles.
- 72) Joe Fishman, Newark, N. J., and Jess Liveley, Clarksville, Va., surround a show model.
- 73) Gordon Stout, president of the South Dakota Phono Ops Assn., and a show model.
- 74) Joe Robbins, Empire Coin Machine Exchange, Chicago, with models from Williams' booth.
- 75) Bob Gnarro, show model, Paul Brown and Andy Oomens, Chicago ops.

(See Pages 20 and 43 For Additional Pictures)

(More MOA Pictures Next Week — May 26 Issue)

Peanuts! Ball Games! Charms! And Pool Games, Too!

Bulk Vendors Ass'n Convenes At Morrison Hotel, Chicago

CHICAGO—Following immediately on the heels of the MOA meet, came the bulk vender people with their convention.

In fact some of the pool games manufacturers didn't even halt in their smiling and sales talking. Just continued right from MOA into meeting with bulk vending machine operators.

Peanuts, ball gum, charms and pool games, too. Quite a convention for these boys who feel that their division of the automatic merchandising industry is just as important as are coffee dispensers, soft drink and sandwich venders and even cigarette and shoe shining machines.

These boys can point back to so many, many years and the fact that most of the big games and juke box ops of today were, at the very beginning, peanut and pistachio and sunflower seed and ball gum operators.

Some of them even go as far back as Graves and his Flatbush Ball Gum Company in Brooklyn, N. Y. and can talk about "the old days" when ball gum was ball gum and ball gum vending machines were the new rage.

Some can even recall the sensation created by the introduction of the pistachio vending machine when some operator, quite by accident it is claimed, dropped pistachios into a peanut vender and started the industry off on one of its most prosperous eras. This was in the days when pistachios cost the bulk vender ops about 28c per lb. In fact the great big oversized giant pistachios cost but 32c per lb. Those were the days when the bulk vender ops didn't worry about whether the machine vended five or six nuts at a time for 1c. There were even a few around who recalled Hymie Budin and his roasting plant in Brooklyn where the boys used to drop around and pick up a handful of hot, freshly roasted peanuts, still all oily, and toss them expertly into their yawning mouths while discussing whether Hymie would sell them a few more Advance Peanut Venders on credit.

Or some could even recall Dave Robbins in Brooklyn and his "2-In-1" Vender and his stick gum vender and his breath pellet cards and some of the other little machines he sold via newspaper and magazine business opportunity ads.

Yep, as these bulk people point out, lots and lots of the "big time" in the coinbiz started from such humble beginnings.

That's why they feel, if for nostalgic reasons only, many, many more should attend the show. If just to fiddle with the handle of the new bulk venders. Maybe they'll get nuts.

Antwerp Distrib Visits Vendor Meet

CHICAGO—George Charlier, Confiserie Brabo, Antwerp, Belgium, exclusive distributors for Oak Manufacturing Company's line of venders, was a visitor at the National Vendors Association held at the Morrison Hotel, this week.

Following the convention, Charlier left for the West Coast, where he will visit the manufacturing quarters of Oak.

IMPORTANT NOTICE!

THE "20 Year Club" IS INTERNATIONAL

In view of some inquiries received, let it be known that coin machine men and women, whether operators, jobbers, distributors, manufacturers or engaged directly in the coin machines business in other capacities, resident anywhere in the world, as long as they have been active in the coin machines industry for 20 years or longer, are eligible for membership in The Cash Box' "20 Year Club". There are members of the "20 Year Club" in Central and South America, Europe and in the Pacific Countries. If you have been engaged in the coin machines business for 20 years or longer fill out the application below in complete and correct form and mail today!

Bill Gersh
THE CASH BOX
32 West Randolph St.
Chicago 1, Illinois, U. S. A.

I have been engaged in the coin machines business for 20 years.

I started _____
MONTH YEAR

Date of Birth _____
MONTH DAY YEAR

NAME IN FULL _____

FIRM NAME _____

MAILING ADDRESS _____

CITY _____

COUNTRY _____

NOTICE! If you have been engaged in the industry for 10 years, but not yet 20 years, you are eligible for "alternate" membership in the "20 Year Club". Be sure to fill out the month and year you entered into the coin machines business.

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ALL-STATE COIN MACH. EXCH.
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POOL TABLES
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Nat'l C. M. Distrib Ass'n Holds First Annual Meet

Gil Kitt Elected President, Succeeding Harold Lieberman. Other Officers Elected Were Milt Marmer, V. P., Si Lazar, Treas., Irv Blumenfeld, Sec.



GIL KITT

CHICAGO—Gilbert Kitt, nationally known coinman, and head of the distributing firm, Empire Coin Machine Exchange, this city, was elected president of the National Coin Machine

Distributors Association (NCMDA) at its first annual meeting held here Sunday, May 6.

Kitt succeeds Harold Lieberman of Lieberman Music Company, Minneapolis, Minn., who served for the first year.

Other officers elected were Milton Marmer, Cincinnati, O., vice-president; J. D. (Si) Lazar, Pittsburgh, Pa., treasurer; and Irvin Blumenfeld, Baltimore, Md., secretary.

Members elected to serve on the Board of Directors are: David Bond, Boston, Mass.; George George, Cleveland, O.; Jack Bess, Richmond, Va.; Lou Wolcher, San Francisco, Calif.; Barnet Sugerman, New York and New Jersey; Joe Kline, Chicago; John Bilotta, Newark, N.Y.; and Joe Mangone, Miami, Fla.

Upon accepting the office, Kitt said, "The distributors who were present at our meeting exuded a spirit of high optimism, not only for the future of their own firms, but also for a bright and glowing future for our distributor organization. We have made fine progress in the year of our existence, and we look for added progress in the years to come."

Mr. Chicago, Parking Meter Op, Plans 100% Rate Increase

All Penny Parking Meters to be Changed to 5¢. 15,000 Business Section Meters to go Up 100%. Estimate \$750,000 to 1 Million Revenue Increase. Meters Averaged \$74.60 Take Each in 1955

CHICAGO—The engineering firm of DeLeuw Cather & Co. having completed their study of the City of Chicago's parking meters have suggested that 15,000 of the meters in business sections be raised 100%.

It is the suggestion of this traffic engineering firm that, where Chicagoans now obtain a full hour's metered parking for 5c, the time be cut to one-half hour, a 100% increase in cost.

Meters in far outlying sections, formerly available to the Chicago public at 1c, to be raised to 5c.

In 1955 Father Dearborn enjoyed revenue of \$2,132,920 from Chicago's parking meters. This was an average of \$74.60 from each meter.

City officials, especially members of the Bureau of Parking, are now studying the suggestions offered by the traffic engineering firm.

\$25 DOWN

Balance \$10 A Month

400 DELUXE PENNY FORTUNE SCALE

NOT A NOVELTY— BUT AN INVESTMENT

25-75% PROFIT

NO SPRINGS

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ALL GAMES RIGHT FROM LOCATION IN WORKING ORDER

Williams KING O SWAT \$325.00
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6 FIVE WAY, 5 TENTH FRAME, 7 CASCADE, 7 DELUXE, 8 OLYMPIC—33 machines. For the lot **\$650**

WRITE — WIRE — PHONE TODAY!
We are exclusive factory distributors for:

BALLY - WILLIAMS - ROCK - OLA

LAKE CITY AMUSE. CO.
4533 PAYNE AVE., CLEVELAND, O.
(Tel.: HE 1-7577)

WANT ALL SEEBURG PHONOS

Model M100-A's; M100-B's; M100-C's; M100-G's.

Make offer large quantities to:

A. P. E. C. BRUSSELS, BELGIUM

If you are reading someone else's copy of The Cash Box why not mail this coupon today!

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NEW YORK 36, N. Y.

Enclosed find my check for \$15 for a Full Year (52 Weeks) Subscription.

NAME

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ADDRESS

CITY..... ZONE... STATE.....

WANTED FOR CASH

THE FOLLOWING EQUIPMENT IN ANY QUANTITY

MUSIC

SEEBURG M100A's

GUNS

GENCO BIG TOPS

GENCO WILD WEST'S

WILLIAMS SAFARI

WILLIAMS POLAR HUNT

GAMES

GOTTLIEB 5 BALLS

also ALL TYPES OF ARCADE EQUIPMENT
Send in complete lists—we will make offers

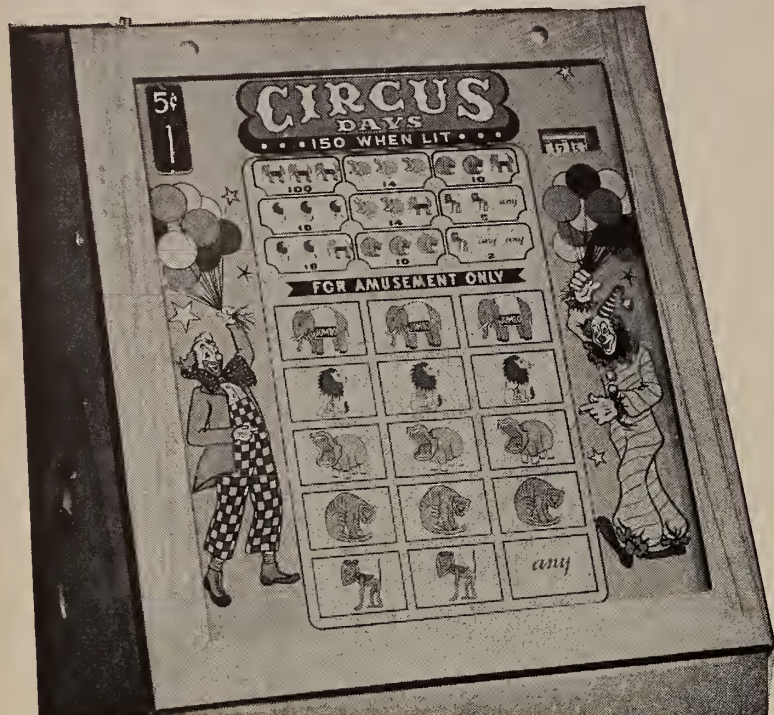
Exclusive Gottlieb, Williams, Seeburg, Genco and International Mutoscope Distributors.

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40 WALTHAM STREET
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**NEW FEATURES!!
NEW SKILL!!
NEW SCORING!!**



UNITED DISTRIBUTING CO.

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MATTOON, ILL.
(Tel.: 8533)

THRU THE COIN CHUTE

NEW ENGLAND NIBBLES

Among those from our area at the MOA doings were: Irwin Margold, general manager Trimount Automatic Sales Corp. (Seeburg); Louis Blatt, Atlas Distributors (AMI); Si Redd, Redd Distributors (Wurlitzer), Ed Ravreby, Associated Amusements (Rock-Ola), ops David J. Baker, Melo-Tone Music, Arlington; and Adolph Dugas, Webster. Carrying on at the home plants here are Bob Jones, sales manager at Redd's; Richard Mandell, general manager at Associated; Barney Blatt at Atlas; and staff at Trimount. . . . Quite a few ops were in town this week to pick up equipment for the long awaited al fresco season. Among them were: Ralph and Mark Lackey, Karel Music Co., Roxbury; Saul Robinson, Paramount Music, Newton; Ray Shea, Worcester; Arthur C. Sturgis, Automatic Distributors, Inc.; Dave Gropman, Beacon Hill Music Co.; Leon Sherter, Chester Music Co.; Milton Kanter, Cointown Vending Co.; Frank Fendell, Fendell Brothers; Anthony Grazio, Globe Vending Co.; Sidney A. Wolbarst, New England Music Corp.; and Ben Ross, Graben Vending & Coin Machine Co.

The annual meeting of the Eastern Massachusetts Music Operators Association will be held June 13. James A. Geracos, David Gropman and Stephen Pielock were appointed by prexy Dave Baker to bring in a slate of four officers and six additional members of the board of directors for consideration at the annual session. . . . Bert Howell, well known Hub op, was discharged from the New England Baptist Hospital and is convalescing in Florida. . . . Directors of the EMMOA are considering the desirability of using the association as a medium for exchange of credit information and for the reporting of losses caused by unpaid loans, advance commissions, etc. The matter is to be discussed by the directors and a definite recommendation made. . . . Tony Grazio, Globe Vending Machine Co., Quincy, has been elected a member of EMMOA. . . . Meetings of the EMMOA are now to be held alternating the day each month, starting with the second Monday and going through the second Thursday. Because of the MOA convention, it was agreed to postpone the May meeting to Tuesday, May 15, and to sked the annual meeting on Wednesday, June 13. . . . Marion Marlowe in on record promotion. . . . Frankie Laine opening at Blinstrub's for 10 days Friday, May 11. . . . Pool games still going strong in the territory with baseball games edging up now that the season is here. . . . Music and disks again to the forefront with kickoff of selling of jazz albums at 99c in all Stop & Shop supers this week. . . . Plans will go forward for formal opening of Associated Amusement's new plant at 8 Rugg Road, Allston, on Ed Ravreby's return from the MOA convention. . . . The week saw a number of arcades at beach resorts setting up new equipment for opening.

**FOR DAVIS REBUILT EQUIPMENT
WITH**

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Phonographs converted to 10c play
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Wurlitzer Issues Membership Card To "Centennial Club" Members

NORTH TONAWANDA, N. Y.—

Robert (Bob) Bear, sales manager of The Rudolph Wurlitzer Company, this city, reports that the Centennial Club Membership Committee is now enrolling Charter Members on the roster. A strikingly handsome Membership Card has been prepared and is being issued to qualifying operators.

The cards are wallet-sized and have been laminated in plastic to insure durability. Each carries a personally assigned number, in addition to the operator's name, which further serves to identify the membership.

"The card-holder, in whose name the registered membership has been issued, is entitled to all benefits, club privileges and guest attendance at the 'Centennial Celebration' at the North Tonawanda, N. Y. factory on August 23, 24 and 25" advised Bear. "Cards are not transferable," he stated.

Bear, whose signature appears on each card, said, "We hope that our operator friends who become members of the Wurlitzer 'Centennial Club' will safeguard and protect their cards which will serve as identification of membership during their stay here. We also hope that they will proudly display them to their friends in the music business as an inducement for them to join us this summer for the time of our lives."

Paterson, N. J. Parish Thanks Runyon For Phono

NEWARK, N. J.—Ed Burg, Runyon Sales Company, this city, is making a great many friends, not only for his own firm, but for the industry in general, thru his current program of donating juke boxes thruout his area.

Burg received another letter this week thanking him for his generosity.

Reverend Stanley Sclurisir of the St. Stephen's Church, Paterson, N. J. wrote Ed:

"On behalf of St. Stephen's Parish and in my own name too, I wish to thank you sincerely for the wonderful juke box you sent to our parish. We are sincerely grateful. You have no idea how much it will help. I'm sorry that I was not present at the time it was delivered to offer my personal thanks to the men who brought it.

"I don't know what else or how else to say it so let me just repeat. Thank you sincerely from the bottom of our hearts. May God repay you for kindness to us."

THRU THE COIN CHUTE

WEST TEXAS TINGLES

Blackie McDonald and Jack Griffin, of the Resort Music Company, Mineral Wells, working hard changing equipment and checking locations. They report that they like Mineral Wells better all the time. . . . Gene Turnbow, Stamford, working late in his shop cleaning equipment. He reports that he has trouble getting anything to run on a dime but does very well when he changes to a nickel. . . . Gene Malone, Lubbock, talking to a contractor about building a redwood fence around his new home. . . . Bob Jordan, Lubbock, moves into his new brick home. Bob is an operator who worked several years for Marvin McClarty, one of the oldest operators on the south plains, then served a hitch in the Army and after his return, decided to enter business for himself. He states that he had his doubts as to whether he would last when he first started but his growth and expansion have been steady until today he is a very substantial operator. . . . Paul Golden, Lubbock, telling about getting a card from a fellow in Alaska with whom he had talked on his short-wave radio. He says the fellow reported that where he lived the population was two, he and his wife. Sure must get lonesome there. . . . Don Robertson, Lubbock, eating lunch with Raymond Martin and Bob Jordan. . . . Cliff Hereford, Lubbock, doing well on his new job. . . . Jimmy Rodden, Lubbock, running service calls way in the night. . . . J. D. Harding, Platter-Chatter Music Company Levelland, has announced that J. C. Lewellin is a new partner in the firm. Lewellin bought the one-half interest of Jack Sikes. Sikes bought the Dodge-Plymouth dealership in Levelland. Lewellin is not new to the operating business as he owned a route at Levelland several years ago. He has been in the grocery business the past few years. . . . Babe Vanlandingham, Morton, trying to get ahead on his golf game.

Bert Lane Entertains North Miami Chamber of Commerce



NORTH MIAMI, FLA.—On Wednesday, April 18, The Bert Lane Company, this city, entertained a large delegation of the Industrial Division of the North Miami Chamber of Commerce, who were taken on a tour of this new coin machine manufacturing factory.

Pictured herewith (Top) the delegates arrive at the plant; (Center) Bert Lane (second from right with back to camera) welcomes the group, which included County Commissioners Grant Stockdale and J. D. MacVicar; (Bottom) lovely models ride a Bert Lane horse in the factory.

Genco Names Double-U Sales Its Baltimore Distributor

CHICAGO—Ralph Sheffield, sales director of Genco Manufacturing & Sales Company, this city, officially announced this past week that Double-U Sales Corporation, Baltimore, Md., is exclusive distributor for all Genco products in its area.

The Baltimore firm is captained by Sam Weisman and Harry Rosenberg. Both men have proved themselves among the leading distributors in their area.

They have consistently cooperated with all operators to the fullest extent, according to Sheffield, and he firmly believes that with the new Genco products both Sam and Harry will be among the leading distributors of the Genco distributing organization.

Sheffield officially stated, "All of us here at Genco are tremendously proud to have Sam Weisman and Harry Rosenberg represent us in their territory."

"They have proved themselves among the finest of distributors by working closely with every operator and doing their level best to help the operators in every possible fashion."

Wurlitzer Buses For "Centennial Club" Members

NORTH TONAWANDA, N. Y.—Special transportation arrangements for the "Centennial Celebration" being held by The Rudolph Wurlitzer Company, this city, on August 23, 24 and 25, have been made with the Niagara Frontier Transit System, Inc., of Buffalo.

A fleet of 30 new buses has been chartered to move the guests quickly and comfortably during the 3-day festivities.

The program includes trips from Hotel Statler to the factory in North Tonawanda and also to Niagara Falls. Each bus will carry a member of Wurlitzer's Guide Staff who will point out some of the many historical landmarks which dot the routes.

Alabama Amuse. Operators Adopt Constitution and By-Laws

MONTGOMERY, ALA.—The members of the Alabama Amusement Association met at the Whitley Hotel, this city, Sunday, April 29, and with president Morris Piha presiding, adopted a constitution and by-laws.

Joel Robinson, attorney for the organization, reported to the membership and assured all members that he was available to help them at all times.

Al Toranto, membership chairman, reported on this phase. He commended C. A. Mart'n for the fine job he is doing in the Mobile area. Toranto urged all operators to use their influence in getting more new members. Among the new members welcomed to this meeting were Walter Bros. of Selma, Robert Sick of Anniston, H. C. Clarkson and Simon Wolfe of Birmingham, and Dozier Amusement Company of Montgomery.

Mr. Kamper of Fairhope suggested that the organization's next meeting be in the form of a social affair at Gulf Shores. The membership agreed on this suggestion and voted to hold the meet in August. Kamper was appointed Chairman of the committee to handle the affair.

Chi Bowling News

CHICAGO—Oomens Sons took the leaders, ABC No. 1 for all three games. Tony Genovese was high for Oomens with 488. Harry Schreiber held the fort for ABC with 576.

Paschke Phono took 2½ from Singer One-Stop. The last game was tied. Ray Gallet with 551 and Bobby Gallet with 521 were high for Paschke. High for Singer was Harry Julian with 518.

ABC No. 2 took all three from Atlas Music. Les Taylor with 502 and Josephine Swider with 470 were high for ABC. Josephine was also high for women. Irv Fisher's 490 was high for Atlas.

Decca won two from Galgano Distributors. Eli Phelps was high for Decca with his 507 series. Tony Galgano came through with a 515 series.

Coral Records took two from Gillette Distributors. Joe Cicero's 530 was high for Coral. High for Gillette was Robert Hall with 512.

Mercury Records took two from Coven Music. Mel Jones was high for Mercury with 481. Roy Bauer was high for Coven with 491.

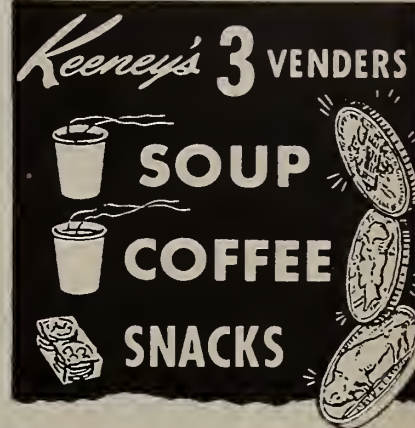
B&B Novelty won two from Star Music. Fred Dries was high with 568 for B&B. Marino Pieroni was high for Star with 554 and also Leo Soehacki, who bowled a 242 game and a 589 series which was high for men.

The battle for last place resulted in Western Automatic taking two from Melody Music. Paul Brown was high for Western with 466. Vic Jacicino Sr. was high for Melody with 459.

Next week's games will be the last night of the season and position night. All sponsors are invited.

BIGGEST HITS

of the MOA Show



BRING 3-WAY PROFITS!

★ Soup customers drop loads of dimes into Keeney Soup Venders while coffee drinkers pour coins into Keeney Coffee Venders. And, the Keeney Snack Vender is an absolute "must" with any hot or cold drink machine!

New!
Keeney's
HOT SOUP VENDER

300-Cup Capacity
ALL-AUTOMATIC
with
3 Selections
of Hot Soup
USING ALL DRY INGREDIENTS

Red or Gold Hammerloid



SIZE:

Keeney's 19¾" W. x 15½" D. x 52" H.

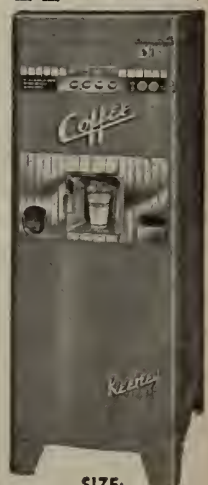
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SNACK VENDER



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SIZE:

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300-Cup Capacity. All dry ingredients. Prices can be set from 5c to 10c. Returns change automatically.

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"The Efficient Secretary"

By BILL GERSH



MATT JONES was the biggest as well as the richest operator in the area. He acted the part, too. He was extremely proud of his achievements. Disdainful of competition. Cocky and confident of his future.

What's more, he was a bachelor. Being a rich bachelor a great many eligible girls chased after him. Perhaps the fact that the ladies chased after him so openly may have had something to do with breeding such arrogant imperiousness in him. It may have also had something to do with the lordly manner he affected. He talked down to people. Especially to his employees.

He treated his employees like they were serfs and he their master. All except one employee. That was his very attractive and extremely efficient secretary. Gorgeous Helen was the apple of his eye. If he had any marital intentions toward her he hadn't yet made it known. But all the other employees believed Helen could become Mrs. Matt Jones if she wanted to.

Yet, regardless of this possibility, they all liked Helen. Adored her with a true and trusting affection. She was "regular" they told each other. They pointed out this fact to any and all who questioned them about her. Helen certainly was a grand, attractive, sweet and yet an extremely efficient girl.

All the service and repair men, all the collectors and mechanics, even the porter, truck driver and all the other men in the place, always made it a point to greet Helen with a smiling and happy, "Good morning."

In fact, those who knew, wondered what would happen if some stranger ever intentionally, or even unintentionally, insulted Helen. Especially with this crew of huskies ready to jump at her least beck and call, or even hop the highest fences for just one of her warm and charming smiles.

The most smitten of all the employees was tall and handsome Johnny Smith. Every idle minute, at every single opportunity, there was Johnny leaning on Helen's desk. Gazing at her with worshipping eyes. Johnny, too, was a bachelor. He was Matt's top location-getter, trouble shooter and general manager.

Whenever Matt found Johnny leaning on Helen's desk, he'd let out a roar that literally shook the building. At the same time he would imperi-

ously order Johnny into the back repair department or out on some route with a rolling thunder of ill-chosen words.

The other employees attributed this to jealousy. Like most people, they sided with the underdog, Johnny Smith, against the rich, powerful and arrogant Matt Jones. They were constantly betting among themselves whether Johnny or Matt would win fair Helen's hand.

So it went for some many months in Matt Jones' big, rich and powerful operating firm. Until, one day, Matt walked into the front offices of his firm and again found Johnny Smith with Helen. But this time Johnny was stealing a kiss. The roar that ensued, the stream of insults that followed, almost resulted in a fist fight between Johnny and Matt.

With all the other employees bunched up at the door leading to the back of the place and looking on goggle-eyed, Johnny just as heatedly and angrily shouted right back at Matt Jones.

"Okay, Matt", he said in an angry, yet cold and cutting voice, "I quit."

"But", he continued, "this isn't the end. It's only the beginning between you and me. I'm going to make life miserable for you."

"No one has ever been able to give you any real competition in this area before. Well, Matt, you've now got yourself competition. Tough competition."

"You'll rue this day, Matt Jones, believe you me", Johnny concluded as he stamped out of the front door never to reenter it again.

Johnny kept his word. There were many who liked him and were willing to extend long term credit to him as well as help him financially. Matt began to lose one location after the other. After all, Matt had never even called around to meet any of the location owners, but Johnny knew them all personally. Knew all about them. Knew their foibles, their fancies, their habits, their hobbies and their families.

At first Matt laughed. He'd answer any who questioned,

"He'll run out of cash soon. And when he does I'll pounce down on him until I break him. I'll push him out of business entirely."

But location owner after location owner continued to phone Matt and tell him to take out his equipment. When Matt's men would arrive at the spot, they'd find their machines turned

to the wall and the plugs pulled or else they found the machines pushed into the back room. Johnny's machines would be operating instead.

It wasn't too long before Matt began to get worried. Plenty worried. He tried hard not to show it. But Helen and all the other employees weren't fooled for an instant.

Day after day more and more phone calls came in advising Matt to pull his machines. Johnny had obtained still more of his locations. And even though Matt now began to humble himself, to forget his pride, to plead with the locations to please keep his equipment, it was all to no avail. Johnny got the spots.

Then one day everything came to a smashing, crashing climax. Matt for some time had been, very secretly and quietly, working on a brand new, big location that was under construction. A beautiful spot. In fact, Matt had already purchased all the necessary equipment. His employees wondered what all this brand new equipment was for. Matt didn't even tell them a thing about his plans, or for what, or whom, the machines were intended.

When he figured the new location was just about ready to hold its grand opening, he phoned the owner to tell him he was all ready to send over the new machines. The owner answered,

"Sorry, Matt, all the equipment I'm going to need has already been installed."

"In fact", he concluded, "I've just signed a lease agreement for the next five years with Johnny Smith."

Regardless of how hard Matt argued and pleaded, he couldn't move the location owner to reconsider. He tried everything he knew to get him to change his mind. He offered a huge sum of money as a bonus. He said he would let the machines operate for ninety days and give all the intake to the location. The answer remained a staunch and absolute, "No", to all his pleas and all his propositions.

Matt hung up the phone with a crashing bang. He stormed out of his private office and tromped all about his big place raving, roaring, screaming, shouting. He became madder by the minute. His employees said nothing. They kept their heads bent down to their tasks and didn't dare look up at him. When the quitting hour approached, they quietly put on their coats, and just as quietly slunk out of the place.

Matt then stormed into the front office and found Helen had also gone for the day. "So", he thought to himself, "she, too, beat it. She, too, is running out on me. She, too, is only interested in her pay check."

And the more he ranted and raved, b'aming everyone else but himself, the madder and madder he got. Suddenly he stopped tromping about in angry circles. His face assumed a mean, cold and cunning expression. He smashed his fist down hard on Helen's desk, almost cracking it with the force of his blow.

"By the devil himself", he roared aloud, "I'm going to call on Johnny in the new home I hear he bought and have this out with him face to face."

He grabbed his hat and crushed it down on his head. He jumped into his flashy, powerful, expensive convertible. He pressed the accelerator down almost to the floor board in his anger and haste to get over to the new home Johnny had purchased just a short time ago in a new and exclusive suburb.

He didn't even slow his speed as he saw the lighted curbstone sign with the name, "Johnny Smith". He simply swerved into the driveway at the same top speed causing the tires to scream, the car to sway, and the white gravel on the new driveway to scatter far and wide high into the air and all over everywhere.

He jumped out of his car. He bulled his way through the brand new hedge. He tramped across the newly seeded, tender grass. He had to admit to himself, as he rang the door bell, that it sure was an attractive and substantial, modern home.

He continued pressing hard on the door bell. Harder and harder. He didn't take his finger off for even an instant.

At last the front hall lights came on. The door opened. The maid who had come to the door was just opening her mouth to angrily and irritably ask who it was.

He didn't even give her a chance to ask her question. He brushed right past her and stamped right into the softly lighted living room.

He stopped. Just as if someone had hit him.

There. Right there. Right in front of him. Reclining on a long and luxurious couch. Bedded down amid a galaxy of colorful pillows. Dressed in extremely enticing lounging pajamas. There was Helen.

He stared. His eyes seemed ready to pop out of their sockets. His mouth was wide open. He seemed to be stricken dumb.

He recovered from his shock by angrily shaking his head. He roared out when he could see and think again,

"So, Helen, you, too. You, of all people. You, here with my worst enemy. On a couch. In pajamas."

"Now I get it", he angrily shouted, "you've been tipping him off. You've been telling him. That's how he was able to grab that new spot."

Before Matt could say anymore, Johnny came bounding down from upstairs. He dashed to Helen's side. He encircled her waist with one arm in a very possessive manner. He held up his other arm in a commanding gesture for Matt to stop his tirade.

Said Johnny very quietly and softly, "Hold everything, Matt. Before you say another word, I want you to meet my wife."

"We were married the same day I quit your firm."

THE GREATEST GAME OF SKILL SINCE SKILL POOL!

ENTIRELY NEW INNOVATION
IN POOL GAME PLAY!
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SPANISH POOL

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"20 Yr. Club" Members

CHICAGO — The following new members were added to The Cash Box' "20 Year Club" this past week:

- James C. Roby, Owensboro, Ky.—21 years
- Stanley S. Petticrew, Springfield, Ohio—20 years
- Walter C. Knack, Dixon, Ill.—43 years
- Carl E. Seneff, Washington, Ind.—30 years
- Joseph J. Frederick, Detroit, Mich.—26 years
- John T. Hogan, Jr., Lafayette, Ind.—20 years
- John T. Hogan, Sr., Lafayette, Ind.—20 years
- Jessie M. Hogan, Lafayette, Ind.—20 years
- Emil J. Pfister, Sheboygan, Wis.—20 years
- Mickey J. Saffron, Youngstown, Ohio—21 years
- G. H. Pickett, Toronto, Ontario, Canada—39 years
- Clarence W. Ansley, El Paso, Texas—20 years
- Harold H. Klein, Omaha, Nebr.—20 years
- Charles Rose, Fargo, North Dakota—20 years
- Harold E. Rose, Fargo, N. Dakota—20 years
- Lea John Holliday, Charleston, S. C.—20 years
- Lionel King Delaney, Defiance, Ohio—20 years
- A. Van Brackle, Defiance, Ohio—20 years
- Emory Z. Gregory, Madison, Wis.—27 years
- Russell L. Merritt, Houston, Texas—22 years
- John J. Bou-Sliman, Parma, Ohio—25 years

Applications for membership in the "20 Year Club" should be mailed to: The Cash Box, 32 West Randolph Street, Chicago 1, Illinois.

Wurlitzer Scholarship Winners



"Derby Day" Is Single Player Five Ball

CHICAGO—Report that appeared in the news item in last week's issue (Page 81, May 12, 1956) incorrectly listed Gottlieb's "Derby Day" as a four-player five-ball game. This is a "single player" five-ball game. The last four-player five-ball game built by D. Gottlieb & Company was "Score Board" which is now out of production.

NO. TONAWANDA—R. C. Roling, President of The Rudolph Wurlitzer Company (left), and Farny R. Wurlitzer, Chairman of the Board (right), offer their congratulations to Paul John Tardiff of Town of Tonawanda, New York, and Roy James Lamm of Buffalo, respectively. The boys were honored in a ceremony at the North Tonawanda Division of the company as winners in a competitive college scholarship program established by The Wurlitzer Foundation. Not present for the event were winners James Walter MacGinnitie of DeKalb, Illinois, and Loren Robert Rothschild of Sherman Oaks, California.

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Guaranteed Authentic Replacements to Match Originals

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MODEL A	Tops, l. or r.	\$ 8.95
	Centers, l. or r.	15.45
	Bottoms, l. or r.	11.95
MODEL B	Dome	17.95
	Centers, l. or r.	8.95
	Bottoms, l. or r.	8.95
MODEL C	Centers	8.95
	Bottoms, l. or r.	8.95

E-40-80-120
Metal Grille for lower part of machine—eliminates cleaning plastic louvers. 2 to set 10.00

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Model 146-147-148
Domes 15.95
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Pilasters \$17.50 pr.

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Available to fit Models 1422, 1426, 1428, 1432, 1434, 1436 and 1438.

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MODEL 1250
Center Dome \$18.95
Dome Ends, ea. 6.10

MODEL 1400
Center Dome 13.45
Dome Ends, ea. 10.50

Bottom Sides, set of 2 \$16.50

MODEL 1500
Center Dome 14.50

MODEL 1015
Top Corner, l. or r. 7.50
Lower Sides, ea. 5.50

Replace old glass bubbler tubes with Plastic Twisted Rod Sets, 4 straight clear —4 curved colored..\$7.75

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THRU THE COIN CHUTE CALIFORNIA CLIPPINGS

Business along Pico has resumed its normal swing with everyone returning from the MOA convention in Chicago and settling down to "business as usual". . . . Sonny Lomborg, formerly with Culp Distributors in Oklahoma City, has joined the staff at Simon Distributing Company. Sonny has been in the coin machine business since 1939 and during that time has worked in various organizations throughout the country, but says that now he will settle here in Southern California with his family. After the MOA convention in Chicago, Jack Simon is visiting his former partner, William Marmer, in Cincinnati. John Freeman busy readying a large European shipment. . . . The Los Angeles Division of the California Music Merchants Association are joining forces with local operators to aid the United Cerebral Palsy Fund. The Association is supplying the operators with "coin cards" that have slots to hold 10c, 25c, 50c and \$1.00, when filled will total \$15.00, which the operators are placing in their various locations. . . . Wayne Copeland is very pleased with the expansion of Sierra Distributor's new parts and supply department. Frank Davis, sales and promotion, has set up an entirely new parts and supply department to carry a full inventory of parts that will afford the operators complete representation of stock parts for every line of equipment. This department will be open seven days a week from 8:30 A.M. until 8:30 P.M. Monday through Friday, 6:30 P.M. on Saturday and 5:00 P.M. on Sunday for the convenience of the operators that might find it necessary to service a machine over a week-end. A new one-stop store, Norty's Music Service, with headquarters in the Sierra building opened for business Monday. Norton Beckman, who is heading up the new one-stop said he will carry a complete stock of records and will maintain the same hours as Sierra's parts and supply department. The highlight feature of both the new departments is that operators can phone in orders on Sunday and pick them up the first thing Monday morning without delay. . . . Mrs. Eleanor Torres is recovering from serious injuries received in an automobile accident in Northern California at the Sequoia Hospital in Redwood City.

Sam Riecklin of California Music Company spent an enjoyable week-end with his wife and son, Ronald, in Las Vegas as the guests of the Four Lads and Vic Damone. Sam followed the big golf tournament with Nan and Frankie Laine and sweated out every shot to bring Gene Littler in for Frankie's big Calcutta Sweepstakes win. He didn't do as well as Frankie, but did return money ahead. He and Martha Delgado happy with their prediction of Gogi Grant's "Wayward Wind" because it is going big with all the operators and should be another big hit for her. . . . Sal Campagna of Fontana Music, Fontana, made a trip to Las Vegas where he checked his new enterprise there. . . . There was "organized confusion" at Leuenhagen's Record Bar one day last week. Mary Solle was handed a list of record requests by an operator for one of his locations. Mary filled every request except the last on the list, "Money Goes Through But Nothing Happens", and had to recruit her two sisters, Kay and Clair, to aid her in finding such a record. After a long search and nothing was uncovered, they discovered to their dismay that it was NOT a record but a comment from the proprietor about one of his coin machines. Mary contends that it would make a good title! Both sides of Giselle MacKenzie's Vik recording of "Dance If You Want To Dance" and "Mr. Telephone" are running neck 'n neck in popularity with the operators at the "Bar".

At C. A. Robinson and Company, Charley Robinson and Dave Wallach report thriving business with United's "Hit" pool game. Charley said that United's new "Star Slugger" animated baseball game is going so well with the operators that he only has the floor sample in the showroom and is awaiting another shipment. . . . Lou Dunis of Dunis Distributing Company, Portland, Seattle and Spokane, flew in to meet Bill Happel, Badger Sales Company, Inc., and accompany him to the MOA convention. Al Silberman reports the firm is receiving excellent response to the new AMI "G-200" High Fidelity phonograph from the many operators who have seen it in the showroom and the sales are going exceedingly well. Fred Gaunt reports great interest in Genco's new "Hi-Fly" baseball game that was just received and put on display.

Monte Bowman of Big Bear Lake Amusement, Big Bear Lake, seen along Pico picking up arcade equipment. . . . Hank Tronick, Minthorne Music Company, made a successful sales trip to the Bakersfield area. Hank reports a surge in activity in the used machine business with operators seeing a record breaking year in their summer locations. He predicts that, with business continuing on the up grade, the second three months of this year will surpass the first three months. Chicago Coin's front play "Advance" pool game is going so well they can't keep one on the floor at Minthorne. Adolph D'Este has joined the sales force at Minthorne and will handle sales in arcade equipment.



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DOUBLE FEATURE PLUS SKILL FEATURE



SIZE
Height—66"
Width—24"
Depth—17"

LOCATION TESTED NOW IN PRODUCTION

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THRU THE COIN CHUTE DALLAS DOINGS

Among those from Dallas who attended the MOA Convention in Chicago were Raymond and B. H. Williams of Commercial Music; Cliff Wilson and Phil Weinberg of Walbox Distributing Company; George W. Wrenn, ChiCoin and Genco field representative; Gunnar Gabrielson, J. P. Seeburg representative. . . . We wish a speedy recovery for E. L. Certain, Jr. who is hospitalized. . . . Adleta Company (RCA Victor Records distributor) hosted Vaughn Monroe at a party for local deejays and dealers. Vaughn is at the Statler Hilton for a ten-day engagement. . . . Eula Pace of S. H. Lynch and Company visiting in Houston. . . . Bob Mitchell, former KGKO deejay, now in record retailing at the House of Music in Walnut Hill. . . . Travis Richardson of B & B Novelty in Longview just opened a retail record shop with Mrs. Richardson running things. . . . Sorry to hear Elmo Pinkerton of Big Springs is ill. . . . Sighted Mrs. Bill Helms of Childress along coinrow. Other out of town visitors included Buddy Clem of Paris; Henry Adams, Killeen; M. T. Johnson, Santo; Buna Carr, Corsicana; Walter Wiggins of McKinney; Mr. and Mrs. J. W. Hooks from Brownwood; Richard Gentzel and Pete Purvis of Stephenville; Jack Sprott, Temple; Speedy Walker and Wilbur Brisco from Waco; B. J. Jackson, Pete Selman, Jimmy Garrett in from Longview; from Fort Worth, Casey Jones, Mrs. Drew Osborne, Mrs. R. E. Burns, Pete McDonald and Cameron Franks. . . . Johnny Williford vacationing in Colorado. . . . Carl Perkins returned to his post as star on the Big D Jamboree. . . . Charlia Nowell set for a week at Lake Texoma.

MAGNA-CORD CONSOLE (Background Music Tape Recorder with Amplifier) . . . \$350

WURLITZER 1800 \$695 | A. M. I. "F-120" \$675
ROCK-OLA COMET (120) . 495 | WURLITZER 1500 . . . 295

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KING SIZE 1 1/2" SOLID BREAK-PROOF BALLS!

BALLS SOAR 4 FT. THROUGH THE AIR WITHOUT THE USE OF RAMPS



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—adjustable to 1, 2, or 3 Innings

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COMPACT PIN GAME SIZE CABINET
—only 60" long, 24" wide, 69" high

NEW!
COLORFUL FORMICA PLAYING FIELD!

- Scores — singles, doubles, triples, home runs
- Over the Fence Feature — Scores up to 50 Runs
- "Pennant" feature scores 100 Bonus Runs
- Back rack shows realistic base-running action
- Realistic Wooden Bat
- Beautiful, modernistic cabinet with new mar-proof finish

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THRU THE COIN CHUTE HOUSTON HAPPENINGS

Top local coinmatic news item of the week was C. O. (Red) Harrington back in the business bigtime by opening a distributing and operating firm at 1820 Leeland. Red plans to sell, buy, trade and operate most types of novelty games, cigarette machines and phonographs. Already has the Bert Lane line and expects a Chicago trip will cinch at least two others. C. O., with over 20 years operating and distributing experience, is about as well known as ever they get to be in Texas coin machine circles (See pic elsewhere in this issue, taken at MOA show) . . . Operator Melvin J. Blum from Bay City in town shopping for records, new equipment and such. . . Owner H. M. Crowe announced addition of Coast, Dawn, Fantasy, Soma, Fiesta, and Montilla labels to his Acme Record Distributing Co. lines. . . Garland DeLamar, operator of a big one-stop record shop for operators in Waco, recently moved into his fine new brick home in that city. . . Home Furnishing and Studio Co., 3904 South Main, opened a classy record bar May 3 on the store's main floor. LP and hi-fi records will be a specialty of this new department. . . Kinda hard to believe young looking Jewel Deisch (Mustang Record Shop) is the mother of two daughters in high school. Intelligent woman she is too, as proven by the fact she reads every issue of Cash Box "from kiver to kiver". . . Prolonged bull session (about cars and politics) in the S. H. Lynch Co. (Seeburg) free coffee bar with operators Ben Kelly, C. D. Ledbetter, Frank Habac, E. J. Slanina and service specialist Ben Wells with Jim Maines sorter acting as moderator. . . Nolan Regiene, Jr. new counterman at United Records Distributor in place of Charles Stephens now in U. S. Marine Corps.

Miss AMI



CHICAGO—Miss Ami, AMI, Incorporated's "Miss Ami," appeared with Claude Thornhill and his Orchestra at Chicago's Blue Note, where a series of photographic studies were made in connection with AMI's introduction of its new "G-200" phonograph. The night of Miss Ami's appearance (as shown here) the patrons at the Blue Note sang composer Frank Loesser's hit tune "Once In Love With Amy," in her honor. All AMI distributors, and the nation's operators, are to receive a brochure of photographic studies featur-

KICKER & CATCHER



- A.B.T. Rifle Sport Gallery
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ing Miss Ami and the various features of the new "G-200," said Bill Fitzgerald, firm's advertising and promotion manager.

DOUBLE YOUR PROFITS with Keeney's ARCADE AND FLICKER POOL



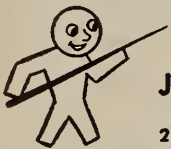
It's YOUR OPPORTUNITY—Mr. Operator—to DOUBLE your PROFITS with Keeney's ARCADE and FLICKER POOL. Here's why they give your locations twice as much action:

ARCADE has changing values on all pockets with each ball scored. Scoring drums on litebox. One or two players or two teams of players.

FLICKER POOL has changing pocket values of 100 to 600 by matching Flicker lites. Center Hole good for 600 with color lit. 3-Way toggle adjusts to regular Fascination Pool or Flicker Pool principle of play.

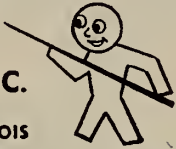
See Your Keeney Distributor Today for These Two Fast-Moving Pool Tables.

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MAY is

"National Tavern Month" Operators Can Help Make This Month The Biggest Profit Month Of The Year

"The finest locations are the taverns", this has been heard since the repeal of prohibition.

This month of May has been officially acclaimed as "National Tavern Month".

It can be the biggest profit month of the year for every operator everywhere in the nation.

It simply means that coin machine operators must spread the word to their friends and neighbors to visit their local taverns and celebrate "National Tavern Month".

This is the one big month of the year when income can zoom to new high marks for every operator who has equipment in taverns. And what operator hasn't?

Every operator in the nation should make it his business to print up and pass out cards with the words:

"This is 'National Tavern Month'—Visit Your Local Tavern".

He should even take advertisements in his newspapers, over the radio, on TV and everywhere else—with just the above statement.

Tavern owners are reported to be cleaning up and sparking up their places.

They are trying their utmost to bring more people into their taverns. They want the people to, once again, become better acquainted with this fine neighborhood business place.

Remember "Fraunce's Tavern"? Remember so many, many taverns where patriots met in the days when this nation was born?

There are such taverns everywhere in this nation. There are friendly and jovial and genial tavern owners who want the public to come to know them better.

The operators surely want this to happen. It means more play. Greater profits. The biggest income month of the year and better business for the rest of the year.

Get your friends and neighbors to help patronize the taverns in May—to become better acquainted with "National Tavern Month".

THRU THE COIN CHUTE EASTERN FLASHES

With activity at fever pitch here on coinrow, music distributors kept busy visiting local ops, as well as entertaining visits from them. Meyer Parkoff, Atlantic New York Corp. (Seeburg) and Joe Young and Abe Lipsky (Wurlitzer) didn't even have the time to spare to attend the MOA show, and Barney (Shugy) Sugerman and Abe Green, Runyon Sales Co. (AMI) were back in their offices on Tuesday. Reconditioned music and games, both new and used, going at a goodly pace at the wholesalers.

Harry Koepfel, Koepfel Distributing, who intended to go to Chicago, didn't make it. Brother Hymie wasn't feeling too well, and George, head mechanic, sprained his ankle so severely that he hasn't been able to come to the office. . . . Westchester ops getting ready for their big banquet, Tuesday night, May 22, to take place at the spacious "42 Club" in Scarsdale, N. Y. Everyone who has ever attended the Westchester parties has always had a most wonderful evening, and we at The Cash Box look forward to being there. In addition to a sumptuous dinner, Carl Pavesi and Seymour Pollak promise a night of high grade entertainment, supplied by a top orchestra, professional show, and the appearance of some of the best recording artists. . . . Meyer Parkoff, Atlantic New York Corp., spent the first few days of the week visiting local ops, then on Thurs. went up to Chester, N. Y. to see Russ Carpenter, and then on Friday, travelled to Connecticut. He intends to leave for Chicago for a call on the Seeburg and Williams factories towards the end of the following week. In between times, Meyer's spending many hours on charitable matters, including UJA, both in coin machine industry, and in his home town of Lawrence, L. I. . . . Harry Haskin, Yonkers, on coinrow seeing the wholesalers. Harry opens his arcade for the summer at Playland on May 19. Has been open the past few week-ends, and satisfied with the play. . . . Dave Stern, Seacoast, Inc., Elizabeth, N. J., back from Chicago, reports a sensational run of biz on his pool balls, cue sticks and accessories. . . . Joe Young and Abe Lipsky, Young Distributing, report a delivery of a carload of Wurlitzer model "1900" phonos, and in turn, shipped out every one, leaving his showroom empty, even of a sample.

Ed Burg, Runyon Sales Co., Newark, N. J., doing a terrific public relations job in his area thru donations of juke boxes to organizations using them for the entertainment of its teen-agers. Latest compliment comes from the Reverend Stanley Sclurislir of the St. Stephen's Church, Paterson, N. J. (See story elsewhere). One sentence which hit us was "You have no idea how much it will help". Barney (Shugy) Sugerman and Abe Green, by the way, really jumping with joy over ops' acceptance of the new AMI "G-200" phono. . . . Al Simon, Albert Simon, Inc., ChiCoin, Genco and Auto-Photo distrib, was a good airlines customer this past week. Returned from Miami, flew to Chi for the convention, and then back before the week ended. . . . Tremendous pressure on Mike Munves at this time to supply arcade equipment to his customers before official openings on Decoration Day. However, doesn't seem to affect Mike's good nature. Always smiling and relaxed. . . . Back from the MOA show: Al Denver, Ben Chicofsky, "Senator" Al Bodkin, Bob Lutman, Irv Holzman, Joe Green, Dave Lowy, and Harry Berger. All advise they had a good time and enjoyed biz sessions as well as exhibits. . . . Barney Ross, ex-champ, and a favorite among coinmen, advises he'll attend the Westchester banquet and the UJA-Coin Machine Industry banquet in honor of "Senator" Al Bodkin, being held at the Sheraton-Astor on Wednesday night, June 13. . . . The Bodkin dinner will surely break all records, both in attendance and contributions. . . . Sidney Levine made his usual brilliant talk at the MOA convention on the ASCAP situation. . . . A. D. Palmer, Bob Hamilton and Don Beyer, Wurlitzer execs, return to the North Tonawanda plant after the MOA show, but Bob Bear made a tour of several distrib's in the mid-west before heading for home. . . . Joe Silverman, Phila, also returns from the Chicago show, and will now go to work preparing one for the ops in Phila. The Amusement Machine Assn. of Phila. banquet will be the first since 1952, and will celebrate its 27th Anniversary.

THRU THE COIN CHUTE UPPER MID-WEST MUSINGS

A number of operators from this area made the trip to Chicago to attend the MOA convention. Some of those who were seen on the convention floor were Mr. and Mrs. Chet Le Doux of Virginia, Minn., Mr. and Mrs. Elgin McDaniel of Wadena, Minn., Charles and Harold Rose, Rose Music Co. of Fargo, N. D., Harold Scott of Moberge, S. D., Mr. and Mrs. Gordon Stout of Pierre, S. D., Howard Ellis of Omaha, Nebr., Mr. and Mrs. Ted Nichols of Fremont, Nebr., Irv Sandler, Sandler Distr. Co. of Minneapolis; Lew Rubin, Lieberman Music Co. of Minneapolis, and Mr. and Mrs. Sidney Levin also of the Lieberman Music Co. of Minneapolis. Those at the convention did not have any trouble picking out Norm Gefke of Sioux Falls, S. D. from the others. The reason for this is the full grown black beard which Norm has grown in preparation for the forthcoming Centennial celebration of the City of Sioux Falls. . . . Earl Grout, Vendall Co., is back on his feet again after a hernia operation which laid him up for several weeks. Now Earl is taking off for Florida for a three-week vacation. . . . Shopping around for equipment for their routes were Leo Rau of St. Cloud, Minn.; Wilfred Jahnke of Red Lake Falls, Minn.; Gil Bisek of Park Rapids, Minn. and Andy Benna of Ironwood, Mich. . . . Carl Reese of Rapid City, S. D. passed away May 2nd. Carl had been operating a coin machine route in the Rapid City area until a short time ago. Recent visitors to the Twin Cities scene were Pete Vanderhyde of Dodge Center, Minn.; Nels Nelson of Alexandria, Minn.; Mr. and Mrs. Russel Gherich of Baldwin, Wis.; Bill Hanf, Austin Sales Co. of Austin, Minn., Fred Kirschman of St. Cloud, Minn., and Gordon Dunn of Moose Lake, Minn.

THRU THE COIN CHUTE CHICAGO CHATTER

This last MOA banquet considered biggest yet. Many present recalled how The Cash Box created MOA on a Sunday evening at the Bismarck Hotel. This was the evening before the official opening of the CMI convention across the street at the Sherman. The Cash Box men dashed about both hotels and gathered together all music ops' assn. leaders. All met in The Cash Box' rooms at the Bismarck where George A. Miller was introduced to all present and, the next day, MOA became official at its very first meeting in the Sherman. Another original idea of The Cash Box. But more important, The Cash Box would like to see come into being its long urged: "Nat'l Public Relations Bureau", "Nat'l Tax Council", "School For Mechanics", "Nat'l Credit Bureau", "Teenage Canteens", "Nat'l Board of Trade". But, like The Cash Box' original suggestion for "Dime Play" on which it worked almost 13 years before present acceptance, patience remains a virtue.

George A. Miller was signed up for another five years as biz mgr of MOA by Sidney H. Levine and Clinton S. Pierce. . . . Some record mfrs hot at MOA and not much agreeable to exhibiting at future conventions. Same goes for certain games mfrs. It's a rocky road. . . . Verle Van Nattan of Auto-Photo Co., L. A., was one of the busiest men at this show. Just as he is at every convention. Dozens of ops questioning as to how soon they can get photo machines. Wanting to know all about them. As well as all about territory, etc., etc. Yep, V. Van Nattan a busy, busy man. . . . Bert Lane, Harry Pearl and Charley Katz greeting a great many people interested in this newest of mfrs. Firm showed interesting pool games and its grand "Fire Engine" kiddie ride. . . . Leo Willens and his kiddie rides and pictures clicked with many ops. . . . Nat Cohn of Scientific Machine Corp., B'klyn, around and about. Nat started his first biz in B'klyn and now, after many years, back to the coinbiz in B'klyn once again. . . . Interesting to note that "grey-tones" rapidly disappearing in the industry. No neutrals. Black or white, take your choice.

David C. Rockola, along with Les Rieck, Ed Ristau, Kurt Kluever, Jack Barabash, Wayne Bradfield and many others of the Rock-Ola organization showing their 120 selectioner. . . . Lyn Durant in and out of the show so fast hardly saw him go by. Same for Herb Oettinger and Johnny Casola. The United men led by Bill Deselm had loads of people waiting at their big factory. Was told Lyn invited John Haddock of AMI out to see the beautiful United plant. . . . Tom Herrick headed an entire bunch of district men at the Seeburg booths. Among them, McClelland, Dunlap, Donohue, Miller, Gabrielson, Whitney and others. All so very proud of their V-200 Seeburg. . . . Bally's Bill O'Donnell along with "Texas" Phil Weinberg had an entire entourage as he trooped thru the showings. Jimmy Savarese, Abe Green, Barney Suger- man, Johnny Michaels, Lou Dunis, Milt Marmer, Hy Branson, Jake Friedman, Don Moloney and a host of others. . . . John Haddock, Ed Ratajack, Bill FitzGerald and all the many district mgrs of AMI plenty busy showing and telling all about their new "G-200". . . . Joe Brilliant pointing out the money that can be made with VuAid. . . . John Watling here, there and everywhere and talking up his very great Watling Scales. . . . John Frantz looking things over and advising he's shipping ABT products he took over, as fast as he can while George Kozy of ABT telling him who's who.

Exhibit's "Spanish Pool" getting lots of attention and Sam Lewis, Frank Mercuri, Ed Hall and Chet Gore playing with those interested to better explain the game. . . . Zeke Wolf and A. Cross wandering about looking things over. . . . Bob Bear, A. D. Palmer headed a tremendous number of people at the extremely busy Wurlitzer booths where all came to see the new Wurlitzer model "200", 200 selection phono. Bear reporting that the new 200 looks like Wurlitzer's biggest yet. And Ben Coven, local distrib, nodding his head vigorously in full agreement. . . . Gail Carter thrilled to hear so many talk so nice about Permo and recall Art Olsen and the great work he did for the music biz by creating the very first long play needle. . . . This week marks the 867th consecutive week's publication of "The Cash Box Price Lists" without ever missing a single week's issue. . . . Gil Kitt was elected president of the NCMDA at their dinner meeting. . . . Members of The Cash Box' staff present, Sid Parnes, Bob Austin, Jack Devaney, Norman Orleck, Bill Faldyseck, Marcia Hillman, Cissie and Bill Gersh want to thank everyone for their marvelous compliments.

Short Note: Dear Eloise: Joe (Mangone) looked marvelous. Signed, Cissie and Bill. . . . Avron Genburg, Ralph Sheffield and Al (W. H.) Warren busier than ever and pleased as punch at the Genco booths where their Little Grandma predictor and their baseball game clicked big. . . . Sam Genburg, Ed Levin, George Wrenn and Phil Robinson at the ChiCoin booths showing one and all their newest products. . . . In addition to his oil drilling biz, Jimmy Savarese has a tree nursery in Florida. . . . Harold Scott of Moberidge, S. D. went out to see his very favorite Mooseheart, Ill, children's town and came back to talk up this great endeavor to the point where he got Mooseheart a brand new juke box. . . . Which reminds, Gordon Stout much upset over the seating he was given. . . . Harry Williams, Sam Stern, Art Weinand, Gordon Horlick and two "Williams' Eye-Appalers" drew a big crowd to the Williams booths all during the MOA show. . . . Norman Gefke's beard clicked with all present. Norm advising he started it the day his son was born, St. Patrick's Day. Sure was sorry to hear Norm taken sick the evening of the big banquet and couldn't sit up on the platform in black tie. . . . Sidney Levine advised that due to small item in The Cash Box about his illness he received over 250 letters in the hospital.

Ralph Sheffield officially announced appointment of Sam Weisman and Harry Rosenberg of Double-U Sales, Baltimore, as Genco's exclusive distribers. . . . Roy (Mac) McGinnis looks terrific after his sojourn in Florida. Came in to hear all the many, many compliments for Keeney's DeLux Soup Vendor, Coffee Vendor, Snack and cigarette machines and the firm's pool games, with Paul Huebsch, Billy Coan, Bill Bolles, Vel Allbritten and all the other Keeney men just beaming. . . . Johnny Oomens, sparkplug of the automatic music ops' bowling league, advises that, due to the tremendous crowd expected at their May 26 banquet at Allgauer's they've had to issue tickets to be presented at the door. Better get your banquet tickets as fast as possible—if there are any left. . . . Great story all about the vending machines biz on WTTW-TV, Chgo's educational TV station, the other evening. Mucho comment from ops all over town who could see the showing of this fine public relations film. . . . Swell couple—Mr. and Mrs. Joe Robbins. . . . Wally (Muscles) Finke and Joe (Enthusiasm) Kline were seen everywhere 'round and about the MOA show and thrilled at the way ops looked at games they represent. . . . Vince Shay didn't come down to the meeting but sent Stanley Levin as his representative. Said Vince, "I was in 9,000 of 'em. I'm entertaining out here at our headquarters, anyway". . . . Seems like Gil Kitt getting younger and

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CHICAGO CHATTER (Cont.)

handsomer. At least that's what those at MOA show said. . . . Irv Sandler reports his firm grabbed a new distributorship.

Remember: MAY IS NATIONAL TAVERN MONTH. Help get people out to visit their neighborhood taverns. This is important to every operator who wants to earn a real buck during the month of May. . . . Ralph Ridgeway of Springfield, Mass. searching all over for Lou Boasberg. . . . Leonard B. Rhodes around from Aurora's Lyon Metal Products. . . . There's a new vendor in Alabama that acts as a loan machine for business stimulation. C. E. Maddox and many others trying to find out where it's located. Takes 50¢ coin and gives loan sheet to be okayed by location owner. . . . Romeo Laniel and Jean Coutou of Montreal in with many, many more Canadians to see this show. . . . Morris Pihl of Montgomery, Ala. brought in election pamphlet of B. T. (Tobe) Smith of Jackson County, Fla., wherein Smith (who wants to be elected State Representative) says he advocates taxing all coin operated games \$1 registration fee plus one-third of gross income. . . . Did you get one of John Watling's "There is a difference" cards? . . . John Testo of the Nat'l Union of coin machine ops, Gary, Ind., around and about the show. . . . Leo Weinberger picked 'em one-two: Needles and Fabius in his May 5 "Leo's Picks". . . . If we haven't mentioned you, please forgive us, we're still trying to get over the rushing and bustling of this past convention week.

HAPPY BIRTHDAY THIS WEEK TO: Olin E. Spikes, Auburn, Ala. . . . Louis M. Phillips, Sr., New Orleans, La. . . . C. B. Farris, Galveston, Tex. . . . Jos. B. Boivin, Montreal, Canada. . . . Roy Blomquist, Chicago, Ill. . . . Dave Gottlieb, Chicago, Ill. . . . Frank B. Staffe, Lincoln Park, Mich. . . . Vincent Lanzisero, Los Angeles, Cal. . . . Marshall E. Boynton, Benton Harbor, Mich. . . . Dan Hawley, Portsmouth, Va. . . . Bruce Harris, Ardmore, Okla. . . . Neil Lewis, Vancouver, B. C., Can. . . . Peter Ruginis, Mt. Carmel, Pa. . . . Arthur Pockrass, Philadelphia, Pa. . . . Albert Evitts, Nashville, Tenn. . . . Mac Sanders, Los Angeles, Cal. . . . Bernice Small, Highland Pk., Mich. . . . Ed Furlow, Dallas, Tex. . . . Lyn Durant, Chicago, Ill. . . . Phil Goldman, St. Augustine, Fla. . . . Cecil A. Thompson, Wilmington, Calif. . . . Arthur Parmenter, Warwick, R. I. . . . Jack L. Howey, Kirkland Lake, Ont., Canada. . . . Stanley S. Petticrew, Springfield, Ohio.

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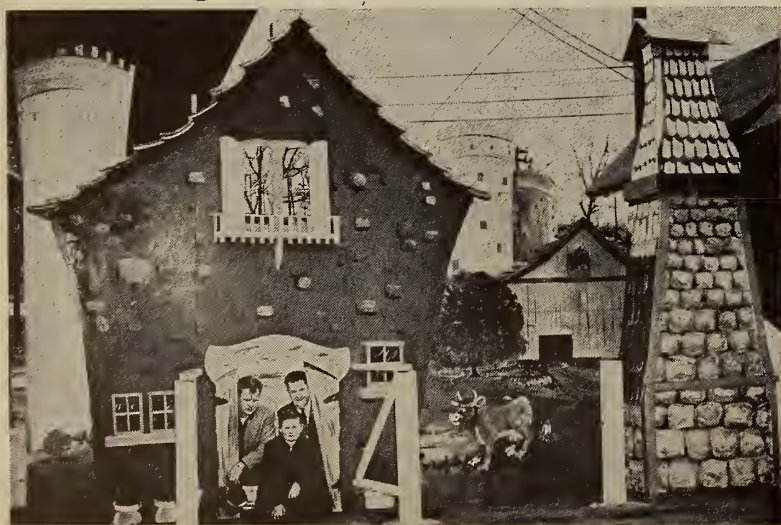
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Hyatt "Vitalite" BALLS, 2 1/8", 5 ounce, perfectly round and balanced. Set consists of 4 red, 4 white, 1 yellow, and 1 black, per set of 10 balls, No. BP8	\$16.50
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"10 Minute" cue tip CEMENT, 1 ounce tube	Each .20
"Perfection" cue tip CLAMP Each 20c	per dozen 2.20
Cue top SANDERS Each \$1.95, Sander DISCS per dozen	.45
CHALK per dozen 45c, per gross	3.75

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Getting Ready for Summer Biz



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

Meeting Dates Of Music Operators' Associations

- May 14—Tri-County Juke Box Operators' Assn.
Place: Elum Music Offices, Massillon, Ohio
- 16—New York State Operators' Guild
Place: Governor Clinton Hotel, Kingston, N. Y.
- 16—Automatic Equipment & Coin Machine Owners' Assn., Inc., Indiana
Place: Room 24, 550 Broadway, Gary, Ind.
- 17—Eastern Ohio Phonograph Operators' Assn.
Place: 4104 Rush Blvd., Youngstown 12, Ohio (executive board).
- 17—Phonograph Merchants' Assn., Cleveland, Ohio
Place: Hollenden Hotel, Cleveland, Ohio (executive board).
- 21—Westchester Operators' Guild, Inc.
Place: American Legion Hall, 57 Mitchell Place, White Plains, N. Y.
- 21—Baltimore Amusement Machine Operators' Assn.
Place: Mandell-Ballow Restaurant, Reisterstown Rd. & Rogers Ave., Baltimore, Md.
- 22—Western Massachusetts Music Guild
Place: DeMarco's Restaurant, West Springfield, Mass.
- June 2—Music Guild of Nebraska
Place: Pawnee Hotel, North Platte, Neb.
- 4—California Music Merchants' Assn.
Place: 311 Club, 311 Broadway, Oakland, Calif.
- 4—United Music Operators of Michigan
Place: Fort Wayne Hotel, Detroit, Mich.
- 7—Phonograph Merchants' Assn., Cleveland, Ohio
Place: Hollenden Hotel, Cleveland, Ohio (General).
- 7—California Music Merchants' Assn.
Place: Sacramento Hotel, Sacramento, Calif.
- 7—Eastern Ohio Phonograph Operators' Assn.
Place: 4104 Rush Blvd., Youngstown 12, Ohio (General).
- 12—California Music Merchants' Assn.
Place: Fresno Hotel, Fresno, Calif.
- 13—California Music Merchants' Assn.
Place: Bakersfield Inn, Highway 99, Bakersfield, Calif.
- 14—California Music Merchants' Assn.
Place: U. S. Grant Hotel, San Diego, Calif.
- 14—Massachusetts Music Operators' Assn.
Place: Beaconsfield Hotel, Boston, Mass.
- 21—West Virginia Music Operators' Assn.
Place: Daniel Boone Hotel, Charleston, W. Va., (executive board)
- 22 & 23—West Virginia Music Operators' Assn.
Place: Daniel Boone Hotel, Charleston, W. Va. (convention)
- 25—Central States Music Guild
Place: 805 Main Street, Peoria, Ill.

Attention: Operators' Associations

Associations desiring listings in this column, please write to **THE CASH BOX**, 26 West 47th Street, New York 36, N. Y.

←

MOOSIC, PA.—Ben Sterling, one of the largest operators of coin operated machines in this area, is also owner of the famous Rocky Glen Park, here. The Park officially opened Sunday, May 6, and has undergone extensive improvements. One of the new projects is the "Nursery Rhyme" theme in both rides, amusements and kiddie rides. Pictured here is Ben Sterling (top, right) with his two sons Gibby Sr. and Gibby, Jr., in front of one of the nursery sections. "We will have something on the order of Disneyland," says Ben, "but not as extensive or expensive as we are a small country park."

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Gala Three-Day "Centennial Club" Celebration For Ops Beginning To Take Shape



ROBERT H. BEAR

NORTH TONAWANDA, N. Y.—Robert (Bob) Bear, sales manager of the phonograph division of The Rudolph Wurlitzer Company, this city, advises that the gala three-day "Centennial Club" celebration for music operators and their wives is beginning to take shape.

"The North Tonawanda factory,

site of the festivities on August 23, 24 and 25" said Bear, "is buzzing with activity even at this early date. Arrangements are being completed for food, entertainment, hotel accommodations, staging and the myriad of other details that are required to entertain the estimated 1000 guests who will attend.

"I urge all music operators to contact their Wurlitzer distributor for details on how they can become members of the Wurlitzer 'Centennial Club', which entitles them to attend the festivities as guests of Wurlitzer."

Bear advises that the musical "Kismet," will be presented in an unique setting on Friday, August 24. The theatre itself is a large tented structure seating 2000 persons. The stage is in the center and the audience sits in comfortable yacht chairs, with no seat further than 40 feet from the stage. This type of production is known as arena production or staging in the round. Scenes are played up and down the aisles and even in the back of the house. "Kismet" was a Broadway success and still draws tremendous crowds on the road.

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Bally Service School at N.O. Novelty



NEW ORLEANS, LA.—Operators from all over the states of Louisiana and Mississippi attended the two day Bally Service School, April 25 and 26, held by New Orleans Novelty Company, this city.

Louis Boasberg of New Orleans Novelty Company reports that the first day's attendance was 63 and the second day's attendance was 52. The

sessions were conducted by Bob Breither, Bally field engineer.

After each day's session everyone was treated to a Steak Dinner by the distributing firm at the New Orleans Athletic Club.

Pictured herewith is a portion of the crowd enjoying their dinner at the athletic club (Bob Breither is seen standing at the rear).

CLASSIFIED ADVERTISING SECTION

FOR SALE—Complete line of used phonographs, shuffle games, cigarette machines, all other equipment. Lowest prices. Best merchandise. One letter, wire, or phone call will convince you. Factory Representatives for United, Keeney, Bally. **TARAN DISTRIBUTING, INC.** 3401 N. W. 36th STREET, MIAMI 42, FLA. Tel.: 64-4864.

FOR SALE—Kiddie Rides. Nylco Rockets, \$350; Carousels, \$350; Target Horses, large, \$285; Palomino Horses, \$225; Rabbits, \$175; Bull, \$175; Midget Racer, \$250; Duck, \$225; Hot Rods, \$325; Elsie The Cow, \$285; Bright Eyes Horse, \$285. **ASSOCIATED AMUSEMENTS, INC.**, 188 BRIGHTON AVE., ALLSTON, MASS. (Tel.: AL-gonquin 4-3338).

FOR SALE—18 foot Rock-Ola Shuffle Board \$149.50; Shuffle Board game wax (12 cans) \$3.50; Fast wax case (12 cans) \$4.50; Pucks (set of 8) \$12; Fluorescent Lights pair \$22.50; Adjusters \$18.50. **PURVEYOR DISTRIBUTING CO.**, 4322 N. WESTERN, CHICAGO 18, ILL. (Tel.: JUmpier 8-1814).

NOTICE—Are you faced with Personal Property Taxes? Sales Taxes? Depreciation Deductions? Estate Taxes? Customs Duties? Must you officially establish the Fair Market Value of your machines? Do you have to prove whether your machines have Appreciated or Depreciated in price? Do you require official proof of the value of your machines for loan or collateral purposes? What are the machines actually worth when you buy or sell a route? How can you ascertain the official market value of machines for legal and/or tax purposes? How much can you get for machines you want to sell or trade? What should you pay for machines you want to buy? Have you been put to the burden of proving the week-to-week value of your machines? Have you been asked to produce an official end-of-month inventory statement showing the actual value of the equipment you own? All this and much more comes to you each and every week in the original, the very first, the one and only officially accepted "The Cash Box Price Lists". For over 17 years, without ever missing a single week's issue, "The Cash Box Price Lists" have helped thousands of coin machine owners all over the world to save money as well as to officially clarify many legal and tax problems. Yet "The Cash Box Price Lists" are only part of the invaluable information contained in each week's issue of "THE CASH BOX"—the one and only magazine internationally acclaimed: "The BIBLE of the Coin Machines Industry". In "THE CASH BOX" you get the news before it even becomes news. You get sparkling, informative, helpful editorials. Latest industry developments. Advance news of all new machines. Intimate columns. Absolutely invaluable charts. And many, many other important and valuable features. You can now obtain 52 Consecutive Weeks' Issues of "THE CASH BOX"—a full year's issues—for only \$15 on a **DOUBLE YOUR MONEY BACK GUARANTEE!! YOU CAN'T LOSE!!!** Mail your check for \$15 today to: **THE CASH BOX**, 26 WEST 47th STREET, NEW YORK 36, N. Y.

FOR SALE—All types of used Pool Tables, jumbo and regular. Also late Shuffle Alleys. Will trade for AMI Jukes or Seeburg. Special price on ultra modern speaker and Baffle (8 inch speaker), \$7.50. **GATEWAY DISTRIBUTING CO.**, 3622 W. NORTH AVE., CHICAGO 47, ILL. (Tel.: DIckens 2-4620).

FOR SALE—Genco Quarterback, \$175; Jolly Joker, \$75; United's Derby Roll, \$150; Sidewalk Engineer, \$175; Williams' Polar Hunt, \$295; Williams' Safari, \$250. **RELIABLE COIN-MACHINE CO.**, 184-188 WINDSOR ST., HARTFORD, CONN. (Tel.: 6-3583).

FOR SALE—Bingos & Shuffle Alleys. You name it—we have it. The very latest priced to sell. **CLEVELAND COIN MACHINE EXCHANGE**, 2029 PROSPECT, CLEVELAND, OHIO (Tel.: TOWer 1-6715).

FOR SALE—Top used Bowlers at rock bottom prices. Chiefs, Leagues, and Fifth Avenues, \$84.50. Rockets, Targettes and 11th Frames, \$175. Lightnings, \$225. Also 50 assorted Shooting Galleries. Call or write **SHELDON SALES, INC.**, 881 MAIN STREET, BUFFALO 3, N. Y. (Tel.: LIncoln 9106).

FOR SALE—Seeburg 20 Selection Boxes, 3 wire, 5c, 10c, 25c, \$9 ea.; 1 Midget Movie, with reel, \$55; 2 Coon Hunts, \$95 ea. **H. BETTI AND SONS**, 1706 MANHATTAN AVE., UNION CITY, N. J.

FOR SALE—Make us an offer; Bally: Rocket; Mystic. Keeney: Mainliner; Bikini. Chicago: Fireball; Triple Strike. United: Yankee; Speedy. **RUNYON SALES CO. OF NEW YORK, INC.**, 593 TENTH AVE., NEW YORK, N. Y., 221 FRELINGHUYSEN AVE., NEWARK, N. J., 231 WINDSOR ST., HARTFORD, CONN.

MISCELLANEOUS

NOTICE—Texas operators—write or phone your Rock-Ola Distributor, **PHONO-VEND OF TEXAS**, 1023 BASSE ROAD, SAN ANTONIO, TEXAS. (Tel.: PErsing 3-7197) for genuine factory parts. Also extra clean 1436 Fireballs and other reconditioned phonographs priced right.

NOTICE—Louisiana & Southern Mississippi Operators. Your authorized Rock-Ola Distributor is **HUEY DISTRIBUTING CO.** Write, wire or phone. 3760 AIRLINE HIGHWAY, NEW ORLEANS 20, LA. (Tel.: VERNon 5-7976).

NOTICE—These 3 telephone numbers are important to you: The Cash Box, New York City, JUdson 6-2640; The Cash Box, Chicago, Ill., DEarborn 2-0045; The Cash Box, Hollywood, Calif., HOLlywood 5-1702.

NOTICE—Louisiana & Mississippi Operators—your authorized AMI phonograph distributor is **DIXIE COIN MACH. CO.**, 122 NO. BROAD ST., NEW ORLEANS, LA. Tel.: MAGNOLIA 3931.

THE CASH BOX

"The Industry's Market Place"

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

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FOR SALE

CHECK OFF WHICH YOU DESIRE

CLASSIFIED AD RATE 10 CENTS PER WORD

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THE CASH BOX

26 WEST 47th STREET, NEW YORK 36, N. Y.

You're Teamed Up To Go Further, Faster With These AMI Extras

Variety in Price of Play
Multi-Horn High-Fidelity
Wide Choice of Cabinet Colors



Variety in Price of Play. No one knows better than you, the operator, what prices of play will produce the biggest take in your locations. With the new AMI "G-200" you make your own decisions. Want dual-price play? You can have it. Want single price play? You can have it. Want an almost unlimited combination of prices? You can have them—all of them with the "G-200".

Multi-Horn High-Fidelity. Your ears tell you it's so. It isn't enough to say you have high-fidelity. The superb reproduction possible with AMI's exclusive exponential horns, scientifically designed cross-over network—and other high-fidelity components—is immediately evident when it's first heard. That's why people play more and pay more to hear the "G-200".

Wide Choice of Cabinet Colors. You get into more locations—more top locations—and stay in them longer with AMI's choice of beautiful cabinet finishes that contrast or blend smartly with the decoration of any location. There's a "G-200" cabinet that will attract the eyes and coins of your color-conscious patrons. Put it to work for you!



AMI Model "G"—200, 120 and 80 selections for more plays in less time

AMI

Incorporated

1500 Union Avenue, S. E.
Grand Rapids 2, Michigan

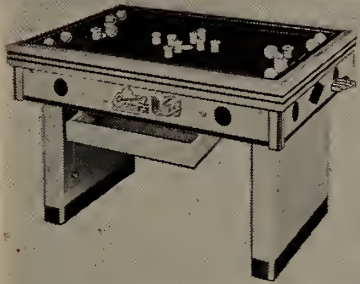
Originator of the automatic selective juke box in 1927



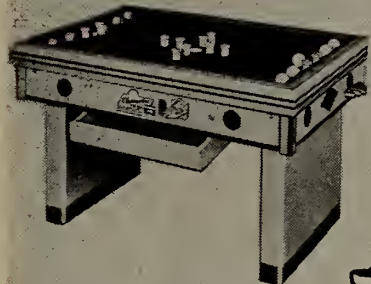
Licensee: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark

Licensee: Automatic Musical Instruments (Great Britain) Ltd., 35 Berkeley Square, London, W. 1. England—building the BAL-AMI Juke Box

chicago coin Offers You the Most Complete Line of Pool Games in the Industry!



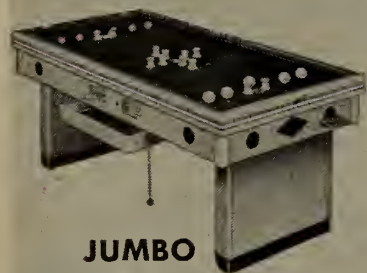
CHAMPION SENIOR POOL
8 inches longer—
size 3 ft. by 5 ft.



CHAMPION POOL
Also available
Champion Model 35



CLOVER POOL
Also Available
Clover Model 35



JUMBO POOL
18 inches longer than regular
size — 70 inches by 36 inches



ADVANCE Pool

Featuring 3 Pop Up Holes!

Plus Progressive
Advance Scoring

All holes advance in
scoring as game pro-
gresses. (5 scoring
panels light up progres-
sively to show new
scoring value of each
hole.)

1725 West Diversey Blvd., Chicago 14, Ill.

4 SIDED Rotation POOL

LOOK!

Realistic Numbered
Balls For Rotation
Play!



LOOK! Here's The First
Pool Game To Duplicate
Every Skill... Every Thrill
Of Rotation Play!

- Rotation Pool is 8" longer — size 3 ft. by 5 ft. Another Exclusive Feature!
- Cross-Bar braced legs for absolute rigid support to entire table!
- Brilliantly colored cabinet!
- "Level-Matic" adjusters are standard equipment!

**chicago
coin**

MACHINE COMPANY

FLY WITH AMERICAN AIRLINES OVER NIAGARA FALLS



PLUS ENTERTAINMENT GALORE AT THE BIG WURLITZER CENTENNIAL CLUB CELEBRATION

AUGUST 23-24 and 25

We want you and your wife to be Wurlitzer guests at our celebration of 100 years of musical achievement. We promise you three of the most thrilling days of your life.

So join the Wurlitzer Centennial Club now. See

your Wurlitzer Distributor and learn how every operator and his wife can become eligible for this "once-in-a-lifetime" celebration. Do it now, then start making plans to be the guests of Wurlitzer, August 23, 24, 25.

**ALL FOR FUN
ALL FOR YOU**



Best accommodations at Buffalo's finest hotel—The Statler.



Top stage entertainment by recording artists, name bands and variety acts.



Guided factory tours. See the fabulous 1900 made right before your eyes.



Giant carnival with circus performers and midway right on the Wurlitzer grounds.

**PLUS PRIZES
BY THE HUNDREDS**



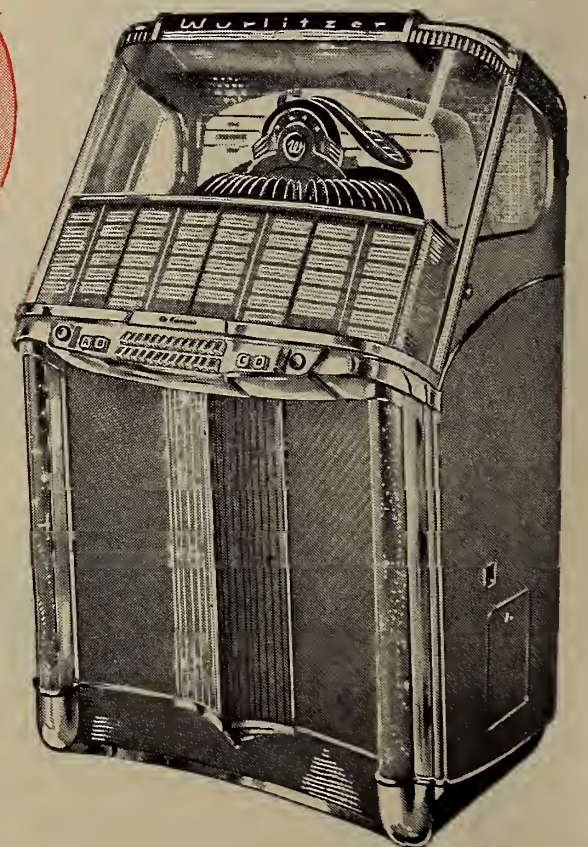
WURLITZER *Centennial*

MODEL 1900

HIGHLIGHTING 100 YEARS OF MUSICAL ACHIEVEMENT

SEE IT, HEAR IT, BUY IT AT
YOUR WURLITZER DISTRIBUTOR

THE RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, NEW YORK



UNITED'S

STAR SLUGGER

*Fascinating 2-Player
Animated Baseball Game*

2 MODELS

Regular or Replay

OPTIONAL
1-2-3
INNING PLAY

3-WAY
HITTING CONTROL
WEAK
MEDIUM
HARD

NEW
ELECTRO
MECHANICAL
Features

Many Attractive Scoring Features

SUPER HOME RUN POCKET
SCORES 30 RUNS PLUS 1 RUN FOR
EACH MAN ON BASE

LOWER DECK SCORES HOME RUN
AND MEN ON BASE SCORE 1

CENTER DECK SCORES 2 HOME
RUNS AND MEN ON BASE SCORE 2

UPPER DECK SCORES 3 HOME
RUNS AND MEN ON BASE SCORE 3

**ALL 3 DECKS LIGHTED
SCORE 30 RUNS**

Ball in any one of 3 front single holes
on playfield loads bases

SIZE: 6½ FT. HIGH
6½ FT. LONG
2 FT. WIDE

**BRIGHTLY
ILLUMINATED
•
COLORFUL
•
FLASHY**

**SEE YOUR
DISTRIBUTOR**

EQUIPPED WITH
UNITED'S FAMOUS
SLUG REJECTOR

UNITED
OPERATORS
ARE
SUCCESSFUL
OPERATORS



UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

SPECIAL CLUB POOL • HI-SCORE POOL • 2-WAY CLUB POOL (2 Sizes) • HIT POOL • STARDUST • REGULATION Shuffle-Alley

*Here's the front-play pool-table
that really earns big money in small space*

M Bally. Magic Pool

ONLY FRONT-PLAY TABLE WITH *REAL POOL* PLAY-APPEAL



NOW you can serve your crowded spots, where space is at a premium, with a front-play table that has all the play-appeal of real pool... resulting in bigger earnings than you ever thought possible with a front-play game.

See Bally MAGIC-POOL at your Bally Distributor... see why MAGIC-POOL puts limited-space locations on a big-profit basis.

*Choice of
2 DIMES or
1 QUARTER
operation*

NOW ON DISPLAY AT YOUR

Bally DISTRIBUTOR

NIGHT-CLUB

Deluxe ABC
OFFICIAL SCORING **bowler**

Booster-Pool

Pin-Pool

AMAZING
Color-Detector
TOTALIZERS

AUTOMATICALLY SCORE
for player who sinks opponent's ball
AUTOMATICALLY PENALIZE
player who sinks his own cue-ball

BALLY MANUFACTURING COMPANY 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS