

# The Cash Box

VOLUME XVIII—NUMBER 27

MARCH 23, 1957



On the night that Tommy Sands introduced "Teenage Crush" and "Hep Dee Hootie" on "The Kraft Television Theater", he instantaneously became America's newest teenage idol. Since then his recording of the two tunes has been one of the fastest breaking records in the 15-year history of Capitol and it is only a matter of days before it goes over the million mark. In addition the 19-year-old singer has been inundated with every type of theatrical offer and has been the recipient of more than 1,000 pieces of fan mail a day. Above Tommy (right) wades into one day's batch of fan mail with his fan club aides Vi Nixon (left) and Adele Mallard. Standing is Ken Nelson, producer of Sands' Capitol recording sessions.

# RCA VICTOR MAKES YOUR "SPIRIT OF ST. LOUIS" SALES REALLY TAKE OFF!



WARNER BROS.  
JAMES STEWART  
the Spirit  
of  
St. Louis

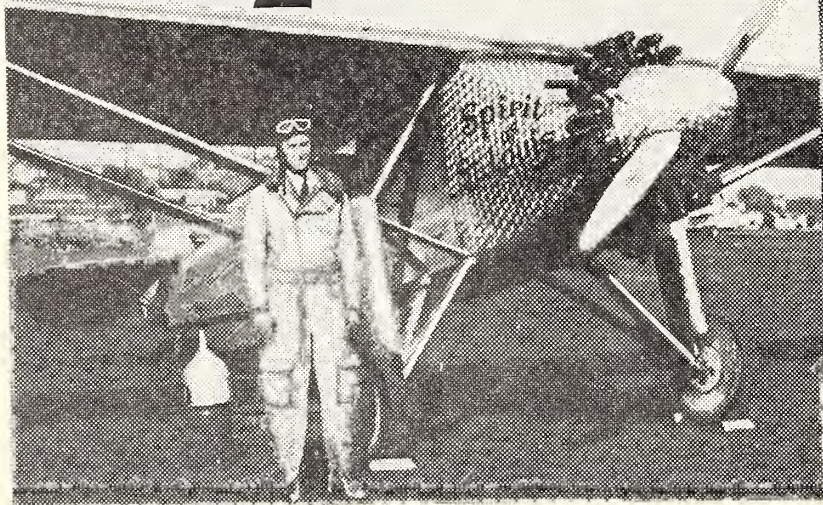
RCA VICTOR 

From RCA Victor, it's one of the greatest promotion pushes on record for one of the greatest movie sound-tracks on records! Here's what's going to send your "Spirit of St. Louis" album sales soaring—

- \* **NATIONAL MAGAZINE ADS** in "Look" and "Family Circle" — exciting, action-getting ads to *sell* millions of consumers.
- \* **NEWSPAPER ADS.** A complete, hard-hitting co-op campaign with a special new deal for you. For details on a plan very much to your interest, contact your RCA Victor record distributor.
- \* **RADIO COVERAGE.** This is *thorough* coverage, outstripping all previous efforts of this kind. Free albums are already enroute to every station and to leading disc jockeys all over the country!
- \* **POINT OF SALE.** Colorful eye-openers designed to stop and sell your customers on the spot.

"The Spirit of St. Louis" is the picture the whole country's been talking about — waiting for. It opens in key cities across the country on April 20th. Get in touch with your Warner Brothers theater managers and your RCA Victor record distributor *now*, and be ready to cash in on the stir this highly-acclaimed hit will set off. Stock up now, and be prepared for sky-high sales!

*Nationally Advertised Prices*



**RCA VICTOR**  
Tmk(s) ® RADIO CORPORATION OF AMERICA





FOUNDED BY BILL GERSH

# The Cash Box

Volume XVIII—Number 27

March 23, 1957

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**The Cash Box Publishing Co., Inc.**

1721 Broadway, New York 19, N. Y.  
(All Phones: JUDSON 6-2640)  
Cable Address: CASHBOX, N. Y.  
JOE ORLECK

CHICAGO OFFICE

32 West Randolph St., Chicago 1, Ill.  
(All Phones: DEARBORN 2-0045)  
BILL GERSH  
Howie Freer Chuck Peele

HOLLYWOOD OFFICE

6272 Sunset Blvd., Hollywood 28, Cal.  
(Phone: HOLLYWOOD 5-2129)  
JACK DEVANEY  
Bob Martin

BOSTON OFFICE

80 Boylston St., Boston 16, Mass.  
(Phone: HANCOCK 6-8386)  
GUY LIVINGSTON

LONDON OFFICE

17 Hilltop, London, N.W. 11, England  
(Phone: SPEEDWELL 2596)  
MARCEL STELLMAN

EXECUTIVE STAFF

BOB AUSTIN, General Mgr., Music Dept.  
SID PARNES, Editor-In-Chief  
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MARTY OSTROW, Associate Editor  
IRA HOWARD, Associate Editor  
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POPSIE, Staff Photographer  
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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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## Everything Changes:

# ROCK AND ROLL CHANGES TOO

As everyone knows, for the past couple of years Rock and Roll has been the dominant factor in the music business. But what very few seem to realize as yet is that the Rock and Roll we know today is not the Rock and Roll we heard two years ago.

The type of Rock and Roll that originally excited the kids and made it a subject for national and international debate has quietly receded into the background and has been replaced with a softer version with emphasis on melody and lyric.

At the beginning of Rock and Roll, the kids went wild for the "big beat." The lyric and melody were hardly of any importance as far as they were concerned. It now seems that the initial impact of the "big beat" has worn away and the kids have turned to the more melodic tune, the less raucous sound, and they are definitely listening to the story that goes with the song.

As a matter of fact, this initial interest in the beat and then a softening of it seems to be the general pattern not only in the United States but elsewhere in the world. For instance, European and Australian kids who have only recently been introduced to Rock and Roll are now going for the type of record which was popular with American kids at the start of the craze here. It seems safe to predict that within a matter of months these kids will go for the more subdued Rock and Roll that is so popular on the American market today.

As a result of this change which has taken place, the solo singer has emerged from the shadows to take over from the groups who had practically cornered the market a short while ago. We're certain of course that groups will continue to make hit records, but today the solo singer seems to have won the favor of the record buyer and is represented in most of the top spots in the charts.

Perhaps the most interesting result of this softening of Rock and Roll is that a breakdown of the best sellers in both the R&B and Pop charts shows that they are basically the same records. No longer is there a distinct difference between Rhythm and Blues best sellers and Pop best sellers. Moreover we find that the same artists are popular in both fields. Whereas only a short while ago, one artist's version of a song would be a hit in R&B and another artist's version of the same song would make it in the Pop field, today that is no longer the case. Names such as Fats Domino, Lavern Baker, Mickey and Sylvia, Ruth Brown, Bill Doggett, Ivory Joe Hunter, Little Richard and so many more are familiar to Pop buyers all over the country.

What has been happening therefore is that the Rock and Roll rhythm which caught the fancy of the kids of this nation when it was introduced, has now been modified, refined and softened so that its appeal has a much wider base and the records it produces are being bought by a much larger public.

# THE FASTEST BREAKING in ATLANTIC'S

## IVORY JOE HUNTER

with his BIG ORIGINAL Hit version of ...

# "EMPTY ARMS"

Atlantic No. 1128



IVORY MUSIC  
1619 Broadway, N. Y. C.  
(Murray Deutch—Prof. Mgr.)

**ATLANTIC RECORDING CORP.**  
157 WEST 57th St. NEW YORK 19, N. Y.

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

# TWO-SIDED SMASH HISTORY!!!

## IVORY JOE HUNTER'S

Great Rendition of a Natural Juke Box Smash  
*(Watch The Kids Dance To This One)*



# "LOVE'S A HURTING GAME"

Atlantic No. 1128

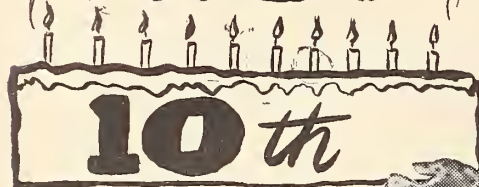
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157 WEST 57th St. NEW YORK 19, N. Y.

# M-G-M RECORDS

## HOT



### 10<sup>th</sup>

## ANNIVERSARY CELEBRATION

**DAVID ROSE & His Orch.**

# CALYPSO MELODY

*on Best Seller Lists*

THEME FROM THE WINGS OF EAGLES

K12430 • MGM 12430 (From MGM Film)

**REAL HOT**  
Rock 'n' Roll

**CHUCK ALAIMO QUARTET**

**LEAP FROG**

AND  
**THAT'S MY DESIRE**

K12449  
MGM12449

*Billboard pick*

**CONNIE FRANCIS**

**NO OTHER ONE**

and  
**I LEANED ON A MAN**

(From the Warner Bros. release "The Big Land")

K12440  
MGM12440

*Cash Box Pick*

**DICK HYMAN** **SAM TAYLOR**  
(THE MAN)

**DRUMMER BOY BLUES**

AND  
**LOOK UP**

MGM 12441 • K 12441

*Billboard pick*

**ROBERT MAXWELL** } **SONG OF THE NAIROBI TRIO**  
His Harp & Orch. (SOLFEGGIO) K12410 • MGM 12410

*the Original*

**LEROY HOLMES** His Orch. & Chorus

**GINA**

AND  
**THE CLOWN ON THE EIFFEL TOWER**

MGM 12433 • K 12433

**ACQUAVIVA & His Orchestra**

**ALWAYS THE SEA**

and  
**ONE MOMENT MORE**

K12434 • MGM 12434

**MARVIN RAINWATER**

**GONNA FIND ME A BLUEBIRD**

AND  
**SO YOU THINK YOU'VE GOT TROUBLES**

MGM 12412 • K 12412

New Teen Age Dance Craze!  
**The Robbin Hop**  
Danced to  
**Don't Promise Me**  
(The Can Can Song)  
Write MGM Records for FREE dance instructions.

**ROBBIN HOOD** } **DON'T PROMISE ME**  
(THE CAN CAN SONG) *CASH BOX Best Bet*  
with KISSES  
K12424 • MGM 12424

**M-G-M RECORDS**  
THE GREATEST NAME IN ENTERTAINMENT  
701 SEVENTH AVE., NEW YORK 19, N.Y.



## THE NATION'S Top Ten JUKE BOX TUNES

(PLUS THE NEXT 25)

		Pos. Last Week
<b>1</b>	<b>YOUNG LOVE</b> <b>TAB HUNTER—SONNY JAMES</b> CA-3602 (F-3602)—Sonny James VI-20/47-6751—Ric Cartey & Jiva-Tones DO-15533 (45-15533)—Tab Hunter ME-71022 (71022x45)—Crewcuts	<b>1</b>
<b>2</b>	<b>MARIANNE</b> <b>TERRY GILKYSON — HILLTOPPERS</b> CO-40817—Terry Gilkyson DO-15537—Hilltoppers DE-30217—Burl Ives VI-20/47-6810—Lane Bros.	<b>4</b>
<b>3</b>	<b>TOO MUCH</b> <b>ELVIS PRESLEY</b> VI-20/47-6800—Elvis Presley	<b>2</b>
<b>4</b>	<b>DON'T FORBID ME</b> <b>PAT BOONE</b> DE-30219—Ernest Tubbs DO-15521 (45-15521)—Pat Boone	<b>3</b>
<b>5</b>	<b>BUTTERFLY</b> <b>CHARLIE GRACIE—ANDY WILLIAMS</b> BY-1028—Bobby Carroll CR-61795—Billy Williams CD-1308—Andy Williams EL-505—Bill Allen CM-105—Charlie Gracie	<b>8</b>
<b>6</b>	<b>BANANA BOAT (DAY-O)</b> <b>HARRY BELAFONTE</b> VI-20/47-6771—Harry Belafonte	<b>5</b>
<b>7</b>	<b>TEENAGE CRUSH</b> <b>TOMMY SANDS</b> CA-3639—Tommy Sands	<b>—</b>
<b>8</b>	<b>THE BANANA BOAT SONG</b> <b>THE TARRIERS</b> CR-61761 (9-61761)—Steve Lawrence ME-71020 (71020x45)—Sorah Vaughan DO-15527 (45-15527)—Fontane Sisters VI-20/47-6777—Johnnie & Jack GL-249 (45-249)—Tarriers	<b>7</b>
<b>9</b>	<b>BLUE MONDAY</b> <b>FATS DOMINO</b> IM-5417—Fats Domino	<b>6</b>
<b>10</b>	<b>ROUND AND ROUND</b> <b>PERRY COMO</b> VI-20/47-6815—Perry Como	<b>—</b>

11) WHO NEEDS YOU. 12) LOVE IS STRANGE. 13) PARTY DOLL. 14) MOON-LIGHT GAMBLER. 15) SINGING THE BLUES. 16) YOU DON'T OWE ME A THING. 17) ALMOST PARADISE. 18) WALKIN' AFTER MIDNIGHT. 19) I'M STICKIN' WITH YOU. 20) I'M WALKIN'. 21) BLUEBERRY HILL. 22) WRINGLE WRANGLE. 23) COME GO WITH ME. 24) JIM DANDY. 25) I DREAMED. 26) CINCO ROBLES. 27) WHY BABY WHY. 28) KNEE DEEP IN THE BLUES. 29) LITTLE DARLIN'. 30) ROCK-A-BYE YOUR BABY WITH A DIXIE MELODY. 31) LUCKY LIPS. 32) GONE. 33) MAMA LOOKA BOOBOO. 34) BAD BOY. 35) ONLY ONE LOVE.

### CODE

AB—Abbott	CK—Checker	EP—Epic	HE—Herald	MO—Modern	SE—Seeco
AL—Aladdin	CM—Cameo	ER—Era	IM—Imperial	NG—Norgran	SP—Specialty
AO—Apollo	CO—Columbia	EX—Excello	JU—Jubilee	OK—Okeh	SU—Sun
AP—ABC—	CR—Coral	FB—Fabor	JZ—Josie	PE—Peacock	TI—Tico
Paramount	DA—Dana	FE—Federal	KA—Kapp	PR—Prestige	UN—United
AT—Atlantic	DE—Decca	FI—Fiesta	KI—King	RA—Rainbow	UN—United
BT—Bethlehem	DL—DeLuxe	FR—Fraternity	LI—Liberty	RE—Regent	UQ—Unique
BY—Bally	DO—Dot	4 Star—Four Star	LO—London	RP—Rama	VE—Verve
CA—Capitol	DT—Dooto	GE—Gee	ME—Mercury	RP—Rama	VI—RCA Victor
CD—Cadence	DU—Duke	GL—Glory	MG—MGM	SA—Savoy	VJ—Vee-Jay
CH—Chess	EL—Eldorado	GR—Groove			VK—Vik

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

**SELLING! SELLING! SELLING!**



**June Valli's**  
**"STRICTLY SENTIMENTAL"**  
*and*  
**"WILL YOU LOVE ME STILL"**

with Joe Reisman's Orchestra

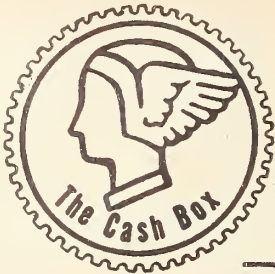
20/47-6852



**RCA VICTOR**  
TRADE MARK RADIO CORPORATION OF AMERICA



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



# The Cash Box TOP 50

Best Selling Tunes on Records

COMPILED BY The Cash Box FROM LEADING RETAIL OUTLETS

Pos. 3/16	Pos. 3/9	Pos. 3/16	Pos. 3/9	Pos. 3/16	Pos. 3/9	Pos. 3/16	Pos. 3/9	Pos. 3/16	Pos. 3/9	Pos. 3/16	Pos. 3/9
1		8		16		32		39		40	
<b>Young Love</b>		<b>I'm Walkin'</b>		<b>Gone</b>		<b>A Poor Man's Roses</b>		<b>You Don't Owe Me A Thing</b>		<b>Only One Love</b>	
★CA-3602 (F-3602) SONNY JAMES You're The Reason	1 1	★IM-5428—FATS DOMINO I'm In The Mood For Love	10 17	★CA-3628—FERLIN HUSKY Missing Persons	20 31	ME-71020 (71020x45)—SARAH VAUGHAN I've Got A New Heart-ache		★CO-40803 (4-40803)—JOHNNIE RAY Look Homeward, Angel	22 18	★AP-9782—GEORGE HAMILTON IV If I Possessed A Printing Press	25 27
★DO-15533 (45-15533)—TAB HUNTER Red Sails In The Sunset				CO-40852—JOAN WEBER A Love That's A Lie		VI-20/47-6777—JOHNNIE & JACK Mr. Clock		CO-40706 (4-40706)—MARTY ROBBINS Respectfully Miss Brooks		★AP-9785 (45-9785)—BILL HAYES Westward Ho, The Wagons	31 41
ME-71022 (71022x45)—CREWCUTS Little By Little		<b>9—Banana Boat (Day-O)</b>	8 6	ME-71070—BOBBY WAYNE Mexican Maidens				ME-70888 (70888 x 45)—LADELL SISTERS		★AP-9785 (45-9785)—BILL HAYES Westward Ho, The Wagons	44 —
VI-20/47-6751—RIC CARTEY & JIVA-TONES Ooh-Dee						<b>23—Only One Love</b>		★ME-71059—PATTI PAGE The Wall	40 49	★AP-9785 (45-9785)—BILL HAYES Westward Ho, The Wagons	44 —
		<b>10—Don't Forbid Me</b>	6 4					★AP-9785 (45-9785)—BILL HAYES Westward Ho, The Wagons	40 49	★SP-598—LITTLE RICHARD Send Me Some Lovin'	44 —
<b>2—Teenage Crush</b>	3 7							★ME-71010—LEN DRESSLAR Believe In Me	24 20		
★CA-3639—TOMMY SANDS Hep Dee Hootie								VI-WBY-56—VAUGHN MONROE Westward Ho, The Wagons	24 20		
		<b>11—Little Darlin'</b>	29 —					★DO-15548—TAB HUNTER Don't Get Around Much Anymore	24 20		
<b>3—Marianne</b>	2 2										
★CO-40817 (4-40817)—TERRY GILKYSON Goodbye Chiquita											
DE-30217 (9-30217)—BURL IVES Pretty Girl											
★DO-15537 (45-15537)—HILLTOPPERS You're Wasting Your Time											
VI-20/47-6810—LANE BROS. Segno D'Oro											
<b>4—Butterfly</b>	5 5										
BY-1028—BOB CARROLL Look What You've Done											
★CD-1308—ANDY WILLIAMS It Doesn't Take Very Long											
★CM-105—CHARLIE GRACIE Ninety-Nine Ways											
CR-61795—BILLY WILLIAMS The Plod Piper											
TL-505—BILL ALLEN Oo-We-Baby											
<b>5—Round And Round</b>	7 8										
★VI-20/47-6815—PERRY COMO Mi Casa, Su Casa											
<b>6—Party Doll</b>	9 13										
★CR-61792—STEVE LAWRENCE Pum-Pa-Lum											
DE-30211—WINGY MANONE Real Gone											
★RO-4002—BUDDY KNOX My Baby's Gone											
<b>7—Too Much</b>	4 3										
★VI-20/47-6800—ELVIS PRESLEY Playing For Keeps											

## CODE:

AB—Abbott	BN—Benito	DA—Dana	EX—Excello	JU—Jubilee	OK—Okeh	SE—Seeco
AC—Accent	BT—Bethlehem	DE—Decca	FB—Fabor	JZ—Josie	PE—Peacock	SG—Sage
AF—Audio Fidelity	BY—Bally	DL—DeLuxe	FE—Federal	KA—Kapp	PI—Pilgrim	SP—Specialty
AG—Argo	CA—Capitol	DO—Dot	FI—Fiesta	KI—King	PR—Prestige	SU—Sun
AL—Aladdin	CD—Cadence	DS—Disneyland	FL—Flash	LI—Liberty	PT—Point	TI—Tico
AO—Apollo	CH—Chess	DT—Dootie	FP—Flip	LO—London	RA—Rainbow	UN—United
AP—ABC-Paramount	CK—Checker	DU—Duke	FR—Fraternity	LU—Luniverse	RE—Regent	UQ—Unique
AT—Atlantic	CL—Colonial	EL—Eldorado	GE—Gee	ME—Mercury	RM—Rama	VE—Verve
BA—Baton	CM—Cameo	EM—Ember	GL—Glory	MG—MGM	RO—Roulette	VI—RCA Victor
	CO—Columbia	EP—Epic	HE—Herald	MO—Modern	RP—RPM	VJ—Vee Jay
	CR—Coral	ER—Era	IM—Imperial	NG—Norgan	SA—Savoy	VK—Vik

★ INDICATES BEST SELLING RECORD OR RECORDS.  
 \* Tunes are listed above 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 positions of the record last week and two weeks ago, respectively. • All labels listed in alphabetical order.

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





a GREAT song ...

by a GREAT performer ....

in a GREAT motion picture\*

# Johnny Mathis


sings

## "IT'S NOT FOR ME TO SAY"

music by Robert Allen • words by Al Stillman

\* as introduced by Johnny Mathis in the MGM production "Lizzie".

COLUMBIA No. 40851 (4-40851)

COLUMBIA  RECORDS

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

# NEW - from America's

*Explosive Single!*

## ALL SHOOK UP *and* THAT'S WHEN YOUR HEARTACHES BEGIN

47/20-6870

*Tremendous EP (Economy Package)*

## PEACE IN THE VALLEY

*(There'll Be)*

PEACE IN THE VALLEY

*(For Me)*

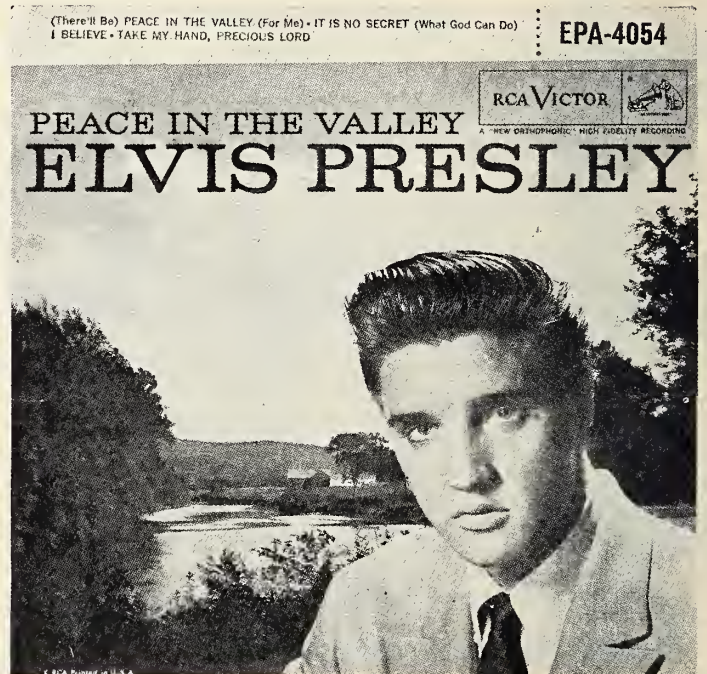
IT IS NO SECRET

*(What God Can Do)*

I BELIEVE

TAKE MY HAND,  
PRECIOUS LORD

**EPA-4054**



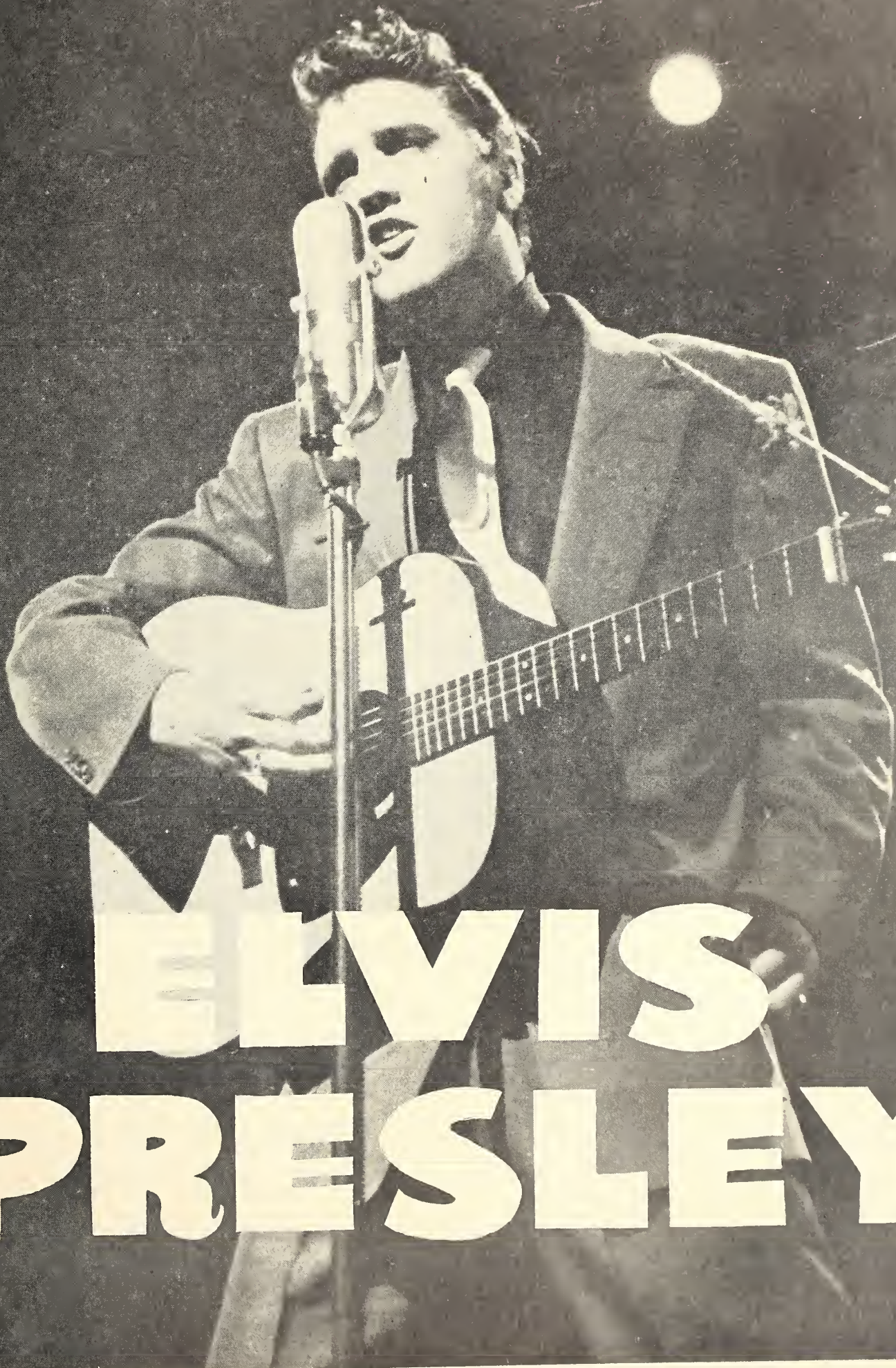
"New Orthophonic" High Fidelity Recordings

Your customers hear these New Orthophonic High Fidelity recordings best on an RCA Victor New Orthophonic High Fidelity "Victrola" Phonograph®.

America's favorite speed...  45 RPM  **RCA VICTOR**   
TRADE MARK RADIO CORPORATION OF AMERICA

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

# Most Exciting Star!!!



# WILD ELVIS PRESLEY

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



# Record Reviews

A DISK &amp; SLEEPER

B VERY GOOD

C FAIR

B+ EXCELLENT

C+ GOOD

D MEDIOCRE

## LOU MONTE

(RCA Victor 20/47-6848)

**B+** "CALYPSO ITALIANO" (2:36) [Romance BMI—Monte, Merrell] Lou Monte does a wonderful job with an Italian flavored calypso novelty. Cute ditty with a humorous lyric and a contagious melody. With the calypso so popular today, this tasty biscuit could catch on.

**C+** "SOMEONE ELSE IS TAKING YOU HOME" (1:52) [Romance BMI—Monte, Merrell] A lively romantic ditty with a "Darktown Strutter's" beat is contagiously styled on this side. Cute side with whistling heard at mid point. Colorful coupler.

## THE GOOFERS

(Coral 61802)

**B** "WOW!" (2:10) [Maggie BMI—Winley, Clowney, Kornegay] The popular Goofers are at their zany best and they rock thru a swinging jump novelty. Daffy ditty with a solid dance tempo. Kids'll like this one.

**C+** "PUSH CART" (2:30) [Vernon ASCAP—Lampert, Gluck] A cute calypso novelty is amusingly fashioned on this end by the crew. Side is enjoyable.

## JANE POWELL

(Verve 10032)

**B+** "A RIDE ON A RAINBOW" (3:02) [Robin-Styne ASCAP—Styne, Robin] Jane Powell, who starred in the TV presentation of "Ruggles of Red Gap," here chants one of the most beautiful ballads from the show's score. Charming romancer tailor-made for the lark's clear, bell-like voice. Lovely, well-written tune that deserves a spot on the charts.

**B** "I HAVE YOU TO THANK" (2:32) [Robin-Styne ASCAP—Styne, Robin] From the same score comes this contagious lilt. Charming, light-hearted romancer with a lovely melody and an easy going tempo.

## JIM DALLAS

(Glory 257)

**B** "ONLY THE BROKEN HEARTED" [Irving Caesar ASCAP—Johnson, Spear] Jim Dallas, a polished newcomer, makes a promising debut on the Glory label as he chants a tearful, heart-rending love song. Lovely tune performed with great feeling.

**C+** "IF YOU CARE" [Irving Caesar ASCAP—Johnson, Spear] Another sentimental love ballad presented with sincerity by the young songster. Fine first showing.

## TUNE TIMERS

(Okeh 7081)

**B+** "THINKING" (2:44) [Gordon & LeFleur BMI—Gordon, LeFleur] The Tune Timers, an exciting new vocal combination, bow on the disk scene with a powerful first release that could blossom into a click. The crew has a commercial blend well employed on a catchy jumper with a rock and roll beat. Kids'll pick this one up.

**C+** "WHAT HAVE I GOT TO DREAM ABOUT" (3:07) [Gordon & LeFleur BMI—Gordon, LeFleur] The crew slow up the pace a bit on this end and shuffles through a tearful love ballad. Inviting side.

## The Cash Box Disk of the Week

"EMPTY ARMS" (2:38)  
[Ivory BMI—Hunter]

"LOVE'S A HURTING GAME"  
(2:30) [Winneton-Progressive  
BMI—Jones, Hunter]

IVORY JOE HUNTER  
(Atlantic 1128)

"EMPTY ARMS" (2:45)  
[Ivory BMI—Hunter]

"THE RICKY-TICK SONG"  
(1:47) [Mermaid BMI—  
Norwood, Fiorino, Jr.]

TERESA BREWER  
(Coral 61805)

● Ivory Joe Hunter, the writer of a number of recent hit tunes including "I Almost Lost My Mind" and his own chart breaker "Since I Met You Baby," has penned an absolutely beautiful new blues ballad tagged "Empty Arms" which just can't miss going all the way.

This week, two waxings of the tune were issued—Hunter's own rendition on the Atlantic label and Teresa Brewer's on Coral. Hunter's version is a tender, heart rending love song presented with a pretty choral accompaniment directed by Ray Ellis. Hunter has won for himself a large pop following which will be waiting for this record. Should rack up a huge sale. Miss Brewer's interpretation is equally outstanding. Her tear-compelling voice brings out every sentimental quality of this great ballad. Both veteran artists will share the sales melon. Hunter's coupling is another grade "A" blues beat opus from his pen. Tagged "Love's A Hurting Game," this side should also reach a high rung on the hit ladder. Teresa's flip is a complete turnabout titled "The Ricky-Tick Song." Catchy multiple voice ditty.

"ROCK-A-BILLY"  
(2:10)

[Oxford ASCAP—Harris, Deane]

GUY MITCHELL (Columbia 40877)

● Guy Mitchell, an international sensation as a result of his two consecutive smashes "Singing The Blues" and "Knee Deep In The Blues," should extend his string to three-in-a-row with his latest Columbia waxing. "Hoot Owl" is a solid house rocker replete with the swinging guitar sound that helped make his previous twosome catch on rapidly. Side really moves and you can bet your bottom dollar the kids'll be feeding coins into the juke to hear this one more than once. The companion piece "Rock-A-Billy" is another swinging affair based on the current popularity of country tunes with a rock and roll beat. It's got a topical lyric and torrid tempo. Guy introduced this side on a recent TV show. It's a toss-up. Both could smash through.

"HOOT OWL" (2:12)

[Joy ASCAP—  
Twomey, Wise, Thomas]

"DEAREST" (2:37) [Ben Ghazi BMI—McDaniel, Polk, Gibson]

"THERE OUGHTA BE A LAW" (2:41)

[Ben Ghazi BMI—Gibson, Bennett]

MICKEY & SYLVIA (Vik X/4X-0267)

● Mickey and Sylvia, the guitar swinging combo currently riding high wide and handsome with their sensational version of "Love Is Strange," follow-up with another tremendous performance on their latest release. One half is a fabulous easy-going rhythm ballad tagged "Dearest." It's a tender love story presented with sincerity and warmth by the twosome. Their vocal blending is beautiful and the guitar sound plus the beat make it a tasty morsel for the kids. Watch this one take off. Bottom half, "There Oughta Be A Law" is a cute latin tempo opus with a calypso flavoring. Here again the team's guitar work is inviting. The conversational technique employed in "Love Is Strange" is heard here too. Top half has the edge.

"WE CAN'T SING RHYTHM AND  
BLUES" (2:05) [Mappa ASCAP—  
McIntyre, Ferre]

"DREAMERS' BAY"  
(2:05) [Chappell ASCAP—  
Spina, McConnell]

PATIENCE & PRUDENCE (Liberty 55058)

● Patience and Prudence, who have captured the hearts of Americans with their two delightful smashes "Tonight You Belong To Me" and "Gonna Get Along Without You Now," are again at their best as they fashion something old and something new on their latest release. The new portion is a charming topical novelty titled "We Can't Sing Rhythm And Blues." A sweet lilting ballad with a lyric about two girls who can sing sweet melodies but can't sing rhythm and blues. Humorous pleaser that should appeal to youngsters and adults. The coupling is another delightful interpretation of a wonderful, easy-going oldie "Dreamers' Bay." Charming harmony. Both sides should carry this disk into the big money category.

## JUNE VALLI

(RCA Victor 6852)

**B+** "STRICTLY SENTIMENTAL" (2:40) [Southern ASCAP—Metrius] June Valli goes rock roll as she belts out a torrid rhyt item that could take off. One of lark's most commercial dates in q some time, and it swings the v kids like it. Multiple track work a to the side's appeal.

**B** "WILL YOU LOVE ME STILL" (2:27) [Quintet BMI—Lei Stoller] A pretty latin beat romar is chanted with warmth and app by the versatile canary. Here ag June offers some attractive mult voice harmony.

## JACKIE WALKER

(Dot 15552)

**B+** "LOVE SUBLIME" (2:22) [Garabedian BMI—Walker] has another chart contender in t beautiful romantic ballad chanted newcomer Jackie Walker. The works against a simple guitar ba drop and does an impressive job. I fect mood item for the teen age m ket. Keep a tab on this half. It co take off. Walker has a George Har ton sound.

**C+** "ON THE WAY HOME" (2:22) [Geo. Garabedian BMI—Wall Witkop] The same simple gui backdrop accompanies the songster his venture thru a rhythmic love so

## LU ANN SIMMS

(Columbia 40855)

**B** "MATCHIN' KISSES" (2:22) [Rayven BMI—Engvick, B sens] Lu Ann plays the part of little girl on a cute kiddie flavo novelty with a charming, roma story line. Happy bouncer about ve very "young love." Side has a c beat and lighthearted air. Co happen.

**B** "THE SAME TWO LIPS" (2:22) [Acuff-Rose BMI—Robbins] other excellent tune out of the coun field is chirped in inviting style by lark. Side has a "Singing The Blu beat. Good two-sider.

## THE FOUR TUNES

(Jubilee 5276)

**B+** "COOL WATER" (2:17) [Am ican ASCAP—Nolan] The F Tunes lend their delightful style a swinging new treatment of the gr western oldie "Cool Water." Side a good beat and some inviting g micks that should attract the te agers. Hot side to watch closely.

**C+** "A LITTLE ON THE LONE SIDE" (2:56) [Advanced ASC —Weldon, Robertson, Cavanaugh] The quartet performs a la the Spots as it fashions a sentimer romancer. Pretty ballad. Side inclu a recitation.

## THE FONTANE SISTERS

(Dot 15547)

**B+** "DANCING TO THE ROCK A ROLLA" (2:09) [Leo Feist CAP—Sullavan, Baron, Amsterda] The popular oldie "Rum and Cola" gets a slight lyrical change i comes off as a strong rock and a novelty with a good dance beat. Har side that could become another big c for the gals.

**B** "I'M THE ONE WHO LOVES YOU" (2:04) [Hill & Range B —Hamblen] A lovely rhythm bal out of the country field, displays larks' smooth, inviting harmony. T der tune that could do well.

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

# CORAL HAS THE HITS!



**DON  
CORNELL**

**TERESA  
BREWER**

**SITTIN' IN  
THE BALCONY**

b/w

**MY FAITH  
MY HOPE  
MY LOVE**

**CORAL 61811**

**EMPTY  
ARMS**

b/w

**THE  
RICKY-TICK  
SONG**

**CORAL 61805**





# Record Reviews

**A** DISK & SLEEPER

**B** VERY GOOD

**C** FAIR

**B+** EXCELLENT

**C+** GOOD

**D** MEDIOCRE

**THE EASY RIDERS**  
(Columbia 40860)

**B+** "TRUE LOVE AND TENDER CARE" (1:53) [Montclare BMI—Gilkyson, Dehr, Miller] The Easy Riders, featured on the big recording of "Marianne", blend warmly once again on another calypso flavored romancer. Contagious ditty with some humorous lyrics.

**B** "DON'T HURRY WORRY ME" (2:10) [Montclare BMI—Gilkyson, Dehr, Miller] The calypso feeling is in the spotlight once again as the Easy Riders glide through another pleasant romancer.

**ALAN MARTIN**  
(Arrow 713)

**B** "WE'LL NEVER KNOW" (2:45) [Berlin ASCAP—Berlin] A beautifully written Irving Berlin ballad is chanted with great warmth and understanding by Alan Martin. Martin is a highly polished warbler who could make the grade with this solid piece of material. Lad has a bright future in store.

**C+** "ROCK BOTTOM ROLL" (2:15) [Goday BMI—Hammer] Martin swings on this half as he and the chorus drive thru a torrid dance item with a good beat. Rock and roll stuff aimed right at the kids.

**GLORIA MANN**  
(ABC-Paramount 9805)

**B+** "MY HEART HAS A MIND OF ITS OWN" (2:15) [Falstaff BMI—Shrager, Chorney, Shrager] Gloria Mann, who clicked big with "Teen Age Prayer" makes an impressive debut on the Paramount label with another powerful teenage love song aimed at the same market. Good lyrics, solid dance beat and stirring delivery should make this one a strong seller.

**B** "WHY CAN'T I MAKE YOU UNDERSTAND?" (2:10) [Ampco ASCAP—Jacob, Crane] An easy-going, shuffle-rhythm romancer is smoothly fashioned by the lark on this portion.

**ETHEL WATERS**  
(Jubilee 5274)

**B+** "PARTNERS WITH GOD" (2:55) [Goday BMI—Waters, Stuart] Ethel Waters, one of the show world's great singers, makes a brilliant debut on Jubilee as she introduces a tender, inspirational ballad that gives this listener chills. Enchanting melody with an emotional and warm lyric performed with great sincerity and understanding by the veteran vocalist. A religious sleeper to watch closely. Could be tremendous.

**B** "MEMORIES OF YOU" (2:44) [Shapiro - Bernstein ASCAP—Blake, Razaf] The queen, who has a wonderful feel for a lyric, hands in an absolutely delightful interpretation of the great Benny Goodman theme. Excellent coupling.

**RAY MARTIN ORCH.**  
(Capitol 3670)

**B+** "THE WHISTLING SERGEANT" (2:00) [Zodiac BMI—Mortimer] Ray Martin and his Piccadilly Strings display great imagination on a lively and refreshing martial beat novelty featuring a contagious whistling gimmick in the spotlight. Cute toy soldierish novelty that could blossom into another "Happy Whistler".

**B** "TANGO IN THE RAIN" (3:00) [B. F. Wood ASCAP—Olias] Sound effects of the rain introduce this pretty tango mood item lushly fashioned by the Martin strings. Catchy theme.

## The Cash Box Sleeper of the Week

"JAMIE BOY" (2:07)  
[Rush BMI—Shapiro, Stallman]

"A LITTLE LONELINESS" (2:24)  
[Sunbeam BMI—Gibson]

KAY STARR (RCA Victor 20/47-6864)

● Kay Starr is headed for the charts once again with both sides of her latest disk. It's a fabulous coupling and both halves come off as the strongest numbers we've heard from Kay since her multi-million seller "Rock And Roll Waltz". One portion is an unusual item dubbed "Jamie Boy". It's a hard-driving latin beat romancer that both sways and rocks. It's got an extremely contagious melody and a tempo the kids should find fascinating. Good change of pace from the run of the mill material. Equally thrilling is "A Little Loneliness", a sentimental romancer with another swinging beat designed to please the youngsters. Wonderful arrangement of a commercial opus destined to make the grade. Kay gets a great assist from Hugo Winterhalter's ork and chorus. Take your pick. Both halves have hit ingredients.

"DAY-O BANANA BOAT SONG" [Ardmore ASCAP—Freberg]

"TELE-VEE-SHUN" [Snyder BMI—Freberg]

STAN FREBERG (Capitol 3687)

● Stan Freberg's wonderful imagination is at its level best as the comic-vocalist hands in his most hilarious side since his smash "St. George & The Dragonet". It's an absolutely rib-tickling parody on two of today's top calypso tunes "Day-O" and "The Banana Boat Song" and Freberg calls his waxing "Day-O Banana Boat Song", oddly enough. The comic's impersonations of the big recordings are very funny. And the story of this disk is built around a cool bongo player who can't take the piercing voice of the calypso singer played by Freberg. Dee jays will have a picnic with this one. Reaction on a sales level should be immediate. Flip is a "straight" calypso beat ditty about the effects of "Tele-Vee-Shun" on the public.

"PLEDGE OF LOVE" (2:05)  
[Lin BMI—Redd]

"PLEDGE OF LOVE"  
[Lin BMI—Redd]

"NIGHT AIR" (2:08)  
[Lin BMI—Redd, Wilson, Warr,  
McSwain, Warr]

"TWO LOVES HAVE I"  
[Miller ASCAP—Scotto]

KEN COPELAND  
(Imperial 5432)

DICK CONTINO  
(Mercury 71079)

● A powerful new love song that seems to be headed for a high rung on the hit ladder was issued by two labels this week. The tune is a dramatic romancer titled "Pledge Of Love". It's got all the ingredients the teenagers want and we can expect the kids to be running to the stores to get their copies.

The recording originally issued on the Lin label, was picked up by Imperial and features Ken Copeland. It's a thoroughly exciting side with a great beat and a strong choral accompaniment. But it's the melody that immediately captures the listener's attention. A haunting side we can expect to be hearing often in the coming weeks.

The Mercury rendition is a tremendous one by Dick Contino. For this waxing, Dick takes a breather from his accordion artistry and excels with a sensitive easy-lilting vocal that should meet with wide approval. Two beautiful versions with great potential. Watch both.

The coupling on the Imperial disk presents a rock and roll group called the Mints with a free-swinging item tagged "Night Air". Contino's flip is a lovely accordion-ork mood presentation of the oldie "Two Loves Have I".

"JUST HOW MUCH I LOVE YOU" (2:03)  
[Korwin ASCAP—Allen] (Singing Girls)

"JUST HOW MUCH I LOVE YOU" (1:37)  
[Korwin ASCAP—Allen] (Billy Rowland)

MITCH MILLER (Columbia 40871)

● A sensational cornballer that brings to life again the delightful joy of the charleston era, is issued on two sides of the latest Mitch Miller waxing. It's an absolutely captivating novelty chock-full-of good old-fashioned fun. Titled "Just How Much I Love You", one side features a chorus billed as the Singing Girls. The girls belt out the happy-go-lucky ditty with all the color their flapperish voices can garner and the deck comes off as a powerful one that should make considerable noise in the near future. Great record for the jukes and a top notch biscuit for dj programming. It's refreshing enough to become a smash. Flip is the same tune with pianist Billy Rowland wrapping it up on the 88's. The chorus also joins in here to add some gimmicks. Top half sounds like an all out money maker.

**DENNY VAUGHAN**  
(Glory 256)

**B** "SINCE YOU WENT AWAY" (2:45) [Republic BMI—V] Denny Vaughan is in top form as he chants a sentimental, heavy-hearted blues ballad. Lovely arrangement presentation that could catch a powerful piece of material that goes on you with each listen. Keep a close eye on this one.

**B** "WONDERFUL! WONDERFUL!" (2:48) [E. B. Marks—Raleigh, Edwards] This half strong cover version of a great ballad that's starting to catch public's fancy. Dramatic, big-voiced delivery of a tune with standard qualities. Solid coupling by a talented singer.

**MARK DINNING**  
(MGM 12447)

**B** "A MILLION YEARS AGO" (2:38) [Acuff-Rose BMI—Bry] Mark Dinning, a highly talented young newcomer with a wistful Belafonte type voice, makes an exciting showing as he introduces a fascinating latin tempo folk-flavored ballad. Catchy song and an outstanding delivery. Could catch on in an area and sell fast.

**C+** "SHAMEFUL WAYS" (2:06) [Acuff-Rose BMI—Dinning] Other lovely heart-felt delivery of a moving, emotional opus with a certain flair. Mark sounds like a lad who makes the grade.

**HI LO JACK and THE DAME**  
(Utopia 1977)

**B** "TRIBUTE TO TOMMY DORSEY" (2:06) Hi Lo Jack and The Dame pay tribute to the late Tommy Dorsey with a medley of two of his famous hits performed in a smooth easy-going manner. Side opens with a lovely instrumental arrangement of TD's theme "I'm Getting Sentimental Over You" and closes with the groovy lilting rendition of "On The Sunny Side Of The Street." Delightful coupling for dee jay programming. Should be very well in the jukes.

**B** "I'LL NEVER SMILE AGAIN" (2:24) [Pickwick ASCAP—Lover] The tribute to Tommy continues with the group's harmonic rendition of another Dorsey classic. Both sides excellently arranged and performed.

**PEGGY KING**  
(Columbia 40863)

**B** "IN MY OWN LITTLE CORNER" (2:43) [Williamson—CAP—Rodgers, Hammerstein II] The most beautiful number from the forthcoming Rodgers & Hammerstein presentation of the fairy tale "Cinderella", is thrusted with great tenderness by Peggy King. Superbly written opus that could become a standard time. Dee jays will have a picnic with this one. Side may be a bit too close for commercial success.

**B** "MIRACLE MAN" (3:05) [Plattary ASCAP—LeGlaire, Bail] Peggy's wistful voice comes over delightfully on this strong love song. Top drawer ballad that should make noise.

**REED HARPER**  
(Pyramid 4012)

**B** "O SOLE MIA—ROCK AND ROLL" [Ruco BMI—Capua, Harper, Russ] Reed Harper and the The Notes come up with a cute disk featuring the old favorite "O Sole Mia" to a rock and roll beat. Amusing arrangement with a male in the background shouting some humorous remarks. Clever novelty that could catch on.

**C** "OH ELVIS" [ASCAP—Sampson] Elvis is the subject of this rock and roll novelty with a dance beat.

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

proudly introducing

**YOUR FLAIR LADY**



**MANDY  
MILLER**

singing

**DO ANYTHING**

**(BUT DON'T SAY GOODBYE)**

b/w

**OH, PROMISE**

FLAIR 5005

...and the  
**"WAILING"**  
instrumental

**KELLY OWENS**

**==THE SWEEPER==**

b/w

**SODA POP**

featuring Jimmie Buchanan on Tenor Sax  
FLAIR 5004



A PRODUCT OF FLAIR RECORDS, INC.

1650 BROADWAY  
NEW YORK CITY, N.Y.

(KAPPY JORDAN, Pres.)

PUBLIC RELATIONS: MARVIN DRAGER

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



## London Lowdown

Henri Salvador, a sensation at the Prince Of Wales Theatre, hailed by critics as the French Danny Kaye. Salvador is here for a two week stint in the West End Theatre.

Also here at present at the plush Cafe de Paris is Pearl Bailey who can count among her many admirers the President Of The United States and members of the British Royal family.

The Platters arrived in London for the start of their tour of vaudeville theatres culminating with an appearance at the London Palladium. Also scheduled to appear at the big house for the next vaudeville season are The Teenagers, Johnnie Ray, and Frankie Laine.

Rosemary Clooney coming over to be with husband Jose Ferrer who is about to start filming. We understand Rosie will be appearing on television and will possibly undertake a few weeks in the theatres.

Max Bygraves now on the English Decca label.

The Variety Club of Great Britain (Tent 36) will honor the five British artists who were presented with gold records for a million sales at a special luncheon at the Savoy on April 9.

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

- 1 "Young Love"—  
Tab Hunter (London)
- 2 "Don't Forbid Me"—  
Pat Boone (London)
- 3 "Knee Deep In The Blues"—  
Guy Mitchell (Philips)
- 4 "Long Tall Sally"—  
Little Richard (London)
- 5 "Singing The Blues"—  
Guy Mitchell (Philips)
- 6 "Banana Boat Song" (Day-O)—  
Harry Belafonte (HMV)
- 7 "Garden Of Eden"—  
Frankie Vaughan (Philips)
- 8 "Don't You Rock Me Daddy-O"—  
Lonnie Donegan (Pye-Nixa)
- 9 "Banana Boat Song"—  
Shirley Bassey (Philips)
- 10 "Friendly Persuasion"—  
Pat Boone (London)
- 11 "Don't Knock The Rock"—  
Bill Haley Comets (Brunswick)
- 12 "True Love"—Bing Crosby &  
Grace Kelly (Capitol)
- 13 "Adoration Waltz"—  
David Whitfield (Decca)
- 14 "Young Love"—  
Sonny James (Capitol)
- 15 "Banana Boat Song"—  
The Tarrriers (Columbia)
- 16 "Blueberry Hill"—  
Fats Domino (London)
- 17 "Rock-A-Bye Your Baby"—  
Jerry Lewis (Brunswick)
- 18 "St. Therese Of The Roses"—  
Malcolm Vaughan (HMV)
- 19 "Knee Deep In The Blues"—  
Tommy Steele (Decca)
- 20 "You Don't One Me A Thing"—  
Johnnie Ray (Philips)
- 21 "Gonna Get Along Without Ya  
Now"—Patience and Prudence  
(London)
- 22 "Look Homeward Angel"—  
Johnnie Ray (Philips)
- 23 "Don't You Rock Me Daddy-O"—  
The Vipers (Parlophone)
- 24 "Mystery Train"—  
Elvis Presley (HMV)
- 25 "The Girl Can't Help It"—  
Little Richard (London)
- 26 "Moonlight Gambler"—  
Frankie Laine (Philips)
- 27 "Rock 'N' Roll Party"—  
Winifred Atwell (Decca)
- 28 "Faithful Hussar"—  
Vera Lynn (Decca)
- 29 "Singing The Blues"—  
Tommy Steele (Decca)
- 30 "She's Got It"—  
Little Richard (London)



## Record Reviews

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

## The Cash Box Best Bets

- ★ "STRICTLY SENTIMENTAL" June Valli RCA Victor 6852
- ★ "PARTNERS WITH GOD" Ethel Waters Jubilee 5274
- ★ "WHISTLING SERGEANT" Ray Martin Capitol 3670
- ★ "THINKING" Tune Timers Okeh 7081
- ★ "A RIDE ON A RAINBOW" Jane Powell Verve 10032
- ★ "DRUMMER BOY BLUES" Dick Hyman & Sam Taylor MGM 12441
- ★ "DO ANYTHING" Mandy Miller Flair X-5005
- ★ "I LOVE, LOVE, LOVE, LOVE, LOVE YOU BABY" Pat O'Day Golden Crest 101

### JERI SOUTHERN

(Decca 30254)

**B+** "WHO AM I TO SAY" (2:57) [Muirfield ASCAP—LaVere, Marchfield, Raymond] Jeri Southern continues to come up with beautiful songs. Here she chants a velvety romancer out of the top drawer. Tender wistful delivery that should attract heavy disk jockey play.

**B** "DO I LOVE YOU BECAUSE YOU'RE BEAUTIFUL" (2:59) [Williamson ASCAP—Rodgers, Hammerstein II] This half features the polished canary on a sentimental love story from the R & H score for the upcoming TV spectacular "Cinderella." Class merchandise handled with extreme care and skill.

### DICK HYMAN & SAM (The Man) TAYLOR

(MGM 12441)

**B+** "DRUMMER BOY BLUES" (2:42) [Roger ASCAP—Hyman, Taylor] Dick Hyman works the organ and Sam Taylor the sax as they pile drive thru a military beat rock and roller. Hard hitting jumper that'll have the kids hopping around the boxes. Great dance offering with zest. Watch this sleeper. It could skyrocket.

**C+** "LOOK UP" (2:29) [Roger ASCAP—Hyman] Another striking instrumental item, this time in the slow blues tempo. Hyman and Taylor blend beautifully and come up with an exciting sound.

### PETER KIM

(Web 1104)

**B** "PEDDLER MAN" (Ten I Loved) (2:20) [Leo Feist ASCAP—Lawrence, Brodsky] An interesting tune is excitingly presented by a talented youngster with a big voice, Peter Kim. Unusual arrangement of a strong item. Should do well for the label.

**C+** "MISIRLOU" (2:58) [Colonial BMI—Wise, Leeds, Russell, Roubanis] A great latin tempo oldie is brought to life again via this beautifully chanted arrangement.

### ANNIE MALONEY

(Kady 102)

**B** "HELL'S BELLS" (2:27) [Leo Feist ASCAP—Kassel] Kady, the label that introduced "The Ship That Never Sailed," has another unusual chart contender in this ear pleasing rhythm item chanted by Annie Maloney. Side features a fascinating, imaginative instrumental introduction of considerable length by Art Kassel's ork. Instrumental segment sounds like music from a science fiction pic's soundtrack. Different enough to make big noise.

**C+** "DEBBIE'S DEBUT" (2:20) [Kady ASCAP—Kassel] Annie and a vocal group team up on a pleasant jumper on this half. Pretty harmony.

### MANDY MILLER

(Flair-X 5005)

**B+** "DO ANYTHING" (2:37) [Raleigh BMI—Hunter, Otis] Flair-X comes up with a promising newcomer in Mandy Miller who makes an impressive debut on the label with a heart-felt reading of a strong blues beat ballad. Side has the tempo the kids want. Could step out. Lark has talent.

**C+** "OH, PROMISE" (1:48) [Coliseum BMI—Kanner] A pretty shuffle rhythm romancer is pleasantly fashioned by the canary on this end. Pleasant listening.

### PAT O'DAY

(Golden Crest 101)

**B+** "I LOVE, LOVE, LOVE, LOVE, LOVE YOU BABY" (2:17) [Gil BMI—Peters, Gold] Here's a sleeper that could break wide open. It's a terrific swinger with a cute lyric excitingly fashioned to a good beat by Pat O'Day. Zestful performance on a side with potential. Keep a tab on this cutie. It's got that something extra.

**B** "HOW CAN YOU TELL HIM" (2:47) [Geo. Pincus ASCAP—Storm, Yakus] A sentimental waltzer with a sorrowful story line is chanted with heart by the versatile lark. Strong companion deck.

### EMILIO REYES ORCH.

(Mardi Gras 1027)

**B+** "DANSERO CHA CHA CHA" [B & F Music—Daniels, Hayman, Parker] One of the most beautiful latin melodies enjoying popularity during recent years, is this one treated to a cha cha arrangement here by Emilio Reyes and his orchestra. Lovely job with a smooth, easy-going dance tempo. Should do very well in Latin dance circles.

**B** "CHA CHAREANDO" [Morro BMI—Portal] Reyes adds his voice to this strong dance opus also sporting a pretty melody. Cha cha enthusiasts will enjoy both portions.

### BILLY FORD & THUNDERBIRDS

(Vik 0263)

**B** "HOW CAN I BE SURE" (2:15) [Coliseum BMI—Scott, Royful] Billy Ford makes a striking showing on Vik with a terrific, hard driving rock and roller that cuts along at a torrid pace from start to finish. Cute lyric with the beat the kids want.

**C+** "BILLY BOY" (2:38) [Nobil BMI—Ford] A traditional folk melody, familiar to enthusiasts of the square dance, gets a new lyric and solid new interpretation from the Thunderbirds. Rockin' stuff.



## Best Bets

"COME A LITTLE CLOSER"

(With Betty Foley)

"ONE LIFE, TWO LOVERS"

(Decca 9-30249; 30249)



RED FOLEY

C & W veteran hitmaker comes through with two great sides that give every indication of soon topping C & W charts. Red really can sing 'em . . . and sell 'em!

"WHEN YOU'RE AROUND"

"I'M HAVING A BREAKING-UP PARTY"

(Decca 9-30245; 30245)



KAY CEE JONES

This versatile young lady has the vocal power and the hit potential. This disk proves it; Kay should get great play on two sides.

"IF I HAD A NEEDLE AND THREAD"

"Please Be Gentle With Me"

(Decca 9-30272; 30272)



PAT KIRBY

Pat has the personality and singing know-how to make the popularity polls. No vocal tricks . . . she sings a song as it should be sung! "Needle and Thread" and flip should sew up the market.



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



# DEAN MARTIN

♡♡♡  
**ONLY TRUST  
YOUR HEART**

*From the M-G-M Motion Picture*

**"Ten Thousand Bedrooms"**

*b/w Bamboozled*

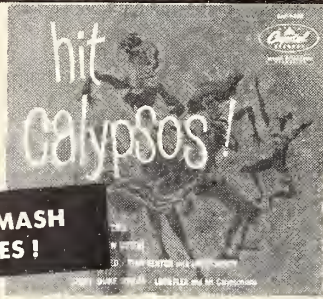


RECORD NO. 3680



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

# CashMakers



**TWO NEW SMASH HIT RELEASES!**

### TENNESSEE ERNIE FORD FAVORITES

The Watermelon Song • One Suit • Have You Seen Her • Call Me Darling, Call Me Sweetheart, Call Me Dear • That's All • Sixteen Tons • River Of No Return • You Don't Have To Be A Baby To Cry • First Born • Give Me Your Word • T-841

### HIT CALYPSOS!

Calypso Blues - Nat "King" Cole  
Rum And Coca Cola - The Andrews Sisters  
Shake Shake Sonora - Lord Flea  
His Feet Too Big For De Bed - Stan Kenton & June Christy • EAP 1-852

## NEW HIT SINGLES

*Sensational side-splitter*

# STAN FREBERG

## BANANA BOAT (DAY-O)

Billy May's Music • Interruptions by Peter Leeds

## TELE-VEE-SHUN

with Billy May and His Zarape Orchestra  
Trumpet Noodling by Nariz Grande

NO. 3687



*Everybody digs Dean*

# DEAN MARTIN

with Orchestra and Chorus Conducted by Gus Levene

## ONLY TRUST YOUR HEART

(From the M-G-M Motion Picture, "Ten Thousand Bedrooms")

## BAMBOOZLED

NO. 3680



# DON ROBERTSON

## REMEMBER YOU BELONG TO ME

## I DON'T KNOW IF I'LL EVER LOVE AGAIN

NO. 3675

# GENE VINCENT

and His Blue Caps

## B-I-BICKEY-BI, BO-BO-GO

## FIVE DAYS, FIVE DAYS

NO. 3678

# RAY ANTHONY

and His Orchestra

## THE INCREDIBLE SHRINKING MAN

(From the Universal-International Picture, "The Incredible Shrinking Man")

## THIS COULD BE THE NIGHT

(From the M-G-M Motion Picture, "This Could Be The Night")

NO. 3676

# SONNY JAMES

The Southern Gentleman

## FIRST DATE, FIRST KISS, FIRST LOVE

## SPEAK TO ME

NO. 3674

# ANN LEONARDO

with Orchestra and Chorus Conducted by Earl Shelton

## STRAWS IN THE WIND TRAVELING STRANGER

NO. 3677

# THE VIPERS SKIFFLE GROUP

## DON'T YOU ROCK ME DADDY-O 10,000 YEARS AGO

NO. 3673



# Round The Wax Circle

## NEW YORK:

In 72 days, Bill Haley and his Comets have crossed two oceans twice and have been on three continents. They travelled a total of 42,638 miles. . . . Irv Marcus, Zephyr national sales manager in town for a couple of weeks. . . . "Polly Bergen Sings Songs Of Helen Morgan," Columbia album of the Helen Morgan Story to be TV'd on Playhouse 90 on May 16, will be released prior to the TV presentation. . . . Columbia will also record the original TV cast of "Cinderella" starring Julie Andrews. . . . Joe Meresco heads the new Regnis label. First release is "I'm Yours Baby" and "Crazy Girl" by Laura Leslie. . . . Howard Plummer is co-author with Dorian Burton on "One Little Kiss" which Burton has recorded. . . . Betty Madigan will appear as a guest on NBC-TV's "Club 60" April 1st. Show emanates from Chicago. . . . Rudy Viola, formerly with Willard Alexander, has opened his own booking agency, called Superior Artists. . . . Tommy Mara at the Bal Tabarin for a week. . . . Vik Records has made arrangements to handle the distribution of certain Gale single records from time to time. The first one is "Chickee Wah-Wah" and "Give A Helping Hand" by Bobby Marchan. . . . Lester Sims treks to the Coast for general confabs with Sammy Friedman, West Coast manager of Bourne. . . . Bobby Scott and his trio in for an indefinite stand at the Hickory House. . . . Bobby Breen is back in the singing groove with "If The Night Could Tell You" on the Chic label. . . . Dick Lee, whose option has been picked up by Sid Caesar for the rest of this season, will take time off to headline at the Mocambo in Hollywood for two weeks starting March 26. . . . Patti Page will guest on Ray Bolger's TVER "Washington Square" on March 24. She'll do her current smash "Poor Man's Roses." . . . Charley Gracie, who made it with his Cameo recording of "Butterfly," goes into the Casino Royal in Washington, D. C., March 25.



BETTY MADIGAN

## CHICAGO:

King-sized promotion piece from tunesmiths, Lampert and Gluck certainly proves there's no grass growing under their pens. Stable includes Rusty Draper's "Let's Go Calypso," The Goofers' "Push Push Pushcart," "Li'l Steele Band" by David Carrol, and "Big Belly" by The Commanders. . . . Charley Grean has enrolled his singing charmer, Betty Johnson ("I Dreamed"-Bally), in Actor's Studio. Betty has shown a marked talent for dramatics. . . . Holiday Club Ballroom snared Jimmy Dorsey's Ork for early May. This marks Dorsey's first Chi engagement since the death of his brother, Tommy. . . . Jim Lounsbury moved to WBKB-TV with a teen-dance format show timed opposite WGN-TV's "Band Stand Matinee." . . . Stan Pat now midwest promoter for Rama-Gee-Roulette. . . . Local Columbia clan riding pink clouds over Frankie Laine's newie, "Love Is A Golden Ring." . . . Billy Holiday at Mr. Kelly's. She'll be followed, in two weeks, by Josephine Premice. . . . Frank Holzfeind 'Blue Note' quipped, "Can't tell if we're crowded with old Krupa fans or 'Two Ton' Baker fans. But applause has been equally heavy for both." . . . Louis "Satchmo" Armstrong clicked two shows at Opera House. . . . Vic Faraci going out on limb to predict big things from Vik's "Haunted Lover" by Jackie Jocco. . . . Barry Frank writing on his tour with Sammy Kaye reports, "I had to learn thirty new songs for our opening at New York's Roseland." Kaye and Frank have teamed up on new Columbia disk, "Mountain Of Kisses." . . . George and Ernie Leaner introduced their new promoter, Mel London, around town last week. . . . Lester Sims, Bourne Inc., writes re: pretty Kitty Kallen's "Star Bright," "Wait'll you hear it. You'll love it!" . . . New face over at Garmisa distrib is Myron Schulz, formerly head librarian at WAAF. . . . Marty Faye interviewed Johnny Janis, Merv Griffin, Frank York, and Eddie Heywood all on one show. "Didn't have enough time for commercials," Faye claims. . . . Decca's sales chief, Al Chapman, returned with report of successful midwest swing. . . . Mat Dennis was "In Town Tonight" then headed south for Havana.



FRANKIE LAINE

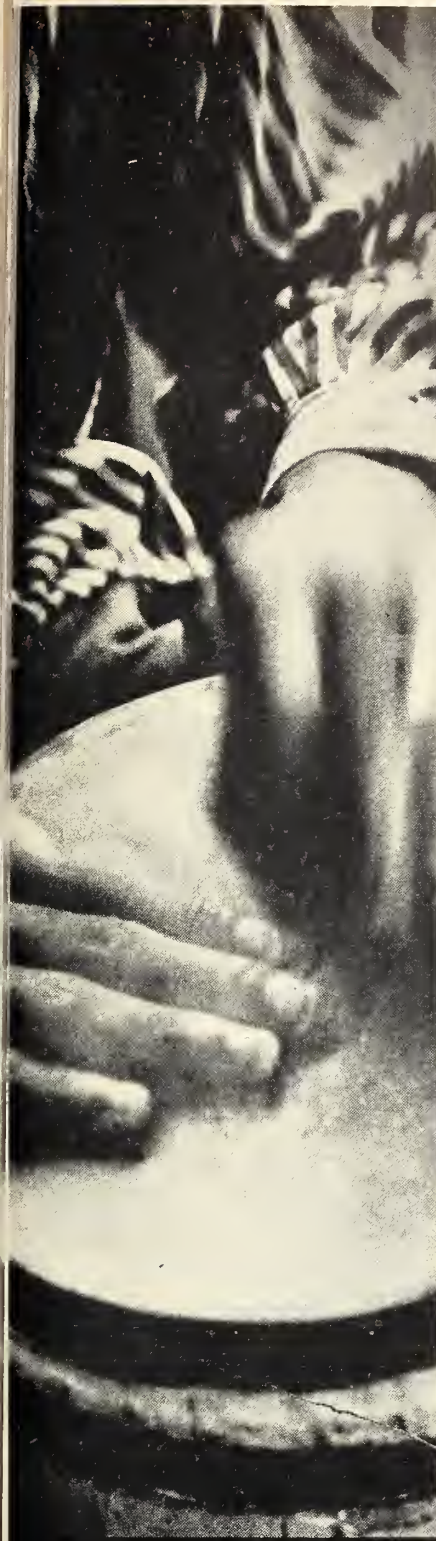
## HOLLYWOOD:

Nellie Lutcher, current at Jan Rubini's Keyboard, starts recording her first album for the Imperial label this week. . . . Ben Oakland elated over the action on Eydie Gorme's "I'll Take Romance." Because of the many requests, side was taken out of her new ABC-Paramount album and released as a single. . . . Errol Garner into the Peacock Lane for a four week engagement, will do local radio and TV appearances on his new Columbia album, "The Most Happy Piano." . . . Capitol Records' new singing star, Tommy Sands, has been signed by 20th Century-Fox and will repeat his "Singing Idol" TV stint in the movie version of the teleplay. . . . Zephyr Records has the original recording of "In The Market Place" by Ray Stanley which is taking off around the country. . . . Lou Stallman and Joe Shapiro, writers of Perry Como's hit "Round and Round" have come up with an other hit in the new Kay Starr waxing of "My Jamie Boy." . . . Verve Records has signed Rock Murphy, the guitarist featured in the film, "Rock Pretty Baby." . . . Gray Gordon, manager of Les Paul and Mary Ford in town for the week. . . . Liberty Records has another hit on its hands with Eddie Cochran's "Sittin' In The Balcony." . . . Both Lawrence Welk's Saturday and Monday night ABC-TV shows have been renewed for another 52 weeks with Dodge and Plymouth picking up the tab. Welk and the band continue to play the Aragon Ballroom in Ocean Park, Calif. every Friday, Saturday and Sunday. . . . Gordon MacRae has signed a new long term pact with Capitol Records, with Voyle Gilmore continuing to produce the MacRae sessions.



EDDIE COCHRAN

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



## JOHNSON

Cliff's a new rider in the C&W stable. Catch the fancy finger work on his guitar and watch him go with his first release.

Go 'Way Hound Dog b/w  
Twenty-Four Hours a Day  
40865-c



## 4 LADS

The Lads' latest is already right up there and going strong. You don't need a Geiger counter to know this one's Hot!

Who Needs You b/w  
It's So Easy to Forget  
40811

The Four Lads with  
Ray Ellis



## ROBBINS

Marty does it again! Hot on the heels of chart-bustin' "Knee-Deep In The Blues," this latest entry will see plenty of action in the "pop" column as well as C&W.

A White Sports Coat b/w  
Grown-Up Tears 40864  
Marty Robbins with  
Ray Conniff

## CALYPSO!

Calypso Carnival unleashes King Flash in their first for Columbia. Watch this disc... it's takin' off!

Mama, Looka Boo Boo b/w  
Zombie Jamboree  
40866

THE SURE-FIRE HITS ARE ON  
THE HOTTEST COMPANY IN

**COLUMBIA** RECORDS  
THE BUSINESS

A DIVISION OF CBS  
® "Columbia" ® Marcas Reg.

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

# OPERATORS RETAILERS DEEJAYS

## In Order To Have Your Top Ten Represented In THE CASH BOX Charts,

### Fill In The Coupon Below (Or Put Them On Your Own Letterhead)

## And Mail To THE CASH BOX 1721 BROADWAY NEW YORK 19, N. Y.

### List Your Top Ten Pop Tunes Here

NAME OF RECORD HERE                      ARTIST OR BAND HERE

1. ....
2. ....
3. ....
4. ....
5. ....
6. ....
7. ....
8. ....
9. ....
10. ....

### List Your Top Ten Country Tunes Here

NAME OF RECORD HERE                      ARTIST OR BAND HERE

1. ....
2. ....
3. ....
4. ....
5. ....
6. ....
7. ....
8. ....
9. ....
10. ....

### List Your Top Ten Rhythm 'N Blues Records Here

NAME OF RECORD HERE                      ARTIST OR BAND HERE

1. ....
2. ....
3. ....
4. ....
5. ....
6. ....
7. ....
8. ....
9. ....
10. ....

NAME .....

FIRM .....

ADDRESS .....

CITY .....

STATE .....



## Platter Spinner Patter

### ALL ABOUT DISK JOCKEYS

Deejays who have been writing in and asking the whereabouts of the card used for their top 10 listings are reminded that the card has been replaced by a form usually found at the left of the Platter Spinner Column. If desired the station's letterhead may be used in lieu of the form. . . . As part of the promotional campaign for the forthcoming (March 31st) television musical by Rodgers and Hammerstein "Cinderella," Columbia is sending platter spinners their pop versions of 4 songs from the show. They include Vic Damone's "Do I Love You (Because You're Beautiful)," Peggy King's "In My Own Little Corner" and 2 instrumentals by Paul Weston, "Ten Minutes Ago," and "Where Is Cinderella?" . . . Pat Chambe (WFLA-Tampa, Fla.) is vacationing in Havana, Cuba while just returning from a week in Florida is George Williams (WMAK-Nashville, Tenn.) . . . Mel Lee (WKB-Kansas City, Mo.), Promotion Manager of WHB, will soon wed Virginia Collins of New York. Gene Davis, also of WHB, conducted a 6 star "Musical Artists Popularity Poll" with these results: Male Vocalist: Pat Boone; Female Vocalist: Teresa Brewer; Orchestra Leader: Lawrence Welk; and Vocal Group: The Four Lads. . . . Don Caldwell's (WHIL-Wheeling, W. Va.) "Songs For Sunday Show" has added a new feature which includes a remote from the Ohio Valley Yacht Club. This portion of the show is handled by WHIL announcer Del Taylor. Don conducts an every-other-Wednesday "Young Adult dance" at a Wheeling YMCA. . . . In addition to his "Early Bird" 4 hour deejay show, Shel Horton (WKMC-Roaring Springs, Penn.) has been placed in complete charge of commercial sales and promotion. Shel is setting up facilities in the Stoltz furniture windows at Hollidaysburg, 8 miles away. . . . Tom Edwards (WERE-Cleveland, Ohio) congratulates the editors of The Cash Box for their timely editorial titled, "Don't Kill Calypso," which appeared in the Feb. 23rd issue. . . . Bill Dwyer (WHAM-Rochester, N. Y.) writes that he had to discontinue accepting record requests by telephone on his Saturday night show, "The Party," because too many people were calling at one time and tying up equipment. The 50,000 watt station received calls from many parts of the nation.



BOB ARNOLD  
(WCSH—Portland, Me.)

Membership in the Bob Arnold (WCSH-Portland, Me.) Fan Club has passed the 200 mark. New members receive safe driving stickers, copies of Rules For Better Teenage Living, photos of Bob and membership cards. Bob's 2 teenage shows are "Bob's Band Box" and "At Home And Away," the former a Saturday 9 AM to noon affair. . . . Little Larry (Buck) (KSPC-Spokane, Wash.) runs an all-night stint on KSPC and is starting a new club, "For Members Only." The show is built around records and telephone requests. Around 4-6 AM, the deejay features a beeper phone report of the local (City Police), county (Sheriff's Office) and state (State Patrol) news and road information. . . . Nelson Bragg (WJDA-Quincy, Mass.) has turned around the idea in Harry Belafonte's (RCA Victor) new smash, "Mama Looka Booboo," and is looking for the most handsome man, who is the most outstanding citizen in New England. He must be married and his wife must submit a photo and a story about him as to why he is the greatest. The reward will be a record of "Mama Looka Booboo," plus an RCA transistor radio. Nelson broadcasts from his home. . . . Jim Mills, a Chicago deejay, is the owner of a newly designed mobile broadcast studio which will make his rounds of Chicago. He will conduct his current disc jockey and interview shows, plus special events, such as grand openings, sports exhibitions, civic and charity drives as well as spot news coverage. . . . The Army Reserve, of which he is a 2nd Lt., named Frosty Mitchell (KWWI-Waterloo & Cedar Falls, Iowa) as Recruiting Officer for his area in order to cash in on his large teenage audience. "In only a few weeks," says Frosty, "the response and enlistments have amazed everyone, even me."



FROSTY MITCHELL  
(KWWI—Waterloo & Cedar Falls, Iowa)

In the March 9th Disk Jockey Regional Record Report we incorrectly listed Nick Charles home base as Ogdenburg, Utah. Actually, Nick is a deejay for WSLB-Ogdenburg, New York. Nick has a Saturday afternoon show, "Teenage Hit Parade," which features listings from The Cash Box. . . . Jack Rowzie (WDC-Washington, D. C.) is the proud poppa of a 7-lb. baby girl, Kathy. . . . Dick Drury (WBRB-Mt. Clemens, Mich.) thinks Pat Boone's latest Dot album, "Pat," is another feather in Pat's hat. Dick thinks that if he keeps up this pace he'll soon look like an Indian Chief. . . . L&W productions, engaged in servicing 131 radio stations up and down the East coast with a 15 minute interview program, "Celebrity Time," 5 times a week for 13 weeks, is looking for "names" to interview. Managers, publicists and artists wishing to appear on the show can contact L&W Production at 507 Fifth Ave., N. Y. or call Murray Hill 7-307. . . . Dave Sweet, formerly of WBSM-New Bedford, Mass., is now in the Army, and would like to hear from some of his friends in the business who he hasn't had time to write. Dave's address is: PFC David I. Sweet; ER 11 318 209; Btry "A" 11th Tng BN; Fort Bliss, Texas. . . . Carl Reese (WERE-Cleveland, Ohio), and his wife, actress and TV model, Eileen Reese, are the proud parents of an 8-lb. baby boy, Carl Austin.



DICK DRURY  
(WBRB—Mt. Clemens, Mich.)

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

# LIBERTY'S

# CHART BUSTERS!

**ANOTHER MILLION  
SELLER FOR**

**A REAL SMASH!  
THE BIG RECORD**



## SITTIN' IN THE BALCONY

and

### Dark Lonely Street

55056

**PATIENCE and PRUDENCE**

## WE CAN'T SING RHYTHM & BLUES

and

## DREAMER'S BAY

55058



### EDDIE COCHRAN

**LIBERTY**  
REG. U. S. PAT. OFFICE

**RECORDS**

1556 No. La Brea, Hollywood, Calif., Phone: HO 2-0811

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

IT'S THE MOST!!!

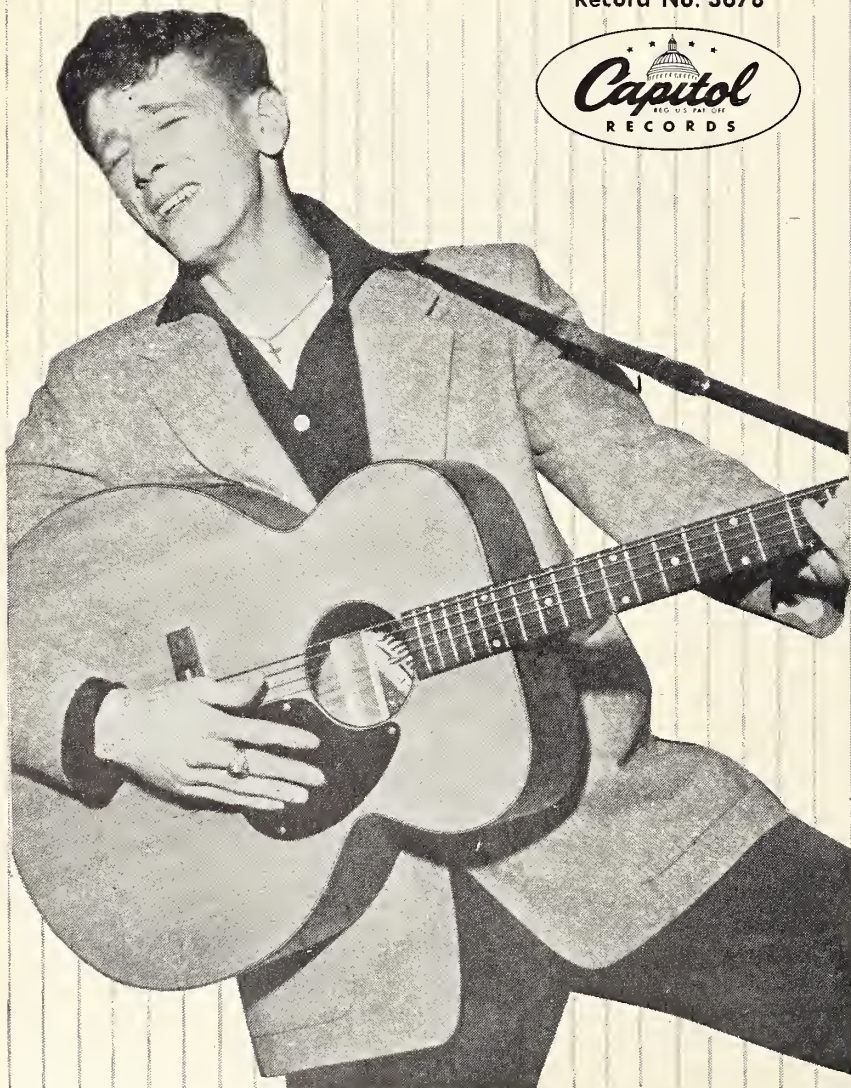
# GENE WINCENT

AND HIS BLUE CAPS

**B-I-BICKEY-BI, BO-BO-GO**

**FIVE DAYS, FIVE DAYS**

Record No. 3678



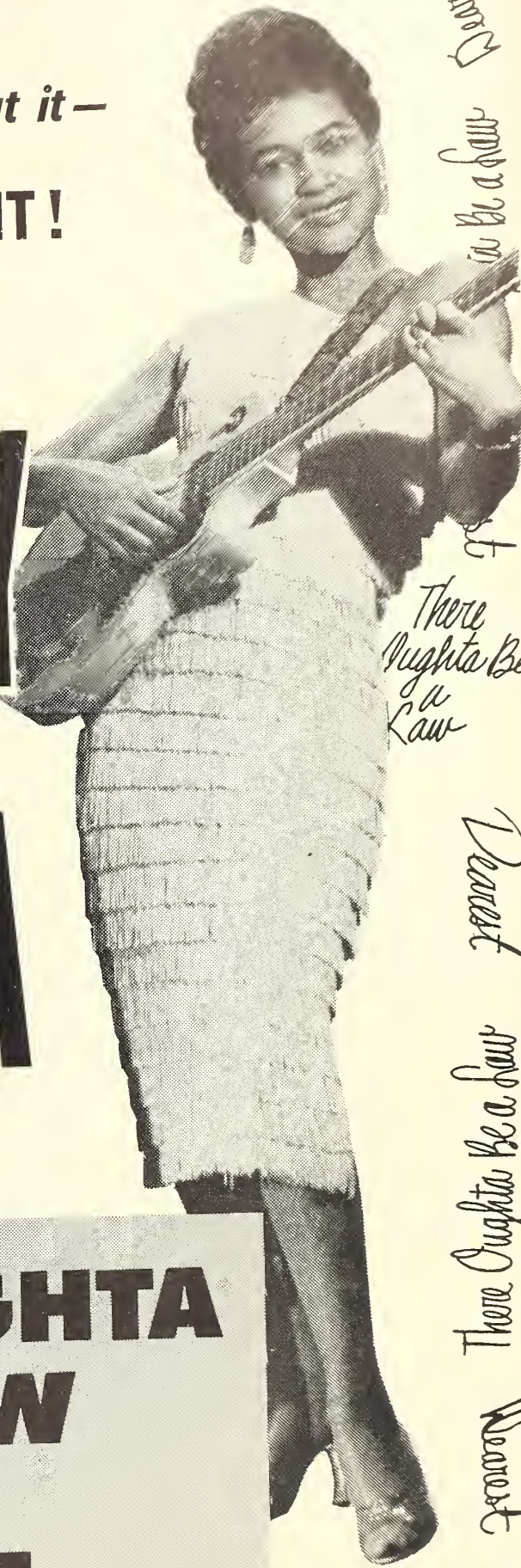
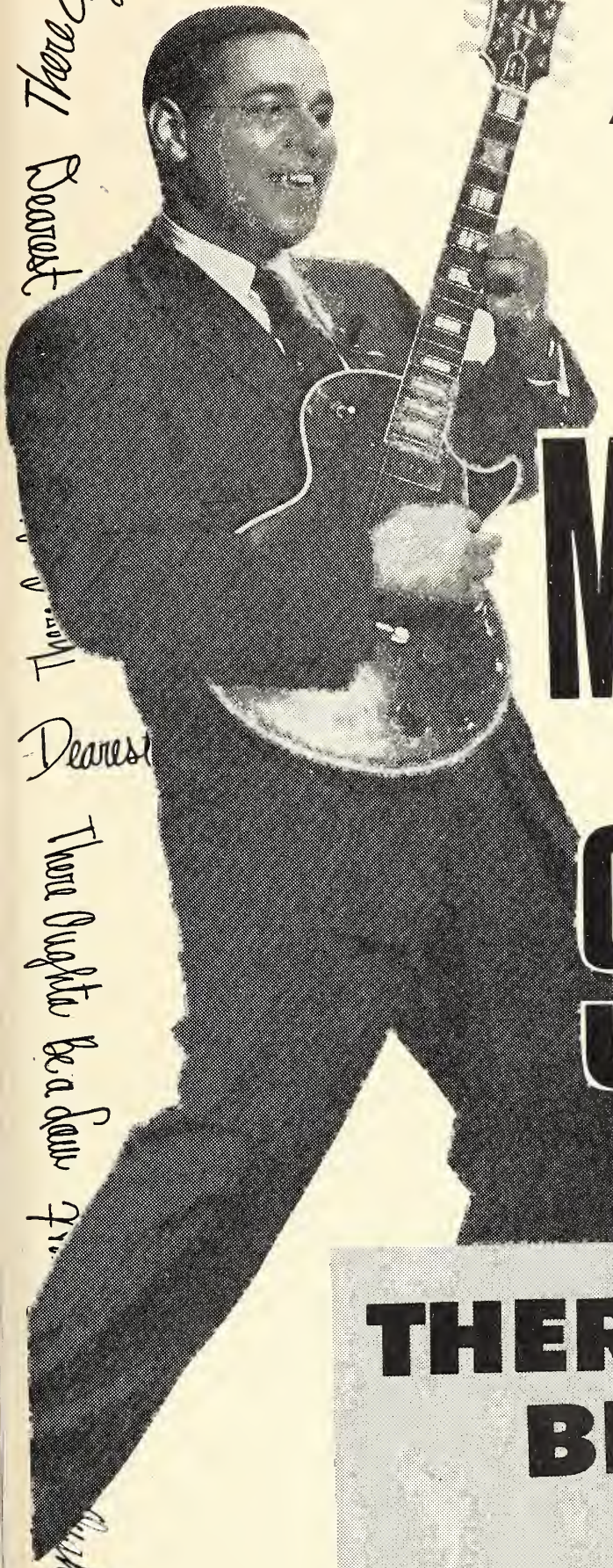
## The Records Disk Jockeys Played Most

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

		Pos.	La. Week
<b>1</b>	<b>BUTTERFLY</b> ANDY WILLIAMS (Cadence) CHARLIE GRACIE (Cameo)		<b>3</b>
<b>2</b>	<b>MARIANNE</b> TERRY GILKYSON (Columbia) HILLTOPPERS (Dot)		<b>2</b>
<b>3</b>	<b>YOUNG LOVE</b> SONNY JAMES (Capitol) — TAB HUNTER (Dot)		<b>1</b>
<b>4</b>	<b>ROUND AND ROUND</b> PERRY COMO (RCA Victor)		<b>9</b>
<b>5</b>	<b>TEENAGE CRUSH</b> TOMMY SANDS (Capitol)		<b>4</b>
<b>6</b>	<b>PARTY DOLL</b> BUDDY KNOX (Roulette) STEVE LAWRENCE (Coral)		<b>10</b>
<b>7</b>	<b>TOO MUCH</b> ELVIS PRESLEY (RCA Victor)		<b>5</b>
<b>8</b>	<b>WHO NEEDS YOU</b> FOUR LADS (Columbia)		<b>7</b>
<b>9</b>	<b>DON'T FORBID ME</b> PAT BOONE (Dot)		<b>6</b>
<b>10</b>	<b>BANANA BOAT (DAY-O)</b> HARRY BELAFONTE (RCA Victor)		<b>8</b>
<b>11</b>	<b>LOVE IS STRANGE</b> MICKEY & SYLVIA (Groove)		<b>11</b>
<b>12</b>	<b>ALMOST PARADISE</b> ROGER WILLIAMS (Kapp) LOU STEIN (RKO Unique) NORMAN PETTY TRIO (ABC-Paramount)		<b>12</b>
<b>13</b>	<b>I'M WALKIN'</b> FATS DOMINO (Imperial)		<b>20</b>
<b>14</b>	<b>I'M STICKIN' WITH YOU</b> JIM BOWEN (Roulette)		<b>18</b>
<b>15</b>	<b>GONE</b> FERLIN HUSKY (Capitol)		<b>16</b>
<b>16</b>	<b>COME GO WITH ME</b> DEL VIKINGS (Dot)		<b>30</b>
<b>17</b>	<b>BANANA BOAT SONG</b> TARRIERS (Glory)		<b>13</b>
<b>18</b>	<b>MOONLIGHT GAMBLER</b> FRANKIE LAINE (Columbia)		<b>14</b>
<b>19</b>	<b>WALKIN' AFTER MIDNIGHT</b> PATSY CLINE (Decca)		<b>17</b>
<b>20</b>	<b>LITTLE DARLIN'</b> DIAMONDS (Mercury)		<b>49</b>
21) YOU DON'T OWE ME A THING. 22) CHANTEZ, CHANTEZ. 23) BALLERINA. 24) CINCO ROBLES. 25) CALYPSO MELODY. 26) THE WALL. 27) WHY BABY WHY. 28) CAN I STEAL A LITTLE LOVE. 29) I DREAMED. 30) ONLY ONE LOVE. 31) MAMA LOOKA BOOBOO. 32) JIM DANDY. 33) BLUE MONDAY. 34) LUCKY LIPS. 35) WRINGLE WRANGLE. 36) SINGING THE BLUES. 37) YOUR WILD HEART. 38) STASHU PANDOWSKI. 39) FROM THE FIRST HELLO. 40) I THOUGHT IT WAS OVER. 41) YOU ARE MY FIRST LOVE. 42) I'M WAITING JUST FOR YOU. 43) IT HAPPENED IN MONTEREY/RAMONA. 44) WONDERFUL, WONDERFUL. 45) KNEE DEEP IN THE BLUES. 46) LOVE IS A GOLDEN RING. 47) POOR MAN'S ROSES. 48) WIND IN THE WILLOW. 49) JAMAICA FAREWELL. 50) PIED PIPER; NINETY-NINE WAYS; SITTING IN THE BALCONY.			

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

*There Oughta Be a Law* *Dearest* *There Oughta Be a Law* *Dearest* *There Oughta Be a Law* *Dearest*



Anyway you look at it—

**ANOTHER HIT!**

# MICKEY and SYLVIA

**THERE OUGHTA  
BE A LAW**

B/W

**DEAREST**

(published by Ben Ghazi Enterprises, 1587 B'way, NYC)

Vik X/4X-0267

Direction:  
General Artists Corporation



*There Oughta Be a Law*

*Dearest* *There Oughta Be a Law*

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



**ATLANTIC**  
*Records Extend*  
*Their Warmest*  
*Regards to*  
**CHRIS**  
**CONNOR'S**

*Record of*  
**"I MISS**  
**YOU SO"**

*which on*  
*April 15 is*  
*8 months*  
*old and*  
*is still*  
*climbing in*  
*popularity*

**No. 34 IN**  
**THE TOP 100**

**ATLANTIC RECORDING CORP.**  
157 West 57 St., N.Y.C.



# Peatman List

SONGS WITH LARGEST RADIO & TV AUDIENCE

The top 30 songs of the week on radio and TV based on the Copyrighted Audience Coverage Index & Audience Trend Index—A National Survey of Popular Music Heard Over Network Broadcasts. Published by the Office of Research, Inc., Dr. John G. Peatman, Director.

RADIO (LISTED ALPHABETICALLY)		TV	
A Poor Man's Roses	Shapiro-Bernstein	Ballerina	Jefferson
Almost Paradise	Peer	Banana Boat Song	E. B. Marks-Bryden
Anastasia	Feist	Blueberry Hill	Chappell
Banana Boat Song	E. B. Marks-Bryden	Bottle Imp	Charles Street
Butterfly	Mayland-Presley	Butterfly	Mayland-Presley
Can I Steal A Little Love	Northern	Chantez Chantez	Chantez
Chantez Chantez	Chantez	Day-O	Shari
Cinco Robles	Warman	Don't Forbid Me	Roosevelt
Do I Love You (Because You're Beautiful)	Williamson	Friendly Persuasion	Feist
I Dreamed	Trinity	Gonna Get Along Without You Now	Kellem
I Thought It Was Over	Remick	I Could Have Danced All Night	Chappell
In De Banana Tree	Laurel	I Thought It Was Over	Remick
Independent	Stratford	Just In Time	Stratford
It Was That Kiss	Broadcast	King Of Paris	Walton
Just In Time	Stratford	Knocked Out Nightingale	Joy
Lonely	Famous	Love Me Tender	Presley
Long Before I Knew You	Stratford	Man Of The Moment	Kassner
Mama Looka Booboo	Duchess	Mangos	Redd Evans
Mangos	Redd Evans	Marianne	Montclare
Marianne	Montclare	Mutual Admiration Society	Chappell
On The Street Where You Live	Chappell	On The Street Where You Live	Chappell
Round And Round	Rush	Party Doll	Jackie
That's Where I Shine	Remick	Poodle Walk	Raphael
Tippy Toe	Meridian	Round And Round	Rush
True Love	Buxton Hill	Too Much	Southern Belle-Presley
Una Momento	Famous	Who Needs You	Korwin
Watermelon Song	Gale & Gayles	Wind In The Willow	Broadcast
Who Needs You	Korwin	Wriggle Wriggle	Disney
Wind In The Willow	Broadcast	Young Love	Lowery
You Are My First Love	Rex		
Young Love	Lowery		

## Howard Letts Upped To NBC Post



HOWARD LETTS

NEW YORK—Howard L. Letts, vice-president and operations manager of the RCA Victor Records Division, will join the National Broadcasting Company April 1 to head up the Business Affairs Department of Television Programs and Sales, Robert W. Sarnoff, NBC President, announced last week.

Carl M. Stanton, vice-president, Television Programs and Sales, Business Affairs, whom Letts succeeds, has been promoted to a new position in charge of coordinating all of NBC's color television operations, Sarnoff also announced.

Letts has resigned his RCA Victor post and will be proposed for election as an NBC vice-president at the next board of directors' meeting, Sarnoff said. Letts and Stanton will report to Robert E. Kintner, executive vice-president, Television Programs and Sales.

"Mr. Letts brings to NBC almost 30 years' experience in business and financial affairs, including more than 10 years in the RCA Victor Record Division," Kintner said. "He has an outstanding record as an executive and administrator. I am gratified by his decision to join NBC during this period of rapid growth and development."

Letts, 47, joined the Radio Corporation of America at Camden, N. J., in 1929.

From 1929 to 1945 he held various positions in the financial area including Cost Accountant; Manager, General Accounting, and Manager of Treasury Department.

In 1945 he was appointed Controller of the Record Division, a post he held until 1951 when he was named Assistant General Manager. In 1955 he became Operations Manager, responsible for all phases of operations of the Record Division. A year later he was promoted to Vice-President and Operations Manager.

A native of Jobstown, N. J., Letts is a graduate of Rider College with a BA in Accounting and Business Administration. He is a member of the Board of Directors of Record Industry Association of America, Controllers Institute of America and American Management Association.

Letts and his wife live with their three children in Chatham, N. J.

Two Smash Hits  
By The Record Find  
Of 1957

**ALAN**  
**MARTIN**

singing

**"WE'LL NEVER**  
**KNOW"**

**"ROCK BOTTOM**  
**ROLL"**

Arrow # 713

Promotion and Publicity—Leonard I. Wolf Enterprises

Distrib—Ops—Write—Wire—Phone

**ARROW**  
**RECORDS**

2950 Madison Ave.  
Bpt. 6, Conn.  
EDison 9-3452



Eydie Gorme . . . "I'll Take Romance"  
(ABC PARAMOUNT 9780)

David Seville . . . "The Gift"  
"The Donkey & The SchoolBoy"  
(LIBERTY 55055)

Tony Bennett . . . "One Kiss Away From Heaven"  
(COLUMBIA 40849)

Dean Martin . . . "Captured"  
(CAPITOL 3648)

**BOURNE, INC.—ABC CORP.**

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



# LOUIE'S REALLY SWINGIN' NOW!!!



*with*

## CALYPSO ITALIANO

*and*

## SOMEONE ELSE IS TAKING YOU HOME

20/47-6848

# Lou Monte

*with JOE REISMAN'S Chorus and Orchestra*

*AND . . . Still goin' strong . . .*

## ROMAN GUITAR

20/47-6769

America's favorite speed...  45 RPM  **RCA VICTOR**   
TRADE MARK RADIO CORPORATION OF AMERICA

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

# Campus Favorite



NEW YORK—Representatives of all of the colleges in New York City surround Tony Bennett as he is presented with a scroll "in recognition of his popularity as a singing and recording artist and in appreciation of the esteem in which he is held in the campus community."



# Juke Box Regional Record Report

The Top Ten Records — City by City

## New York, N. Y.

1. Young Love (James/Hunter)
2. Marianne (T. Gilkyson)
3. Butterfly (C. Gracie)
4. Teenage Crush (T. Sands)
5. Banana Boat (Day-O) (H. Belafonte)
6. Mama Looka Booboo (H. Belafonte)
7. Party Doll (B. Knox)
8. Too Much (E. Presley)
9. I'm Walkin' (F. Domino)
10. Wringle Wrangle (Parker/Hayes)

## Chicago, Ill.

1. Round And Round (P. Como)
2. Butterfly (C. Gracie)
3. Marianne (Hilltoppers)
4. Young Love (T. Hunter)
5. Too Much (E. Presley)
6. Who Needs You (4 Lads)
7. Love Is Strange (Mickey & Sylvia)
8. Teenage Crush (T. Sands)
9. Sittin' In The Balcony (Cochran/Dee)
10. Little Darlin' (Diamonds)

## Los Angeles, Calif.

1. Young Love (T. Hunter)
2. Marianne (T. Gilkyson)
3. Banana Boat (Day-O) (H. Belafonte)
4. Mama Looka Booboo (H. Belafonte)
5. Butterfly (A. Williams)
6. Round And Round (P. Como)
7. Don't Forbid Me (P. Boone)
8. Too Much (E. Presley)
9. Teenage Crush (T. Sands)
10. Why Baby Why (P. Boone)

## St. Louis, Mo.

1. Butterfly (C. Gracie)
2. Teenage Crush (T. Sands)
3. Sittin' In The Balcony (E. Cochran)
4. Young Love (T. Hunter)
5. Round And Round (P. Como)
6. Pretend (T. Smith)
7. Walkin' After Midnight (P. Cline)
8. Marianne (Gilkyson/Hilltoppers)
9. Come Go With Me (Del Vikings)
10. It Takes A Worried Man (B. Cort)

## Boston, Mass.

1. Young Love (James/Hunter)
2. Marianne (T. Gilkyson)
3. Only One Love (G. Hamilton IV)
4. Don't Forbid Me (P. Boone)
5. Singing The Blues (Mitchell)
6. I'm Stickin' With You (J. Bowen)
7. Written On The Wind (4 Aces)
8. Roman Guitar (L. Monte)
9. Come Go With Me (Del Vikings)
10. Party Doll (B. Knox)

## Seattle, Wash.

1. Party Doll (B. Knox)
2. Teenage Crush (T. Sands)
3. Butterfly (A. Williams)
4. Banana Boat (Day-O) (H. Belafonte)
5. Too Much (E. Presley)
6. Marianne (T. Gilkyson)
7. Round And Round (P. Como)
8. Young Love (S. James)
9. Come Go With Me (Del Vikings)
10. Only One Love (G. Hamilton IV)

## New Orleans, La.

1. Marianne (T. Gilkyson)
2. Teenage Crush (T. Sands)
3. Young Love (S. James)
4. Too Much (E. Presley)
5. Love Is Strange (Mickey & Sylvia)
6. Gone (F. Husky)
7. Only One Love (G. Hamilton IV)
8. Who Needs You (4 Lads)
9. Banana Boat (Day-O) (H. Belafonte)
10. I'm Walkin' (F. Domino)

## Pittsburgh, Pa.

1. Party Doll (B. Knox)
2. Little Darlin' (Diamonds)
3. Teenage Crush (T. Sands)
4. Young Love (James/Hunter)
5. I'm Stickin' With You (J. Bowen)
6. Come Go With Me (Del Vikings)
7. Butterfly (Gracie/Williams)
8. Too Much (E. Presley)
9. Marianne (Hilltoppers/Gilkyson)
10. I'm Walkin' (F. Domino)

## San Antonio, Tex.

1. Love Is Strange (Mickey & Sylvia)
2. Young Love (T. Hunter)
3. Marianne (Hilltoppers/Gilkyson)
4. Party Doll (S. Lawrence)
5. Don't Forbid Me (P. Boone)
6. Too Much (E. Presley)
7. Written On The Wind (4 Aces)
8. Butterfly (A. Williams)
9. Round And Round (P. Como)
10. Hold 'Em Joe (Belafonte)

## Atlanta, Ga.

1. Young Love (S. James)
2. Too Much (E. Presley)
3. Don't Forbid Me (P. Boone)
4. Gone (F. Husky)
5. Banana Boat (Day-O) (H. Belafonte)
6. Teenage Crush (T. Sands)
7. Walkin' After Midnight (P. Cline)
8. Butterfly (A. Williams)
9. Wonderful! Wonderful! (J. Mathis)
10. One Step At A Time (B. Lee)

## Detroit, Mich.

1. Come Go With Me (Del Vikings)
2. Teenage Crush (T. Sands)
3. Marianne (Gilkyson/Hilltoppers)
4. Round And Round (P. Como)
5. Party Doll (B. Knox)
6. I'm Stickin' With You (J. Bowen)
7. Butterfly (A. Williams)
8. I'm Walkin' (F. Domino)
9. Little Darlin' (Diamonds)
10. Young Love (S. James)

## Denver, Colo.

1. Young Love (T. Hunter)
2. Too Much (E. Presley)
3. Marianne (Hilltoppers)
4. Banana Boat (Day-O) (H. Belafonte)
5. Round And Round (P. Como)
6. Teenage Crush (T. Sands)
7. Love Is Strange (Mickey & Sylvia)
8. Butterfly (A. Williams)
9. Don't Forbid Me (P. Boone)
10. Jim Dandy (L. Baker)

## Cleveland, Ohio

1. Come Go With Me (Del Vikings)
2. Gone (F. Husky)
3. Butterfly (C. Gracie)
4. Round And Round (P. Como)
5. Little Darlin' (Diamonds)
6. Teenage Crush (T. Sands)
7. Party Doll (Lawrence/Knox)
8. Young Love (James/Hunter)
9. I'm Walkin' (F. Domino)
10. I'm Stickin' With You (J. Bowen)

## San Francisco, Calif.

1. Banana Boat (Day-O) (H. Belafonte)
2. Young Love (T. Hunter)
3. Don't Forbid Me (P. Boone)
4. Marianne (Gilkyson/Hilltoppers)
5. Too Much (E. Presley)
6. Blue Monday (F. Domino)
7. Little Darlin' (Diamonds)
8. Round And Round (P. Como)
9. Butterfly (A. Williams)
10. I'm Walkin' (F. Domino)

## Philadelphia, Pa.

1. Butterfly (C. Gracie)
2. Young Love (Hunter/James)
3. Round And Round (P. Como)
4. Marianne (T. Gilkyson)
5. Almost Paradise (L. Stein)
6. Nothing Is Too Good For You (Harveys)
7. Party Doll (B. Knox)
8. I'm Stickin' With You (J. Bowen)
9. Teenage Crush (T. Sands)
10. Too Much (E. Presley)

## Minneapolis, Minn.

1. Young Love (James/Hunter)
2. Marianne (T. Gilkyson)
3. Love Is Strange (Mickey & Sylvia)
4. Party Doll (Knox/Lawrence)
5. I'm Walkin' (F. Domino)
6. Butterfly (A. Williams)
7. Teenage Crush (T. Sands)
8. Too Much (E. Presley)
9. Banana Boat (Day-O) (H. Belafonte)
10. I Miss You So (C. Connor)

## Milwaukee, Wisc.

1. Butterfly (A. Williams)
2. Marianne (Gilkyson/Hilltoppers)
3. Round And Round (P. Como)
4. I'm Walkin' (F. Domino)
5. Love Is Strange (Mickey & Sylvia)
6. Teenage Crush (T. Sands)
7. Young Love (James/Hunter)
8. Don't Forbid Me (P. Boone)
9. Little Darlin' (Diamonds)
10. Party Doll (S. Lawrence)

## Cincinnati, Ohio

1. Young Love (James/Hunter)
2. Butterfly (A. Williams)
3. Teenage Crush (T. Sands)
4. Don't Forbid Me (P. Boone)
5. So Rare (J. Dorsey)
6. Banana Boat (Day-O) (H. Belafonte)
7. Round And Round (P. Como)
8. Too Much (E. Presley)
9. Little Darlin' (Diamonds)
10. I'm Walkin' (F. Domino)

## Kansas City, Mo.

1. Young Love (T. Hunter)
2. Teenage Crush (T. Sands)
3. Party Doll (Lawrence/Knox)
4. Butterfly (Gracie/Williams)
5. I'm Walkin' (F. Domino)
6. Don't Forbid Me (P. Boone)
7. Walkin' After Midnight (P. Cline)
8. Tricky (R. Marterie)
9. Little Darlin' (Diamonds)
10. Why Baby Why (P. Boone)

## Houston, Tex.

1. Teenage Crush (T. Sands)
2. Fools Fall In Love (Drifters)
3. Love Is Strange (Mickey & Sylvia)
4. Party Doll (S. Lawrence)
5. Lucille (L. Richard)
6. Round And Round (P. Como)
7. I'm Walkin' (F. Domino)
8. Young Love (S. James)
9. True Love Gone (Enchanters)
10. Too Much (E. Presley)

## Baltimore, Md.

1. Butterfly (C. Gracie)
2. Come Go With Me (Del Vikings)
3. Young Love (James/Hunter)
4. Just Because (L. Price)
5. Too Much (E. Presley)
6. Lucky Lips (R. Brown)
7. Little Darlin' (Diamonds)
8. I'm Walkin' (F. Domino)
9. Party Doll (B. Knox)
10. Ubangi Stomp (W. Smith)

## Decca Issues First U.S. Made Recordings By Markevitch

NEW YORK—Scheduled by the Decca Gold Label for release on March 25 is the Brahms Symphony No. 1 in C Minor, Opus 68 which was recently cut in New York by Igor Markevitch and the Symphony of the Air. The disk marks the first full-scale symphonic recording for the famous Symphony of the Air Orchestra since Arturo Toscanini retired from its leadership.

Beethoven's Symphony No. 3, in E flat Major, Opus 55, the "Eroica," the second recording in which maestro Markevitch conducts the Symphony of the Air, will be released later in April.

The Gold Label's March 25 release further includes the second volume of Decca's successful "New Directions in Music and Sound" series, the set being devoted exclusively to contemporary music from Germany, featuring Werner Egk's "French Suite" and the first recording of the Karl Amadeus Hartmann's Sixth Symphony played by the RIAS Symphony under the direction of Ferenc Fricsay.

The March package also boasts another record in the Mozart Piano/Violin Sonata series with Carl Seemann and Wolfgang Schneiderhan, as well as three "Overtures" sets, featuring the music of Rossini, Weber and a record called Concert Overtures (Schubert, Schumann and Mendelssohn), respectively.

Also on the agenda for April is an opera release: Gluck's "Orpheus and Eurydice" (complete on two 12-inch records), featuring three of the label's top singers: Dietrich Fischer-Dieskau (Orpheus), Maria Stader (Eurydice), and Rita Streich (Amor), with the RIAS Chamber Choir, the Berlin Motet Choir and the Berlin Radio Symphony Orchestra (formerly RIAS Symphony Orchestra) under the direction of Ferenc Fricsay.

## Joins Joy In England

NEW YORK—John Blyton of Capitol Records in England will leave the diskery to join Joy Music, Ltd., as general manager beginning April 2.

The former A & R executive has been with the BMI organization for eleven years, and before joining the exploitation staff of Capitol, was connected with the MGM label.

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"THE GIFT" • "THE DONKEY AND THE SCHOOLBOY"

The Music of **DAVID SEVILLE**

LIBERTY # 55055

BOURNE, INC. — ABC CORP.

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"DON'T"

b/w

"THE LOVE I NEVER HAD"

JUBILEE 5270

Bob Whalen

"CHAPEL OF THE ROSES"

JUBILEE 5266

Maureen Cannon

"OH JOHNNY, OH JOHNNY, OH"

JUBILEE 5272

"THE BOY WITH THE GOLDEN KAZOO"

2 Versions on 1 Record

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# EPIC's Hi-Fi

# Hit-of-the-Month

# is the promotion

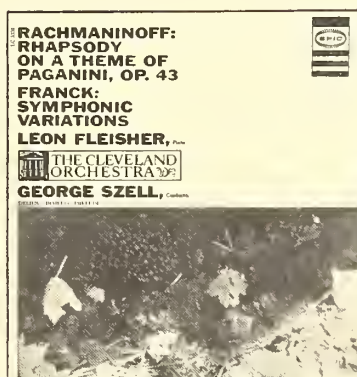
# of the year!

Now! Your customers can buy selected Epic records in dazzling Radial Sound for \$2.98! One dollar less for them —the *same profit* for you. In the promotion event of the year, Epic offers these splendid recordings of classical and popular works at a volume-sparking price for a limited time only!

Get set for a sell-out with these March-April selections, currently advertised in *The New Yorker*, *Saturday Review*, *Schwann*, *Long Player*, and *High Fidelity*:

**\$2.98 each**  
(limited time only)

LOOK TO EPIC—THE LABEL THAT MEANS BUSINESS



**LEON FLEISHER, PIANO**  
RACHMANINOFF: *Rhapsody on a Theme of Paganini*; FRANCK: *Symphonic Variations* — George Szell conducting the Cleveland Orchestra  
LC 3330



**HERE COMES THE SHOWBOAT:**  
A blue chip disc for the wonder and edification of young and old alike! Old favorites—ballads to rend the heart—a bit of gentlemanly spice. (Ladies need not blush —it's all in FUN!) LN 3329



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

# Hit No. 2 For

# Joy Layne

AMERICA'S 15 YEAR  
OLD SINGING STAR

# "AFTER SCHOOL"

Billboard Review Spotlight Hit...

March 16th Issue

MERCURY 71080



## Eddie Fisher Premium EP Heads For Million

NEW YORK, N. Y.—RCA Victor announced this week that Eddie Fisher soon will have a million-seller 45 Extended Play record to his credit as the result of a joint promotion by Coca-Cola and RCA Victor's Custom Record department.

The campaign was tested last September and October in three local markets. A coupon attached to each six-bottle carton of Coke offered the customer a Fisher sampler-type record with six tunes for 25 cents.

Response in these cities was so tremendous that the promotion was offered to all Coca-Cola Bottlers last January. Because of conflicting activities, not all of these were able to participate. For example, New York, Chicago and Los Angeles did not participate in the record offer.

"The results are all the more impressive in view of the fact that only about 42% of the population was exposed to the offer," a spokesman for The Coca-Cola Company said. "We feel that this is an extraordinary tribute to the ever-growing interest in records and, more particularly, to Eddie Fisher's popularity and drawing power."

Emmett Dunn, Manager Victor's Custom Department, said that nearly 800,000 premium records already had been shipped (and that the total would go over one million by the end of March when the campaign ends.) Victor's end of the promotion was handled by Pete Rogers.

Tunes on the EP all had been previously recorded by Fisher for Victor singles. They are: "I'm Walking Behind You"; "Lady of Spain"; "Down-Hearted"; "Wish You Were Here"; "Outside of Heaven"; and "I'll Hold You In My Heart."

## Domino Gets 15th Gold Disk

HOLLYWOOD—With his current Imperial disk "I'm Walkin'" going over the million mark in sales, Fats Domino this week hit his 15th gold record, indicating a million or more records sold on 15 individual disks, announced label prexy Lew Chudd.

Domino, whose aggregate sale for Imperial in 10 years is reported in excess of 25 million records, formally received his 15th gold disk at a special presentation by Chudd when the artist arrived in Los Angeles, March 15.

Chudd lists the 15 million-sellers as: "Please Don't Leave Me," "Fat Man," "Ain't It A Shame," "Bo Weevil," "All By Myself," "Going Home," "Little School Girl," "How Long," "Poor Poor Me," "Going To The River," "Don't You Know," "I'm In Love Again," "Blueberry Hill," "Blue Monday," and "I'm Walkin'."

Domino has been a steady seller throughout the years particularly in the Rhythm and Blues field. In recent years, he moved over into the pop field while still retaining his following in the Rhythm and Blues market. Domino has achieved his sales with virtually little ballyhoo and fanfare. Chudd, in attributing much of Domino's success to exposure explained: "Fats plays clubs and concerts 52 weeks out of the year and this is the best promotion any recording artist can get."

## Toni Carroll In B'way Show

NEW YORK—Toni Carroll, MGM recording artist whose latest disk is, "I Wantcha To Know," has joined the cast of "The Joker." The singer will be featured in the stage drama about a TV comic who can't resist playing the part in private life. The play had its tryout in Philadelphia last Wednesday night and will arrive on Broadway April 4.

## WOWO Popularity Contest



FORT WAYNE, INDIANA, March 8, 1957—Bob Chase, popular disk jockey for radio station WOWO, Fort Wayne, proved his popularity in a material way recently. The station's four deejays, Marvin Hunter, Bob Sievers, Jack Underwood and Chase, held a popularity contest. Each urged his listeners to send in a vote for him.

For a week, the battle of the WOWO airwaves raged. At the final count, Chase was declared the winner, and the weary judges had tallied an overall total of more than 20,000 votes.

As a reward to the listeners for voting, WOWO in cooperation with a

Fort Wayne movie theatre arranged to send each voter a free pass to a performance of "Teahouse of the August Moon." The number of votes so exceeded the seats available for the reserved show, that two additional performances were reserved—one the same evening and one the following week.

Above are the four WOWO disk jockeys who participated in the recent Deejay "Popularity Contest" at WOWO. They are, left to right, Bob Chase, Marvin Hunter, Jack Underwood and Bob Sievers.

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

## Flying Platters



LONDON, ENGLAND—Seen on arrival at London airport on Friday morning March 8 are the Platters, there to fulfill an extensive variety tour culminating in two weeks at the London Palladium. At the airport to greet them was Alan Freeman of Pye Group Records, the firm which distributes the Platters' disks on the Mercury label in England.

## Gabbe, Lutz & Heller Merges With Loeb

HOLLYWOOD—The merger of two prominent personal management organizations in the entertainment business was announced recently.

Effective this month, Gabbe, Lutz and Heller, in its 10th year of operation, was merged with Wm. Loeb's three-year-old company. The combined organization serves TV, motion picture, and night club stars, through its offices in Hollywood and New York.

Lutz, Heller and Loeb will headquarter in Hollywood, while Gabbe will be in charge of the New York operation.

During its ten year existence, Gabbe, Lutz and Heller were instrumental in the careers of such top

stars as Lawrence Welke, Liberace, Frankie Laine, Skitch Henderson and others. Loeb left MCA three years ago to establish his own management company with his roster including Mel Torme, Marilyn Maxwell, Margaret Whiting, Jack Smith and Joanne Gilbert.

Others to be served by the newly combined company will include: Dave Barr, Peggy Connelly, Georgia Carr, the Hi-Lo's, Morro-Landis, Erin O'Brien, Helen O'Connell, Matt Dennis, the Sportsmen, Bobby Sherwood, Johnny Desmond, Bill Leyden, the Coronados, the Treniers, Ann Mason, Bill Bradley, David Rose, Tex Beneke, Johnny Bach, Connie Haines, the Martin Denny Group, Nellie Lutcher, Judy Clark Combo, Barbara Heller and the newly signed Jacques Foti.

## W. German Government Issues Stamp Commemorating Noted Composer



NEW YORK—A few months ago the West German Government, remembering Paul Lincke's great contributions to its theatre and its music, issued a postage stamp in his honor. This it did to make up in part for the irreparable harm done him by its predecessor, the Hitler regime.

Paul Lincke's world-wide popularity as a composer was due to his many excellent operettas. Such songs from them as "The Glow Worm", "Spring, Beautiful Spring", "Amina" and "March of the Siamese", published in the United States by the Edward G. Marks Music Corporation, and many of his other songs, are still

standard works for vocalists and orchestras. A few years ago the Mills Brothers' record of "The Glow Worm", with a new set of lyrics by Johnny Mercer, was the number one song all over America. This is the same "The Glow Worm" which has had over sixty instrumental arrangements. "The Glow Worm" earned fame too when it was danced to by Pavlova. The ballerina called it "The Pavlova Gavotte".

Berlin was Paul Lincke's home all through his long and successful career as a composer-conductor, and his city and country heaped honors and rewards on their well-favored son. That was before Hitler and his racial madness. Though Paul Lincke was not a Jew, he had been a friend to many in his world of music, and he insisted on so remaining. This staunch attitude incurred the Nazi wrath, and Lincke became the victim of its persecutions. While he was neither jailed nor done away with, he was made to suffer agonizing privations all during the Hitler regime. At the war's end, Paul Lincke was rehabilitated. But the deprivations that had been forced upon him took their toll, and he died soon after.



...he sings! and great, too!

DICK  
Contino

IN A SURE FIRE SMASH!

"The Pledge  
Of Love"

MERCURY 71079



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

# Sweet Or Solid THE CREWCUTS



**NEW DOUBLE HEADER HIT**

## "The Angelus"

AND

## "Whatever, Wherever, Whoever"

MERCURY 71076



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

## Rondo And His Fans



NEW HAVEN, CONN.—Popular recording artist Don Rondo is surrounded by young fans during his recent visit to the WNHC-TV station in New Haven. His trip to the studios lasted well beyond the limits of his scheduled appearance on "Bandstand," WNHC-TV's live teen-age dance party, as he remained to sign autographs. Behind Don, who is seated, is Jim Gallant, host of the highly rated show.

### Ferguson Forms Big Band

CHICAGO—Maynard Ferguson has left the staff ork at Paramount Pictures in Hollywood to devote his full time to the formation of the Maynard Ferguson Ork.

The Band tees off with four one-ners in Omaha, St. Louis, Kansas City, and Minneapolis then swings into a full sked of club dates including The Blue Note, Chi; NYC's Birdland; Peps in Philly; Buffalo's Zanzibar; Storyville, Boston; and Atlantic City's Steel Pier.

The band will be a progressive jazz group with a library of originals from the pen of such greats as Al Cohn, John Mandell, Marty Paitch, Bill Holman, Ernie Wilkins, and Bobby Brookmeyer.

Sprinkled in with this original library will be a tasty amount of ballads and standards with Jimmy Ford and Moe Edwards doing vocals.

Personnel of the new ork includes: Larry Bunker, drums and vibes; Moe Edwards, bass; John Bannister, piano; Ed Leddy, Joe Bernette, and Jack Slaney, trumpet; Bobby Burgess and Frank Strong, trombone; Jimmie Ford, Joe Maini and Willie Maiden, alto; Pepper Adams, baritone.

The Emarcy recording star is currently cutting an album with the new group in Hollywood, under the direction of Bob Shad, Emarcy A&R chief.

### Nesuhi Ertegun Advises Life Mag On History of Jazz Story

NEW YORK—Nesuhi Ertegun Atlantic Records veepee and head of the lp department this week took off for New Orleans where he will spend ten to fouteen days as advisor to Life Magazine staffers who are preparing a story on early jazz from New Orleans to Chicago and points between.

Ertegun, one of the nation's jazz authorities, will introduce Life writers and photographers to the remaining jazz figures and will point out the historically significant jazz spots.

### Victor Signs Starlet

NEW YORK—Bonnie Paul, 16-year-old West Coast TV performer and movie starlet, has been signed to an exclusive RCA Victor recording contract.

Joe Carlton, Victor's pop A & R chief, who signed the young singer, supervised her first recording date for Victor in Hollywood a few days ago. The single will be released in the next three weeks.

Regarded by Coast scouts as one of the most promising new talents on the music scene today, Bonnie has been performing professionally since she was three when she danced at a theater in Atlantic City. At 13 she had one of the leads in the musical "Going Up!" and two years later she was featured in another stage show, "Best Foot Forward."

Movies she has appeared in include "Love Is Better Than Ever," "Beware My Lovely," "Vicki," and "Secrets Of Beauty."

### Lymon and Teenagers To Continent For 12 Week Tour. Panama Stint Huge Success

NEW YORK—Frankie Lymon and The Teenagers, who just returned from a sensational week in Panama, left for a 12 week tour of the continent on Friday, March 15, on the Pan American Line.

The tour will include two weeks at the London Palladium. The teenage favorites have been booked as a single act, not as part of a package.

On their recent Panama stint The Teenagers received a deal that cleared \$7,500. All expenses, including fare hotel and food were taken care of in addition to salary.

The Teenagers, who broke into stardom with "Why Do Fools Fall In Love", are currently in the charts with "Teenage Love".

## Barry, Jack and Mikes



NEW YORK—Barry Frank (right), Sammy Kaye's new vocalist, featured on Kaye's "Mountain of Kisses" Columbia disk, and Jack Lazare, deejay of WNEW's "Milkman's Matinee" all-night show, try out some odd tonal effects with the use of four mikes during one of Frank's visits.

## Vik Sets "Bottle Imp" Contest

NEW YORK—Ben Rosner, Vik Records Manager, last week announced details of a special promotional contest to coincide with Geoffrey Holder's first Vik release, "Bottle Imp," backed with "Sugar Cane."

The contest will be based on two figures of national net sales to distributors: 300,000 and 500,000, and will apply to this release only. If, by the closing date of the contest, midnight, May 31, 1957, national net sales of the record are 300,000 or more, but less than 500,000, the distributor who has purchased the highest percentage above his single record market potential will win a Ford Thunderbird. If, by the closing date of the contest, national net sales of the record are 500,000 or more, the distributor who has purchased the highest percentage above his single record market potential will win not only the Ford Thunderbird, but will also win a trip to the Virgin Islands for himself and his staff. The trip may include up to eight people for three days or four persons for six days. Only distributor personnel are eligible. Round-trip air transportation from the winner's city to St. Thomas, V.I. plus hotel accommodations and meals will be provided.

## Freddy Parker Joins Bourne

NEW YORK—Bourne Music announced last week that it has added Freddy Parker to its New York professional staff.

Parker was formerly with Shapiro-Bernstein Music for ten years and most recently was associated with Julius LaRosa's publishing set up.

## Weavers To Tour

NEW YORK—The quartet of folk singers, The Weavers, who have been inactive for the past few years, will get together again to do a concert tour. Starting April 1st they will do one night concerts in Toronto, Salt Lake City, Ogden, Los Angeles, San Diego, San Francisco, Santa Barbara, North Hollywood, Claremont and Fresno. It will end April 16th. The tour will be played at concert halls as well as before college groups. This will be the quartet's first concert tour since playing before sell-out audiences at Carnegie Hall in December of 1955 and Orchestra Hall Chicago, in May of 1956. The tour was booked by Paul Endicott, independent concert manager of Detroit.

The first week of April will also see the release of a new 12" LP "The Weavers At Carnegie Hall" issued by Vanguard Records. This new LP is taken from the tapes of the Weavers' concert at Carnegie.

The Weavers are managed by Harold Leventhal.

## Web Records Pacts Vocalist Peter Kim

NEW YORK—Web Records has announced the signing of Peter Kim to a recording contract. His first release couples "Peddler Man (Pen I Loved)" from the MGM pic "Flesh and the Flame" and the standard "Misirlou."

Kim has been spending the past few weeks in New York visiting with deejays. His music experience includes a stint with Paul Martell's Band in Roseland, New York. He spent more than a year with George Olson's Orchestra and appeared in such spots as the 98 Club in Florida, Virginia Beach, Va., and Lakeside Park, Denver.

During his service days, Kim was featured with Army Air Force Bands at Bolling Field, Washington, and Elgin Air Force Base in Valparaiso, Fla.

# Sil Takes Off For A **BIG HIT!**

# Sil

# Austin

*Blows Up A Storm In*

# "Seven Days In Barcelona"

AND

# "Pretend"

MERCURY 71077



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

# Two Great Sides By

# EDDY HOWARD



**"Delia's Gone"**

AND

**"Love Me**

**A Little Bit"**

MERCURY 71072



# Interview By Two



WASHINGTON, D. C.—Two of Washington's top disk jockeys, Jack Rowzie (left) and Fred Fiske (right), are shown interviewing Tab Hunter, the screen star who caused a sensation in the record field with his recording "Young Love."

Rowzie and Fiske preside over WWDC Radio's "Club 1260."

## Interest In American Music High In Germany

MUNICH, GERMANY—The interest in American popular music in Southern Germany is at an all time high these days. According to Hoyt Wertz, program director of AFN Munich, a continuing unprecedented increase in the amount of fan mail and requests for numbers on the "Bouncin' in Bavaria" show, point up this fact. A reported increase of over 800 letters per week is reflected in the mail from both European and American listeners and the present number of letters represents "the largest mail pull for any single program on that station in the past 8 years."

Sergeant First Class Bud Shurian, the dee jay for the show that runs Monday through Friday at 5 p.m. Central European time, says: "If all the requests were read on the 45-minute show, there would be little or no time for music. Nevertheless, the requests continue to pour in."

Heading the list of requested artists are: Pat Boone, Bill Haley, Louis Armstrong and Elvis Presley.

## Flair-X Signs Youngest Talent

NEW YORK—Flair-X Records last week signed its youngest talent to date to exclusive recording contracts, it was announced by Kappy Jordan, the label's president. They are The Gorman Sisters, Bobbi, 12, and Viv, 6. Although they have never recorded before, the youngsters have attracted attention through their appearances on such top children's television programs as "The Children's Hour" and "Startime." Their first Flair release is scheduled for April.

## Daywin Buys 6 Calypsos

NEW YORK—Al Kavelin, general manager of Daywin Music, has announced the purchase of six calypso songs, written by Sam Manning. Included in the transaction are "Don't Blame It on Elvis," "Tickle, Tickle," "Whoalay, Whoala," recorded by The Fabulous McClavertys (Verve); "Sugar Cane," recorded by Geoffrey Holder (Vik); "Home Cookin' Mama," recorded by Count Bernadine (Mardi Gras); and "Too Late To Cry."

"Don't Blame It On Elvis" has been made available as a single by Verve.

## Atlantic Raises Price Of Albums To \$4.98

### To Issue R & R Anthology

NEW YORK—Atlantic Records this week announced the rise in price of its entire LP line from \$3.98 to \$4.98, effective immediately. The reason given was the increase in the production costs.

Atlantic is now preparing an April LP release which will include "The Greatest Rock and Roll" (an anthology of r & r hits previously released on the label as singles), and LP's by Tommy Talbert, Joe Mooney, Jimmy Giuffre, Frances Wayne, Dizzy Gillespie, Phil Moore with songs by Carole Stevens.

## Turnabout Is Fair Play



After making his contribution to the New York Red Cross Chapter's 1957 Campaign for funds, singer Tony Bennett (seated) immediately took the role of a Red Cross volunteer worker and solicited his solicitor, Richard Linke, national sales manager for Columbia Records, who is chairman of both the Music Publishers, and Records and Recording Services divisions for the New York Chapter. Lending their support to the drive are (L. to R.) Copa girls, Dorothy Dollivar and Ramona Robinson.



# Liberty Plays Host To Its Distributors From All Over Nation

HOLLYWOOD — Twenty-five of Liberty Records' 32 distributors throughout the nation were in Los Angeles last weekend to attend the company's first national sales meeting and second anniversary festivities, according to Liberty Vp Jack Ames.

The dual celebration saw the record company and its personnel play host to over 1500 people including disk jockeys, the press, publishers, writers and recording artists in Liberty's new transistorized recording studios, all day Sunday.

The company's president, Si Waronker, presided over the national sales meeting which was held at the Hollywood Roosevelt Hotel. Waronker, along with Ames and Bobbi Dieterle, outlined Liberty's policies, plans and ideas for the balance of this year.

One of the topics of discussion was the announcement of the Liberty Spring Merchandising Plan. This plan goes into effect March 18 and covers all distributor purchases through May 10, 1957. The LSMP offers the distributors a straight 10% discount on all Liberty album releases including the company's entire catalog of LPs during the length of the Liberty Spring Merchandising Plan.

The distributors were also notified that due to unprecedented demand by retailers, the album "Calendar Girl" by Julie London, would soon be available in a series of 3 single pocket EPs. In addition, the attending distributors heard an advance recording

of the newest Patience & Prudence platter which goes into release this week.

The company was lauded by the distributors for its extremely active publicity, promotion and unusual packaging, which the sales force felt is one of the primary reasons for the phenomenal growth of the company in the short space of time.

Ames announced that Liberty will release at least 140 albums during 1957 and announced the 16 LPs which are scheduled for release during March and April are:

Orchestral Suite from "My Fair Lady" by the London Festival Symphony; "My Foolish Heart" by Donna Fuller with the Peter Rugolo Orchestra; "Solid! South Pacific" by the Bobby Hammack Quintet; "The Dazzling Sound" by the big band of Keith Williams; "About the Blues" by Julie London; "Hi-Fi Shades of Gray"—Jerry Gray; "Will You Remember" by London Symphony Festival Orchestra; "Ad Lib" by Red Norvo featuring Buddy Collette; "Dom Frontiere plays Classical Favorites"; "Let's All Sing" with Jerry Colonna; and the following classical releases: The Comedians Sinfonette playing famous symphony selections; and the Mozart "Haffner" Symphony No. 35 by the Leningrad State Philharmonic Orchestra conducted by Nicolai Rabinovitch.

In addition, Liberty is currently concluding negotiations which will see the company release several soundtracks of forthcoming motion pictures during March-April 1957.

from the 20th Century-Fox Production  
"BOY ON A DOLPHIN"

## BOY ON A DOLPHIN

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b/w

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1713

*LONDON*

3 Way Smash

Carl Perkins

### "YOUR TRUE LOVE"

b/w

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MEMPHIS, TENN.

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## Take One



CINCINNATI — Arthur Lee Simpkins is shown with H. I. Miranda and Rex Dale-WCKY Cincinnati, Ohio introducing "Ballad of Alben Barkley." The record released on the Miranda label is a tribute to the late Veep.

Arthur Lee Simpkins is celebrating his 10th year in appearances at Beverly Hills Country Club and Rex Dale is currently celebrating his 20th year as a platter spinner.

## Record Sales Company In Self-Service Move

HOLLYWOOD — Al Sherman of Record Sales Co., Los Angeles has announced a move to new and larger headquarters with a completely self-service wholesale distributorship to service dealers of the area. Currently handling such lines as Vik, Verve, Era, etc., Sherman was recently appointed Los Angeles distributor for Prep Records, new subsidiary company of Capitol Records.

Dealers will be furnished with self-service carts and the entire stock on all labels will be displayed, from which they can serve themselves. Albums will be displayed in racks hung from pegged wall board, and aisle tables will hold stock on current singles. According to Sherman, the new set-up will be a faster operation, thus saving time for the dealer, and also should result in greater sales through impulse buying on the part of the dealer.

## Kapp Purchases Master

NEW YORK — Dave Kapp has purchased the master of Ann Reynolds original demonstration record of "Wind In The Willow" and is releasing it under the Kapp banner this week.

The tune is already on the market on Columbia Records featuring Jo Stafford.

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# Disk Jockey

## REGIONAL RECORD REPORTS



# Sure Shots

**Curt Whitcomb**  
WKBO—Harrisburg, Pa.

1. Young Love (T. Hunter)
2. Butterfly (C. Gracie)
3. I'm Walkin' (F. Domino)
4. Breath Of Spring (F. Chacksfield)
5. Don't Forbid Me (P. Boone)
6. You Don't Owe Me A Thing (J. Ray)
7. Knee Deep In The Blues (G. Mitchell)
8. Marianne (T. Gilkyson)
9. Walkin' After Midnight (P. Cline)
10. Gone (F. Husky)

**Guy Curtis**  
WADK—Newport, R. I.

1. Your Wild Heart (J. Layne)
2. Take A Gamble On Me (G. Nash)
3. Teenage Crush (T. Sands)
4. I'll Take Romance (Gorme)
5. The Wall (Rodgers/Page)
6. Who Needs You (4 Lads)
7. Ballerina (N. Cole)
8. Round And Round (P. Como)
9. Doesn't Take Very Long (A. Williams)
10. Dream Is A Wish Your Heart Makes (J. Valentine)

**Jack Karey**  
WCFL—Chicago, Ill.

1. Round And Round (P. Como)
2. Sittin' In The Balcony (Dee)
3. Gone (F. Husky)
4. Almost Paradise (L. Stein)
5. Only One Love (G. Hamilton IV)
6. Easy Pickin' (Tazmen)
7. To Be With You (Highlights)
8. After School (R. Starr)
9. Seven Days In Barcelona (H. de Pari)
10. Pledge Of Love (Contino/Janis)

**Jim Raynor**  
WLSV—Wellsville, N. Y.

1. Young Love (T. Hunter)
2. Too Much (E. Presley)
3. Singing The Blues (Mitchell)
4. Walking After Midnight (P. Cline)
5. You Don't Owe Me A Thing (J. Ray)
6. Butterfly (A. Williams)
7. Party Doll (S. Lawrence)
8. True Love (Crosby & Kelly)
9. Moonlight Gambler (Laine)
10. Don't Forbid Me (P. Boone)

**Jim Ameche**  
KPAL—Palm Springs, Calif.

1. Don't Forbid Me (P. Boone)
2. He Knows (G. MacKenzie)
3. Mi Casa Su Casa (P. Como)
4. On Treasure Island (Storm)
5. Teenage Crush (T. Sands)
6. Almost Paradise (N. Petty)
7. Femme Fatale (B. Dares)
8. Silent Lips (G. Gibbs)
9. You Are My First Love (N. Cole)
10. Love Is A Golden Ring (F. Laine)

**Sandy Singer**  
WTCN—Minneapolis, Minn.

1. Teenage Crush (T. Sands)
2. Pied Piper (B. Williams)
3. Party Doll (S. Lawrence)
4. Butterfly (A. Williams)
5. I'm Walkin' (F. Domino)
6. Who Needs You (4 Lads)
7. Shashu Pandowski (Carlyle)
8. Young Love (T. Hunter)
9. Almost Paradise (N. Petty)
10. Sittin' In The Balcony (E. Cochran)

**Brian Skinner**  
CKDM—Dauphin, Man., Can.

1. Young Love (T. Hunter)
2. Moonlight Gambler (Laine)
3. Since I Met You Baby (I. Joe Hunter)
4. Marianne (Hilltoppers)
5. Who Needs You (4 Lads)
6. Little By Little (N. Brown)
7. Butterfly (A. Williams)
8. Lucky Lips (R. Brown)
9. Bad Boy (Jive Bombers)
10. Indian Love Call (F. Lowery)

**Christopher Scott**  
KDON—Monterey, Calif.

1. The Wall (P. Page)
2. Young Love (T. Hunter)
3. My Baby Just Cares For Me (J. Powell)
4. Singing The Blues (Mitchell)
5. I Thought It Was Over (J. P. Morgan)
6. You Don't Owe Me A Thing (J. Ray)
7. Without Love (T. Arden)
8. Can I Steal A Little Love (F. Sinatra)
9. I Miss You So (C. Connor)
10. Ballerina (N. Cole)

**Jack Lamar**  
WCAM—Camden, N. J.

1. Just Because (L. Price)
2. Don't Say Goodbye (Moonglows)
3. After School Rock (Pancho Villa)
4. Sittin' In The Balcony (Dee)
5. I Need You So (J. Belvin)
6. After School (R. Starr)
7. Calypso Parakeet (Brandon)
8. Only One Love (G. Hamilton IV)
9. Guided Missiles (C. Links)
10. Morning Light (L. Jordan)

**Martin Tobin**  
KLAN—Seattle, Wash.

1. Young Love (S. James)
2. Too Much (E. Presley)
3. Marianne (T. Gilkyson)
4. Don't Forbid Me (P. Boone)
5. Butterfly (A. Williams)
6. Teenage Crush (T. Sands)
7. Banana Boat (Day-O) (H. Belafonte)
8. Love Is Strange (Mickey & Sylvia)
9. Round And Round (P. Como)
10. Who Needs You (4 Lads)

**Rudy Paolangeli**  
WTKO—Ithaca, N. Y.

1. Butterfly (A. Williams)
2. Young Love (S. James)
3. Marianne (T. Gilkyson)
4. Wriggle Wrangle (Monroe)
5. Banana Boat (Day-O) (H. Belafonte)
6. I Dreamed (B. Johnson)
7. Party Doll (S. Lawrence)
8. Moonlight Gambler (Laine)
9. Just Want You To Want Me (J. Desmond)
10. Bad Boy (Jive Bombers)

**Doug Burrows**  
CKY—Winnipeg, Can.

1. Marianne (Hilltoppers)
2. Teenage Crush (T. Sands)
3. Butterfly (A. Williams)
4. Love Is Strange (Mickey & Sylvia)
5. Young Love (T. Hunter)
6. Let's Go Calypso (R. Draper)
7. Round And Round (P. Como)
8. Banana Boat Song (Fontanes)
9. Walkin' After Midnight (O. Williams)
10. Come Go With Me (Vikings)

**Chuck Otte**  
KLPW—Union, Mo.

1. Poor Man's Roses (P. Page)
2. Marianne (Hilltoppers)
3. Walkin' After Midnight (P. Cline)
4. Butterfly (A. Williams)
5. Why Baby Why (P. Boone)
6. He's Got Time (DeJohs)
7. Round And Round (P. Como)
8. Young Love (S. James)
9. Pretend (T. Smith)
10. Teenage Crush (T. Sands)

**Ron Paul**  
WLCS—Baton Rouge, La.

1. I'm Walkin' (F. Domino)
2. Too Much (E. Presley)
3. Love Is Strange (Mickey & Sylvia)
4. Jim Dandy (L. Baker)
5. Young Love (T. Hunter)
6. Teenage Crush (T. Sands)
7. Little Darlin' (Diamonds)
8. Marianne (T. Gilkyson)
9. Don't Forbid Me (P. Boone)
10. Wriggle Wrangle (R. Allen)

**Steve Wade**  
WAEB—Allentown, Pa.

1. Party Doll (B. Knox)
2. Wind In The Willow (A. Reynolds)
3. Round And Round (P. Como)
4. Butterfly (Williams/Gracie)
5. Marianne (Hilltoppers/Gilkyson)
6. I'm Waiting Just For You (P. Boone)
7. Almost Paradise (Stein/Petty)
8. That's Where I Shine (Costello/Desmond)
9. Let There Be You (5 Keys)
10. You Are My First Love (Cole)

**Dave Fennell**  
WIDE—Biddeford, Me.

1. Young Love (T. Hunter)
2. I Dreamed (B. Johnson)
3. Round And Round (P. Como)
4. This Day (E. Rodgers)
5. Marianne (Hilltoppers)
6. Moonlight Gambler (Laine)
7. Tower's Trot (D. Jacobs)
8. You Are My First Love (N. Cole)
9. Banana Boat (Day-O) (H. Belafonte)
10. Another Love Has Ended (C. Reed)

**Al Smith**  
WWDC—Washington, D. C.

1. Party Doll (B. Knox)
2. I'm Walkin' (F. Domino)
3. Butterfly (C. Gracie)
4. Teenage Crush (T. Sands)
5. Come Go With Me (Del Vikings)
6. Walkin' After Midnight (P. Cline)
7. Marianne (Hilltoppers)
8. Round And Round (P. Como)
9. Bad Boy (Jive Bombers)
10. Your Wild Heart (J. Layne)

**Thomas Shovan**  
WKXL—Concord, N. H.

1. The Wall (P. Page)
2. First Love (N. Cole)
3. You Don't Owe Me A Thing (J. Ray)
4. I Dreamed (B. Johnson)
5. Hey! Jealous Lover (Sinatra)
6. Young Love (T. Hunter)
7. Ship That Never Sailed (D. Carroll)
8. Gone (F. Husky)
9. Chantez, Chantez (D. Shore)
10. Ninety-Nine Ways (Hunter)

**Ed McKenzie**  
WXYZ—Detroit, Mich.

1. Come Go With Me (Vikings)
2. Party Doll (B. Knox)
3. Round And Round (P. Como)
4. I'm Walkin' (F. Domino)
5. I'm Stickin' With You (J. Bowen)
6. Little Darlin' (Diamonds)
7. Marianne (T. Gilkyson)
8. Walkin' After Midnight (P. Cline)
9. Almost Paradise (N. Petty)
10. Teenage Crush (T. Sands)

**Kenny Vincent**  
WEOL—Lorain, Ohio

1. Butterfly (A. Williams)
2. Too Much (E. Presley)
3. Almost Paradise (L. Stein)
4. Teenage Crush (T. Sands)
5. I'm Walkin' (F. Domino)
6. Who Needs You (4 Lads)
7. Why Baby Why (P. Boone)
8. Round And Round (P. Como)
9. Pamela Throws A Party (J. Reisman)
10. Peddler's Song (Tracys)

**Marty Faye**  
WAAF—Chicago, Ill.

1. Sittin' In The Balcony (Dee)
2. Just Because (L. Price)
3. Who Needs You (4 Lads)
4. Ballerina (N. Cole)
5. Round And Round (Como)
6. Butterfly (A. Williams)
7. Pledge Of Love (J. Janis)
8. Tricky (R. Marterie)
9. Who Am I To Say (Southern)
10. Don't Get Around Much Anymore (T. Hunter)

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.

### "99 WAYS" "DON'T GET AROUND MUCH ANYMORE"

Tab Hunter

The Cash Box  
Disk of the Week 3/16

Dot 15548

### "BAHAMA MAMA" "YOU'RE MINE"

Four Aces

The Cash Box  
Sleeper of the Week 3/9

Decca 30242

### "LOVE IS A GOLDEN RING"

Frankie Laine

The Cash Box  
Disk of the Week 3/9

Columbia 40856

### "SO RARE"

Jimmy Dorsey

The Cash Box  
Best Bets 2/23

Fraternity 755

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ANOTHER **BMI**  
**"PIN-UP"**  
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# Album Sure Shots

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(Columbia CL 592 \* B-9521, 2, 3)

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b/w  
"You Can't Fool My Heart"  
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MY SORROWS**  
MILLS MUSIC, INC.

A BIG SMASH!  
**Irving Ashby**  
"LOCO-  
MOTION"  
# 5426

**Imperial Records**

the  
**HAT**  
Bobby John-Victor  
Lynn Marshall-Crest

**AMERICAN MUSIC, INC.**  
9109 SUNSET BLVD., HOLLYWOOD, CALIF.

## Imperial Expands With Five Fold Plan

HOLLYWOOD—Lew Chudd, president of Imperial Records, last week announced a five fold plan for expansion in 1957, commensurate with the label's \$7,000,000 expected gross for this year—a \$2,000,000 increase over 1956.

The plan includes:

The addition of 2 more pressing plants to handle Imperial's increased volume, which will bring the total number to nine. Chudd is currently pressing at RCA's Los Angeles, Indianapolis and Rockaway plants, Paramount in Philadelphia, Specialty in Scranton, Plastic Products in Memphis and Superior in Los Angeles.

A full scale entry into motion picture sound track albums. Imperial recently released UA's "Men In War" sound track by Elmer Bernstein, and will issue UA's "Ride Back," original score by Frank DeVol. Chudd is currently bidding on four more productions.

Expansion in the pop field. Towards this end, Chudd has already signed George Liberace, Nellie Lutcher, Bob Winn, Fay Adams and Beverly Vance. Chudd hopes to boost pops to 40% of Imperial's total volume.

The opening of a New York office and the doubling of Imperial's personnel. Imperial's home office is in Hollywood.

And the construction of Imperial's own building in Hollywood. Chudd is currently negotiating for property and plans to be in his own building by the end of 1957.

Chudd has set March as the release date for the "Ride Back" 12 inch and plans a saturation promotion campaign on the album in conjunction with his 30 national Imperial Records distributors. Special lobby displays with theater owners who will show the film are now being worked out and Chudd will also tie in with the picture's stars who will do personal appearances to plug the film.

## Epic Launches Forbidden Fruit Promotion

NEW YORK—Epic Records is launching a special deejay tie-in promotion on Anita Ellis' "Forbidden Fruit" whereby deejays will receive samples of "Forbidden Fruit" liqueur.

The Jacquin Cie. Inc., of Philadelphia, manufacturers of the liqueur will distribute records through their salesmen in their outlets to be played in bars and restaurants where the liqueur is served.

Anita Ellis recently went on a deejay tour in the markets where the record has already established itself—Baltimore, Buffalo, Cincinnati, Chicago, St. Louis, and New York.

William Nielsen, Epic director of sales, and Walt Hayum, Epic merchandise manager, announced that the record and liqueur was being sent to all deejays and Jacquin dealers this week.



# Album Reviews

## POPULAR

"SUDDENLY IT'S THE HI LO'S"—Orchestra Under The Direction Of Frank Comstock—Columbia CL 952 (1-12" LP)

SWING LOW, SWEET CHARIOT; LIFE IS JUST A BOWL OF CHERRIES; DEEP PURPLE; MY SUGAR IS SO REFINED; BRAHMS' LULLABY; THE DESERT LULLABY; STORMY WEATHER; I MARRIED AN ANGEL; TENDERLY; THE OLD OX ROAD; LOVE WALKED IN; BASIN STREET BLUES.

With a backing of a major, The Hi Lo's may win the commercial success that's been long due them. The boys' first issue for Columbia is a thoroughly ingratiating vocal stint that brings sparkling inventiveness into the realm of group harmony. The tunes are evergreens, yet to this listener, their renditions by the Hi Lo's bring them into a new and refreshing light. Frank Comstock and the ork support the boys with imagination. Expert performances. Look for possible chart sales.

"PAT"—Pat Boone—Dot DLP-3050 (1-12" LP)

FLIP, FLOP AND FLY; PLEDGING MY LOVE; MONEY MONEY; TOMORROW NIGHT; AIN'T NOBODY HERE BUT US CHICKENS; SHAKE A HAND; HONEY HUSH; PLEASE SEND ME SOMEONE TO LOVE; I'M IN LOVE AGAIN; ROCK AROUND THE CLOCK; SHOT GUN BOOGIE; FIVE, TEN FIFTEEN HOURS.

Already chart news, Pat Boone's latest LP marks his package return to rock 'n roll after a convincing round with standards in his last set, "Howdy!" Most of the songs Boone supplies the beat with have been previously exploited on singles. Some of Pat's possessions (uke, white bucks, books etc.) are smartly arranged on the cover. Dealers will have a sales field day with this one.

"ADVENTURES OF THE HEART"—Frank Sinatra — Columbia CL 953 (1-12" LP)

I GUESS I'LL HAVE TO DREAM THE REST; IF SHE ONLY LOOKED MY WAY; LOVE ME; NEVERTHELESS; WE KISS IN A SHADOW; I AM LOVED; TAKE MY LOVE; I COULD WRITE A BOOK; MAD ABOUT YOU; SORRY; STROMBOLI; IT'S ONLY A PAPER MOON.

These sessions by Frank Sinatra comprise some of his best crooning moments while he was pressing for Columbia. The selections take in standards and soon-to-become standards that were new songs when Sinatra pressed them ("We Kiss In A Shadow," and "I Am Loved"). The tremendous popularity of Sinatra makes this package excellent dealer material.

"HERE COMES THE SHOWBOAT"—Epic LN 3329 (1-12" LP)

Epic has brought back, with loving authenticity, the days of the show boat, a similar trick they turned with the chart hitting "Gentlemen Be Seated." The 23 numbers include such old favorites as "By The Light Of The Silvery Moon," "Meet Me In St. Louis," "Beautiful Dreamer," "Cuddle Up A Little Closer." The songs, of course, are presented in the highly stylized, if outright corny, manner of their heyday. Lots of fun. The package could repeat or exceed the sale of "Gentlemen Be Seated."

"PLENTY VALENTE"—Caterina Valente—With Sy Oliver And His Orchestra—Decca DL 8440 (1-12" LP)

POINCIANA; TAKE ME IN YOUR ARMS; MOONLIGHT IN VERMONT; IN THE STILL OF THE NIGHT; OUT OF NOWHERE; SOMEBODY'S SWEETHEART; FLAMINGO; ALONE TOGETHER; NOCTURNE FOR THE BLUES; WHERE OR WHEN; WHEN YOU WALKED OUT SOMEONE ELSE WALKED IN.

Caterina Valente is the gal that breathed lots of new life and sales into "Maleguena." In this issue from Decca, Miss Valente again offers high-powered vocals on a collection of standbys. A performance strongly in the tradition of "Maleguena," is the sizzling run-through in "Flamingo." Sy Oliver heads the swinging ork. Exciting sessions.

"MORE LUSH THEMES FROM MOTION PICTURES"—Leroy Holmes And His Orchestra—MGM E3480 (1-12" LP)

THE MAID OF NOVOGOROD; A PLACE IN THE SUN; FRIENDLY PERSUASION; HELEN OF TROY; THE TERRY THEME; SURRENDER TO ME; THE LIVING DOLL; DUEL IN THE SUN; SUZY; THE LAST WAGONS; THEME FROM "THE PROUD ONES"; BABY DOLL.

Leroy Holmes has recorded his second MGM LP devoted to selections from motion pictures. Included on the bill this time are melodies from such recent Hollywood entries as "War And Peace," ("Maid Of Novogorod"), "Baby Doll," and "Friendly Persuasion." The Holmes touch develops each piece into an attractive mood music performance. Large mood audience.

"MUSIC FOR MEDITATION"—Grand Organ Solos By Gerald Mertens—Recorded In Belgium—Bally BAL-12012 (1-12" LP)

MEDITATION; THE OLD REFRAIN; TRAUMEREI; EVENING STAR; LA ESTRELLITA; HYMN TO THE SUN; NONE BUT THE LONELY HEART; SERENADE; THE SWAN; BARCAROLLE; CLAIRE DE LUNE; KAMENNOI-OSTROW.

Take some of the world's most trusted melodies and apply them to the tranquil sound of the organ, and one's meditative processes begin to take hold. Organist Gerald Mertens turns a neat mood music trick in his deft and smooth encounters with melodies like Tchaikowsky's "None But The Lonely Heart," Wagner's "Evening Star," and Debussy's "Claire De Lune." Persuasive organ mood disk.

"A LITTLE ON THE LONELY SIDE"—Eddy Arnold—Orchestra Conducted By Charles Grean—RCA Victor—LPM-1377 (1-12" LP)

DON'T TAKE YOUR LOVE FROM ME; IT HAD TO BE YOU; THAT OLD FEELING; THE VERY THOUGHT OF YOU; A LITTLE ON THE LONELY SIDE; SOMETIME; I DON'T KNOW WHY; I CRIED FOR YOU; YOU'LL NEVER KNOW; SEPTEMBER SONG; I ONLY HAVE EYES FOR YOU; THE WAY YOU LOOK TONIGHT.

Country crooner Eddy Arnold ventures into "pop" vocals in this issue from Victor. Arnold, with the easy-going nature that seems to typify the country singer, passes smoothly and lightly over 12 evergreens. Lush ork backing is directed by Charles Grean. The Arnold following, which includes both country and pop fans, will find the set an excellent attraction.

"FOR WHOM THE BELL TOLLS"—(A Tribute To Victor Young)—Harry Sukman, Piano—Jubilee JLP 1034 (1-12" LP)

FOR WHOM THE BELL TOLLS; AROUND THE WORLD; WHEN I FALL IN LOVE; JOHNNY GUITAR; GOLDEN EARRINGS; BLUE STAR; MY FOOLISH HEART; MOONLIGHT SERENADE; THEME FOR LOVE; THE SONG OF DELILAH; LOVE LETTERS; I LOVE YOU SO.

The late Victor Young was one of the most melodic and prolific composers of Hollywood film scores. Pianist Harry Sukman, a film composer and friend of Young, has recorded 12 songs by the late artist on this Jubilee issue. Expertly rendered by Sukman are such notable creations as "My Foolish Heart," "When I Fall In Love," and "Love Letters." Fitting tribute to a fine composer.

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



# Album Reviews

**"THIS IS ROMANCE"**—Daniel De Carlo And His Orchestra—Decca DL 8448 (1-12" LP)

THIS IS ROMANCE; SCENT OF ROSES; ONCE I HAD A BROKEN HEART; TENNESSEE WALTZ; YOU'RE ON MY MIND; ONCE IN A WHILE; I DREAMED OF YOU; FAIRYTALES; BECAUSE OF YOU; ANGELE; ASK ME; UN FEU DE REVE.

Mood maestro Daniel De Carlo has cut 2 previous mood disks for Decca. Through a series of numbers, a mixture of continental and U.S. creations, he demonstrates his knack for palatable soft and sweet arrangements. One of the best numbers is a catchy waltz labeled "Scent Of Roses."

**"LATIN ESCAPADE"**—The George Shearing Quintet—Capitol T 737 (1-12" LP)

PERFIDIA; MAMBO WITH ME; WITHOUT YOU; OLD DEVIL MOON; MI MUSICA ES PARATI; ANITRA'S NANIGO; YOURS; CUBAN LOVE SONG; WATCH YOUR STEP; POODLE MAMBO; CANTO KARABALI; STRANGE ENCHANTMENT.

This is Shearing's second LP for Capitol, the previous one being a mood package with string support, "Velvet Carpet." The choice of setting up Shearing and his quintet in a Latin atmosphere has produced a disk with an imaginative and rhythmic blending of jazz and the Latin beat. Jazz, mood music, and dance arrangements ("Mambo With Me") have been effectively brought under one roof here.

**"RUGGLES OF RED GAP"**—Michael Redgrave—Peter Lawford—Imogene Coca—David Wayne—Jane Powell—Verve MG 15000 (1-12" LP)

THE OVERTURE; OH, THOSE AMERICANS; I HAVE YOU TO THANK; I DON'T WANT TO BE A GENTLEMAN; IT'S TERRIBLY, HORRIBLY, FRIGHTFULLY NICE; WELCOME HOME; I'M IN PURSUIT OF HAPPINESS; THE WAY TO A FAMILY'S HEART; IT'S A GLORIOUS FOURTH; WHEN YOU DANCE IN PARIS, FRANCE; A RIDE ON A RAINBOW; KICKAPOO KICK; FINALE.

This is the original TV cast presentation of the Feb. 3rd musical adaptation of the famed novel, "Ruggles Of Red Gap." The snappy Julie Styne-Leo Robbin score is sung by a cast that includes Jane Powell, Michael Redgrave, Peter Lawford, Imogene Coca and David Wayne. Song honors go to "A Ride On A Rainbow," and "I Have You To Thank." The set's name value and great TV audience should result in hefty sales.

## JAZZ

**"SILVER'S BLUE"**—The Horace Silver Quintet—Epic LN 3326 (1-12" LP)

SILVER'S BLUE; TO BEAT OR NOT TO BEAT; HOW LONG HAS THIS BEEN GOING ON?; I'LL KNOW; SHOUTIN' OUT; HANK'S TUNE; THE NIGHT HAS A THOUSAND EYES.

The Silver Quintet is composed of several jazzmen, including Silver, who formed the successful "Jazz Messengers." They are Hank Mobley (tenor sax), Doug Watkins (bass) and Donald Byrd (trumpet). With keyboard artist Silver at the helm here, the boys play some neat contrapuntal and solo tricks on the set's 7 mostly swinging numbers. Class jazz performances.

**"THIS IS HOW I FEEL ABOUT JAZZ"**—Quincy Jones—ABC-Paramount ABC-149 (1-12" LP)

WALKIN'; A SLEEPIN' BEE; SERMONETTE; STOCKHOLM SWEETENIN'; EVENING IN PARIS; BOO'S BLOOS.

Jazz arranger Quincy Jones has brought together some prominent jazz names for 6 sessions based on Jones' ideas. The foundation is swing, and with plenty of room for solo parts by such men as Lucky Thompson (tenor sax), Hank Jones (piano) and Art Farmer (trumpet), the air is clean and inventive. Side 2 contains 3 original compositions by Jones. Impressive work.

**"INTRODUCING GUS MANCUSO"**—Gus Mancuso (Baritone Horn)—Fantasy 3233 (1-12" LP)

I'M GLAD THERE IS YOU; BROTHER AINTZ; EV'RY TIME; THE RUBLE AND THE YEN; BY THE WAY; AND BABY MAKES THREE; GOODY GOODY; HOW DO YOU LIKE YOUR EGGS IN THE MORNING?; A HAT FULL OF DANDRUFF; EV'RY TIME WE SAID GOODBYE.

This is the first disk putting Gus Mancuso in the spotlight, and though he plays several instruments (piano, vibes, bass, etc.), he has chosen the baritone horn for his principal mode of expression. On a collection of oldies and originals, Mancuso gives the sometimes gruff-sounding horn both warmth and a piercing run-for-its-money. Backing includes Cal Tjader (drums) and Gerry Wiggins (piano). Good sampling of a seldom tried jazz piece.

## CLASSICAL

**"SYMPHONIC DANCES"**—Hollywood Bowl Symphony Orchestra—Conducted By Felix Slatkin—Capitol P8369 (1-12" LP)

A potpourri of melodies taken from ballet scores and other sources as performed by the Hollywood Bowl Symphony Orchestra will offer dealers a strong item in the classical and semi-classical shelf. The disk features such delights as Tchaikovsky's waltz from the "Sleeping Beauty," Grieg's "Norwegian Dance No. 2" (popularly known as "Freddy And His Fiddle") and Khatchaturian's popular "Sabre Dance." Felix Slatkin conducts the orchestra with vitality. Wide appeal.

**LISZT**—Piano Concerto No. 1 In E-Flat Major—GRIEG: Piano Concerto In A Minor, Op. 16—Richard Farrell, Pianist—Halle Orchestra—George Weldon Conducting—Mercury MG 50126 (1-12")

There's no doubt that this disk of two piano concerto Warhorses encounters a fine host of other available pressings in the LP catalogue. The classical purchaser, though, will find perfectly acceptable performances of the lyrical Liszt and Grieg works in the hands of the young pianist Richard Farrell and the Halle Orchestra under George Weldon's direction. The sound extremely hi-fi. Good coupling.

## Presented To The Governor



SEATTLE, WASHINGTON—Mr. and Mrs. Art Mineo present a copy of the new Epic album "Sound of Love," which was produced in Seattle, to Governor Victor Rosellini of the State of Washington and his wife, as attorney John Krilich looks on. The album features the tenor sax of Corky Corchoran with the Seattle Strings, consisting of about twenty members of the Seattle Symphony. Mineo arranged and conducted the date and his wife wrote most of the music contained in the album.

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# Best Selling Pop Albums

★ Also Available in EP

			Pos. Last Week
1.	★ CALYPSO HARRY BELAFONTE	(RCA Victor LPM 1248 * EPA 1248)	1.
2.	★ MY FAIR LADY BROADWAY CAST	(Columbia OL 5090 * A 5090)	2.
3.	★ OKLAHOMA MOVIE CAST	(Capitol SAO 595 * SDM 595)	3.
4.	★ CLOSE TO YOU FRANK SINATRA	(Capitol W 789 * EAP 789)	5.
5.	★ AN EVENING WITH BELAFONTE HARRY BELAFONTE	(RCA Victor LPM 1402 * EPA 1402)	19.
6.	ROGER WILLIAMS: SONGS OF THE FABULOUS FIFTIES ROGER WILLIAMS	(Kapp KXL 5000) (2—12" LP)	8.
7.	★ JERRY LEWIS JUST SINGS JERRY LEWIS	(Decca DL 8410)	4.
8.	★ HYMNS TENNESSEE ERNIE FORD	(Capitol T 756 * EAP-1-756, 2-756, 3-756)	9.
9.	★ THE KING AND I MOVIE CAST	(Capitol W 740 * EAP 740)	6.
10.	★ ELVIS ELVIS PRESLEY	(RCA Victor LPM 1382 * EPB 1382)	7.
11.	★ THE EDDY DUCHIN STORY MOVIE SCORE	(Decca DL 8289)	10.
12.	★ ELLA FITZGERALD SINGS THE RODGERS AND HART SONG BOOK (2—12" LP)	(Verve MG V 4002 * EPV-5027, 8, 9, 30, 31, 32, 33, 34, 35)	11.
13.	★ FOUR FRESHMEN AND FIVE TRUMPETS	(Capitol T 763)	13.
14.	★ THIS IS SINATRA FRANK SINATRA	(Capitol T 768)	12.
15.	★ SAY IT WITH MUSIC LAWRENCE WELK	(Coral CRL 57041 * EC 82027)	18.
16.	IT'S POLKA TIME STAN WOLOWIC	(ABC-Paramount ABC 151)	20.
17.	PAT PAT BOONE	(Dot DLP-3050)	21.
18.	★ DAY BY DAY DORIS DAY	(Columbia CL 942 * EPA 942)	14.
19.	★ AFTER MIDNIGHT NAT "KING" COLE AND HIS TRIO	(Capitol W 782 * EAP 782)	16.
20.	★ HIGH SOCIETY FILM SOUNDTRACK	(Capitol W 750 * EDM 750)	15.
21.	★ SUDDENLY IT'S THE HI-LO'S (Columbia CL 592 * B-9521, 2, 3)		—
22.	AROUND THE WORLD IN EIGHTY DAYS MOVIE SCORE	(Decca DL 9046)	22.
23.	★ ROCK PRETTY BABY MOVIE CAST	(Decca DL 8429 * EP 2480, 1, 2)	23.
24.	★ BELAFONTE HARRY BELAFONTE	(RCA Victor LPM 1150 * EPB 1150; EPA 693, 4, 5)	24.
25.	★ 'S WONDERFUL RAY CONNIFF	(Columbia CL 925 * EPA 925)	17.

## London Introduces "Baker's Dozen" Plan

NEW YORK—London Records, last week, announced a special "Baker's Dozen" deal designed to send sales soaring on its latest LP release made up of eight new pop packages.

Under the "Baker's Dozen" plan, a dealer can purchase 13 pieces of these new albums for the price of twelve. The dealer can buy any quantity of any of the eight albums he desires at this special price.

London is offering 100% exchange privileges for all the albums included in the offer which terminates April 5.

The eight albums are: "Ted Heath's First American Tour"; "Red Velvet"—Stanley Black Orchestra; "Rhythms of the South," Edmundo Ros Orchestra; "Music For Dancing In the Dark," Cyril Stapleton and his Orchestra; "Mediterranean Moonlight," Frank Chacksfield Orchestra; "Love Is the Answer," Lita Roza; "Blue and Sentimental," Natt Monro with Malcolm Lockyer's Orchestra; and "Flying Fingers," Chris Hamalton.

All eight albums are being offered to radio stations for \$7.00 or for \$1.00 each.

## Buzzell Forms Pubbery With Hecht-Lancaster

NEW YORK — Publisher Loring Buzzell has formed a new music publishing operation in partnership with Harold Hecht and Burt Lancaster, two of filmdom's most prominent names. The ASCAP firm will be called Hecht-Lancaster & Buzzell, Inc., and the BMI firm will go under the moniker, Calyork Music, Inc.

The companies are primarily pop music publishing outfits. However, through picture tie-ups, the two firms will be publishing the scores to all forthcoming Hecht-Lancaster features.

The first score being published by the new operation is "The Bachelor Party" with a theme by Alex North. A single of this theme will be issued by RCA Victor. Another score set for publication is that from "The Sweet Smell of Success"—a jazz score featuring Chico Hamilton's Quintette.

## Dick Lee's Option Picked Up By Sid Caesar

NEW YORK—Dick Lee, after five appearances on the Sid Caesar NBC-TV show, has had his option picked up for the rest of this season.

The agreement calls for the young singer to perform on "Caesar's Hour" for a minimum of five appearances or more.

It is reported that Lee's mail pull now numbers over 1,000 letters a week, as a result of his appearances in the show.

Lee will take time off from the TV show to headline at the Mocambo night club in Hollywood for two weeks beginning March 26. It's to the Caesar show's credit that this job came up, for the club owner spotted the singer on a recent telecast and immediately wired Caesar with the offer.

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"OVER AND OVER"  
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THE DRIVERS - DE LUXE 6117

**DANGEROUS LIPS**  
b/w **OH MISS NELLIE**

CHRIS COLUMBO - KING 5012

**OH YEAH! Parts 1 & 2**

BIG DADDY - KING 5013

**BACON FAT** b/w **BAD BOY**

THE FEDERALS - DE LUXE 6112

**COME GO WITH ME** b/w **COLD CASH**

LUTHER AND LITTLE EVA - KING 5010

**LOVE IS STRANGE** b/w  
**AIN'T GOT NO HOME**

LITTLE WILLIE JOHN - KING 5023

**YOU GOT TO GET UP EARLY IN THE MORNING**  
b/w **LOVE, LIFE AND MONEY**

JIMMY DUNCAN

**I'M ON THE OUTSIDE (LOOKIN' IN)**  
b/w **THE PRICE OF LOVE**  
KING 5028

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**GONNA TRY**  
b/w **CAN'T BE THE SAME**  
FEDERAL 12292

THE MIDNIGHTERS - FEDERAL 12288

**LET ME HOLD YOUR HAND**  
b/w **OOH BAH BABY**

ROY GAINES - DE LUXE 6119

**ISABELLA**  
b/w **GAINESVILLE**

THE QUARTER NOTES

**COME DE NIGHT** b/w **LONELINESS**  
DE LUXE 6116

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**Lovely Prize Winner**



HOLLYWOOD—Doris Day receives her trophy from Jack Devaney of The Cash Box for being voted the top female vocalist of 1956 by the Music Operators of the nation in The Cash Box poll. One of Doris's big records of the year was "Whatever Will Be" (Que Sera, Sera) from her starring movie "The Man Who Knew Too Much". The song is currently a top contender for the Academy Award.

**1,000,000 Sale For "My Fair Lady" Just A Drop In The Bucket**

NEW YORK—With the Columbia original cast album of "My Fair Lady" already over the million sales mark, director of advertising and sales promotion Arthur Schwartz and his assistant Jack Fuller have launched a distributor-dealer campaign, the purpose of which is to prove that this phenomenal sale has "not even scratched the sales surface".

The elaborate promotion will be tied to the road show of "My Fair Lady" starring Brian Aherne as Professor Henry Higgins, and Anne Rogers as Eliza Doolittle.

Two advance men, Norman Rosemond and Al Butler, will visit each area before the show arrives. They will contact the local Columbia distributor armed with such basic sales wedges as "My Fair Lady" tickets for key dealers and jockeys. They will serve as liaison between the distrib and the road company stars anent personal appearances. They will also submit ideas of promotions that have already been tried in other cities.

To further tie-in with dealers and the lobbies where "My Fair Lady" will be playing, Columbia is making available to each distrib 85 full colored 18x24 "My Fair Lady" album cover blowups. Along with them are 35 "My Fair Lady" mobiles. Kits will also be made available. They contain sets of six photographs of scenes in the show. These, with the other promotional material available are for use in retail windows.

In a letter to the distributor, Jack Fuller, suggests "best window" contests, ideas with which to approach the local reviewers and columnists, etc.

Also sent to the distributor are proofs of "My Fair Lady" co-op mats and advices on the availability of electroplates for program ads.

According to Schwartz and Fuller, "My Fair Lady" is the third album to reach the 1,000,000 mark, and the fastest to reach that plateau. The others were Columbia's "South Pacific" and Decca's "Oklahoma".

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



## Holtzman Joins Decca A & R Staff

NEW YORK—Milt Gabler, Decca Records a & r head, announced this week the signing of Marv Holtzman to the Decca a & r staff.

Though Gabler plans to remain very active in the recording end of his duties, he hopes to devote more time in an executive capacity.

Holtzman took over the a & r duties at Epic from Danny Kessler and remained at the helm for several years. He was responsible for the success of such artists as Roy Hamilton, The De John Sisters, Something Smith and the Redheads.

## Coral Signs Tina Robin

NEW YORK—Bob Theile, Coral Records a & r head, this week announced the pacting of 19-year-old singer, Tina Robin.

Miss Robin has attained national fame since she has been on the nationally televised NBC Tuesday night musical quiz, "Hold That Note," for three weeks. On the second show Tina Robin showed that in addition to her great musical knowledge she could also sing with a great deal of appeal. The audience reaction was strong and immediate.

Theile stated that prior to her vocal exposure he had already concluded an oral arrangement with Miss Robin, but the exceptional response to her vocaling has pushed up the plans for her initial release. She will go into session immediately and her first record will follow shortly thereafter.

## Robbin Hop Created For "Can Can" Disk

NEW YORK—Danny Hocht, well-known choreographer and dance expert, has created a special dance for Robbin Hood called "The Robbin Hop" danced to her MGM disk of "Don't Promise Me (The Can Can Song)". A special four-page folder with photos and instructions has been prepared and made available to disk jockeys around the country for mailing to their teen age listeners. Robbin Hood is demonstrating the dance on TV teen shows and demonstrated the dance at the Yale Prom at which she was chosen Queen by the student body of the school.

## A Rose For Jimmy



NEW YORK—Jimmy Dorsey, who's enjoying a successful one niter tour of the Southwest, opens a month's run at Roseland Dance City, Broadway and 52d, on March 19, and here he is, on a previous visit to that ballroom, being awarded with a rose by Tina Louise, of "Li'l Abner." Dorsey is currently the possessor of a disk making noise. The deck is "So Rare" on the Fraternity label.

## Leonard Feist Named To AMP Post

NEW YORK—Charles A. Wall, president of Associated Music Publishers, Inc., announced last week the appointment of Leonard Feist, as assistant to the president of AMP. The appointment, which was effective immediately is in line with the expansion of the AMP catalog of serious music and the resultant added duties of its staff. Wall is also vice-president in charge of finance and treasurer of Broadcast Music, Inc., of which AMP is a wholly owned subsidiary.

Feist is a former president of the Music Publishers Association of the United States (1952-1954) and continues as this organization's chairman of the legislative committee. He has also served on the Board of the Music Industry Council and the American Music Conference. He was formerly head of the Mercury and Century music houses.

## New Grayline Demonstrator

CHICAGO — Deliveries have begun on the new Grayline "300" record demonstrator. Retailers who are now using the Grayline machine will be happy to know the '57 model has been completely re-engineered and restyled for easier placement.

Technically the machine is superior to its predecessors in that the internal components are of the highest quality. Employing a ball bearing pivot tone arm, rubber padded 3-speed turn table, two hi fidelity 6" speakers, a full range continuous duty amplifier, and a 45 RPM record changer for continuous background music or record plugging.

"Sales have been doubling every six months since our original version was introduced in 1955," quoted Richard Gray, president of the firm. "Despite added features and increased costs of labor and material we have kept the price the same," he added.

## Jose Duval To Kapp

NEW YORK — The Kapp label has signed a new recording artist, Jose Duval, to a long term pact. The songster started out careerwise as a certified public accountant in Havana before receiving a scholarship to study voice in the U.S.

His voice attracted considerable attention here in the States and he was given the lead in the road company of "The King And I".

His first release on Kapp couples "The Message" with "That's What You Mean To Me".

## Window Display



CHICAGO, ILL.—It is rare when a store devotes almost its entire window display to an LP by a newcomer. But the Gamble Hinged Music Company in Chicago, considered the first Johnnie Pate album an extremely strong one and gave the Salem disk prominent display. (Shown above)

## Hope's Cousin To Record

NEW YORK—Walt Collins, head of Eclipse Records, last week announced the signing of Charles Turecamo, cousin of top comedian Bob Hope, to a long term disk pact.

The songster's first release, Hoffman and Manning's "The Greatest" b/w "In Love" will be given "top cross country promotion" according to Collins. Both tunes were arranged and conducted by Marc Fredericks, A & R chief of Eclipse.

## Last Word Of The Review

NEW YORK — Due to a printer's error, the last word in the sentence of the review of "Please Take Back Your Introduction" by Mindy Carson on the Columbia label was left out of The Cash Box issue of March 16. The sentence should have read as follows: Good tune that could make the grade. Song is published by Irving Caesar.

## Music Talent Featured On "Gleason Show"

NEW YORK — An all-star line up of top music talent will be featured in "Music U.S.A." on "The Jackie Gleason Show", Saturday, March 23 (CBS-TV).

Among the stars scheduled are Sarah Vaughan, Kathryn Grayson, Count Basie, Joe Williams, Gleason's "Music For Lovers Only" 40-piece orchestra conducted by jazz ace Don Elliott and featuring trumpet star, Bobby Hackett, the new Jaye Sisters Trio and Dick Haymes.

## White On RKO Unique

NEW YORK — Elmore White, former vaudevillian and a veteran of the music business, has recorded two sides for RKO Unique with Ethel Gilbert, a performer familiar to those who visit Bill's Gay 90's Club.

The diskery will bill the White-Gilbert team as Ma & Pa. The first two selections are "After All These Years" and "Sombrea Sue".

ROGER WILLIAMS  
"ALMOST PARADISE"  
K-175

KAPP records

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# R & B

## Ramblings

### NEW YORK:

One of those weeks reviewers find so pleasurable. Shirley & Lee "I Want To Dance"; Joe Turner's "After A While" and "Red Sails In The Sunset"; The Clovers' "You Good Looking Woman" and "Here Comes Romance"; Chuck Berry's "School Days"; Muddy Waters' "Rock Me" and "Got My Mojo Working," and Ivory Joe Hunter's "Empty Arms" and "Love's A Hurting Game." These releases are a sure bet to get the traffic headed into the stores. . . . Jerry Wexler, Atlantic Records, back from Miami Beach, and into the hectic biz of cutting and selling records. . . . Paul Shorten up with a release from each of the Goldner-Kolsky labels. On Rama we have Bob Davies and the Rhythm Jesters singing "She'll Never Know" and "Never Anymore"; on Gee The Rosebuds singing "Unconditional Surrender" and "Dearest Darling"; and on Roulette, Addie Lee singing "One Little Kiss" and "Cumba Tamba Nika". Miss Lee dropped into the office with her own release and we particularly liked "One Little Kiss"—the same tune done by Dorian Burton on Neil. . . . Bea Kaslin says her Hull Records' "Baby" by the Avons is getting a good reaction in



ALAN FREED

Baltimore and New York. She just finished a session with The Sparks and will release the platter soon. . . . Atlantic Records re-signed Ivory Joe Hunter this week. Hunter pacted a three-year contract. . . . Bill Haley and his contingent, with manager Jim Ferguson, flew back to the states and took off immediately for home. They were to return to New York later this week to cut some new sides. . . . Alan Freed signed to do a network tv live r & r show on April 12 on ABC-TV. . . . Letter from Howard A. Plummer, Jr., tells us he is a co-writer with Dorian Burton on "One Little Kiss". . . . Jerry Winston, Onyx Records, has cut "Your Cheatin' Heart" with The Pearls. The tune is that old Hank Williams hit item. . . . The Chestnuts are on Standard—not Winston. . . . Monty Bruce, Tetra Records, says his "Good Morning Captain" by Joe D. Gibson, has broken out in several areas. . . . "Zooming like a comet" is the way Don Robey describes Bobby Blue Bland's "I Smell Trouble". Robey also says the flip, "Don't Want No Woman" is equally as good and jocks have a two-sided platter to work on. Also the subject of Robey's enthusiasm is Junior Parker's "Next Time You See Me". Both Clarence "Gatemouth" Brown and Arthur Prysock are soon to cut new sessions with Robey. . . . Roseland Dance City continues to offer bigtime name bands. The line-up following Sammy Kaye are Jimmy Dorsey; Ray Eberle, Johnny Long, and Guy Lombardo. There are rumors that Lawrence Welk will come into the dance spot. . . . Edward Castleberry, program director of WMBM-Miami Beach, Fla., tells us WMBM is the only r & b and gospel music station that can be heard all over South Florida and even in countries such as the Bahamas. It is part of The Rounsaville chain of seven radio stations, six of which are r & b. WMBM's Gospel and sports announcer is Joe Walker, who has been blind since birth. Joe has such a vast knowledge of baseball that his friends are now trying to get him placed on the \$64,000 Question. . . . Mom and Pop Cohen, Essex Distributors, Newark, N.J., off to Miami Beach, Fla. for a two-week vacation in the sun. . . . New Nappy Brown follow-up to "Little By Little" is "Pretty Girl Yeah, Yeah, Yeah" and "I'm Gonna Get You". . . . Phyllis Branch goes into the Apollo Theatre on March 22 where she will introduce her new Tuxedo Record "Calypso Fever". Chris Forde will couple it with her old hit, "Babalú". . . . All five of Atlantic's new release package are doing very well saleswise. Leading, however, are Ivory Joe Hunter's "Empty Arms" and "Love's A Hurting Game"; and Joe Turner's "Red Sails In The Sunset". . . . Atlantic is rushing out a special release on the newly signed Penguins. The group does "Pledge Of Love". . . . Alan Freed will mc a segment of the continuous 19-hour Fourth Annual Arthritis Telethon, April 6 and 7 over WABD, Channel 5. Freed will intro top r & r artists. Funds raised will support the Chapter's programs of research, education and service.

### CHICAGO:

The figures are in and Opera House auditors report a record breaking one-day gross to the tune of \$28,500 for the "Birdland Stars of '57" show, 3/9. Crowd applauded loud and long for jazz greats Sarah Vaughan, Billy Eckstine, Count Basie with Joe Williams, Jeri Southern, and Zoot Sims. . . . Mel Turoff, Rama & Gee, in and out of our town on fast midwest look-see. . . . "It's still 'Little Darlin'' by The Diamonds", cheers Midwest Mercury's Henry Friedman. "It's up to twenty-nine and climbing", he added waving The Cash Box Top 50 for all to see. . . . Dick Laga reported back to town after quick midwest Epictour. "All I can say is, we're hot and getting hotter each week", Laga offered. . . . Press release from WAIT's Reed Farrell and Spider Webb tells about their scoring a valuable exclusive in airing Elvis Presley's new album of sacred songs for the first time on Chi radio. Farrell and Webb predict this to be a two million seller, "Proving", they stated, "to all skeptics the great talent Presley possesses". All-State Distributors jumping off its foundation over "the greatest batch of hits we've ever had", cheers Dan Hosto, sales mgr. "Fats Domino's 'Walking' will smash way over one hundred thousand any day now",

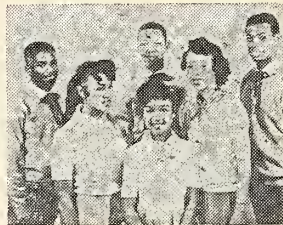


CHUCK BERRY

he added. Specialty's brand new LP surprise, "Here's Little Richard", promises to be a top seller, package wise, with All-State. . . . Mike Oury, back from sunny California, caught the bug and spent his first week home in bed. . . . Vic Faraci's (M. S. Distributors) big plug tune is Argo's swinger "Country Boy" by Clarence "Frogman" Henry. "The darn thing is selling like it's going out of style," he cheered. . . . Gale has a newie by Bobby Marchan entitled "Chickee Wa Wa" that has picked up some nice deejay comments and considerable play. . . . The golden twins of the record biz, Hugo and Luigi, made a hurried stop, last week, to visit with their distrib, Paul Glass. All three mucho excited over Roulette's "One Little Kiss" by Addie Lee and "Barefoot Girl" by The Playmates. . . . Columbia's man about town, Granville White, points to newie, "Round Mid-Night" LP by Miles Davis and Jimmy Rushing LP, for top honors and sales in the coming months. "Each one is a gas", White commented. . . . Over at Garmisa Distributors Lenny almost busting his buttons over zooming-booming "Just Because" by Lloyd Price on ABC Par and Taz's "Easy Pickin's" by The Tazmen. In passing, may we congratulate Myron Schulz newly appointed general office mgr. of Garmisa Distributors. . . . Lenn Chess starting to show up at the Chess/Checker offices a little while each day says, "It sure is good to be back". Phil walked in waving a telegram from Kenny Vincent, WEOL, Lorain, Ohio, which stated, "Chuck Berry's 'School Days' on Chess looks like another big-big-big one. Using the diskeroo three times a day". . . . Alton Abraham, Saturn, establishing local distrib for pending Le Sun Ra LP. . . . WBEE's Herb Kent planning another dance on the strength of "the great turnout" at his last Grand Ballroom fling. Show headlined The Spaniels, The Dream Kings, Charles Jones, J. B. Lenoire, The King's Men with Willie Dixon's Ork. . . . Down the block at Vee-Jay Cal Carter is planning a hurry up session for army bound, spiritual group, The Boyer Bros. Interesting comment on the spiritual market was made by Abner to the effect that, "Though sales have dropped, overall, in this field, we (Vee-Jay) feel safe in predicting sales on 'Uncloudy Day' by The Staple Singers and The Five Blind Boys' 'Let's Have Church' are an accurate barometer in forecasting a swing up in spiritual billing." He added, "If the distributors would take cognizance of the sales potential in spiritual records and simply stock those for which a demand is constantly created through concentrated radio promotion, the distrib, artist, and manufacturer would realize a pretty profit". . . . Ted McKoy, Detroit radio and TeeVee personality visited with local manufacturers last week. . . . Cobra still hot on the chart bound list with, thrush, Gloria Irving's "I Need A Man" and Duke Jenkins' "Somethin' Else". . . . The Spaniels sessioned 3/12 in follow up to their past swinger, "Peace Of Mind". . . . Drexel's Roy Wright getting lottsa raves from local deejays and such on his swingeroo, "No Haps".

### LOS ANGELES:

Imperial Records prexy, Lew Chudd flew Joe Leonard of Lin Records to Hollywood from Houston last week to purchase three hot singles from the indie Texas label. Imperial took over the masters on Ken Copeland's "Pledge Of Love", The Strikes' "Baby I'm Sorry", and Bill Stubblefield's "Blue Indian Summer". Chudd also took over the contracts of the three artists, who will now record for the Imperial label. . . . Flip Records have signed a new four-girl vocal group called The Dreamers. Group's first sides of "Since You've Been Gone" and "Do Not Forget" have been set for an early release. Label currently has a hit riding in The Six Teens recording of "Only Jim". . . . Earl McDaniel's Showtime concert at the Long Beach auditorium, which starred The Platters, was a complete sellout. The Long Beach Police Department commended McDaniel on the behavior of the capacity crowd. . . . The Cheers, of "Black Denim Trousers" fame have reformed their group and are now heard on the Mercury label. . . . Ivory Joe Hunter, whose recent recording, "Since I Met You Baby" earned him guest appearances on the Ed Sullivan and Steve Allen TV shows, has been set with his orchestra for a tour of one-nighters in leading West Coast cities, beginning this week in Phoenix, Arizona. Ben Waller Enterprises are handling tour arrangements. . . . Googie Rene, whose first class recording of "Midnight" hit the charts has been paged for Jocko Henderson's 19th Rock and Roll Show in New York City. . . . Lyle Griffin's Hip Records have released their first entry in the rhythm and blues field. Disk features Faye Wilson with Johnny Otis and his Orchestra on "I Miss You So". . . . Leo and Eddie Mesner have launched a new label called Lamp Records. An initial release of eight sides are on the market.



SIX TEENS

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



# Territorial Tips

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

(Listed Alphabetically)

\* Indicates first appearance on Territorial Tips

**ALIMONY BLUES**  
Herb Williams (MGM 12431)

**A MOTHER'S LOVE  
A SIMPLE PRAYER**  
Roy Hamilton (Epic 9203)

**A SIMPLE PRAYER**  
Ravens (Argo 5261)

**BANANA BOAT SONG**  
Tarriers (Glory 249)

**BIG WHEEL**  
Clifton Chenier (Argo 5262)

**BIRTHDAY PARTY  
THE LAST TIME**  
Sil Austin (Mercury 71027)

**CHICKEE WAH-WAH**  
Bobby Marchan (Gale 101)

**DON'T FORBID ME**  
Pat Boone (Dot 15521)

**DREAMY EYES**  
Youngsters (Empire 109)

**FLORENCE**  
Paragons (Winley 215)

**GUIDED MISSILES**  
Cuff Links (Dootone 409)

**HONEY, WHERE YOU GOING  
LITTLE RAIN**  
Jimmy Reed (Vee-Jay 237)

**I DON'T BELIEVE**  
Bobby Blue Bland (Duke 160)

**I'M IN THE MOOD FOR LOVE**  
Fats Domino (Imperial 5428)

**I MISS YOU SO**  
Chris Connor (Atlantic 1105)

**I'M STICKIN' WITH YOU**  
Jim Bowen (Roulette 4001)

**I'M SORRY  
HE'S MINE**  
Platters (Mercury 71032)

**INDEED I DO**  
Elmore Morris (Peacock 1668)

**IN THE CHAPEL**  
Ann Cole (Baton 232)

**\*I SMELL TROUBLE**  
Bobby Blue Bland (Duke 167)

**JAMAICA FAREWELL**  
Harry Belafonte (RCA Victor 20-6663)

**JUST BECAUSE**  
Larry Williams (Specialty 597)

**\*LEAVING YOU BABY**  
Angels (Irma)

**LET ME CRY**  
Willie Headon (Dooto 410)

**LET THERE BE YOU**  
Five Keys (Capitol 3660)

**LITTLE DARLIN'**  
Diamonds (Mercury 71060)  
\*Gladiolas (Excelllo 2101)

**MAMA LOOKA BOOBOO**  
Harry Belafonte (RCA Victor 20-6830)

**MIDNIGHT**  
Gogi Rene (Class 205)

**MISERY BLUES**  
Frankie Lee Sims (Ace 524)

**\*MY HOME IS A PRISON**  
Lonesome Sundown (Excelllo)

**MY LIFE  
GOING BACK HOME**  
Howlin' Wolf (Chess 1640)

**MY LOVE WILL NEVER DIE**  
Otis Rush (Cobra 5005)

**ONE MORE DANCE**  
Harrold Burrage (Cobra 5004)

**ONLY JIM**  
Six Teens (Flip 320)

**PRETEND**  
Tab Smith (United 205)

**ROCK ME**  
Muddy Waters (Chess 1652)

**SEND ME A PICTURE, BABY**  
Starlarks (Ember 1013)

**SEND ME SOME LOVIN'**  
Little Richard (Specialty 598)

**\*SITTIN' IN THE BALCONY**  
Eddy Cochran (Liberty 55056)

**SHE'S GOTTA WOBBLE**  
Sugar Boy (Imperial 5424)

**SHIRLEY  
PLEASE SAY YOU WANT ME**  
Schoolboys (Okah 7076)

**SHOULD I EVER LOVE AGAIN**  
Wynona Carr (Specialty 589)

**SOMEBODY SOMEWHERE**  
Gene Allison (Decca 30185)

**TEENAGE CRUSH**  
Tommy Sands (Capitol 3639)

**TEENAGE LOVE**  
Lyman & Teenagers (Gee 1032)

**THAT'S WHAT I WANNA DO  
WHEN I SAW YOU**  
Shirley & Lee (Aladdin 3362)

**THE CHICKEN**  
Roscoe Gordon (Flip 237)

**THE WALL**  
Brook Benton (Epic 9199)

**TRICKY**  
Gus Jinkins (Flash 115)

**TRUE LOVE GONE**  
Enchanters (Coral 61756)

**UNDERSTANDING**  
Bull Moose Jackson (Encino)

**WALKING BY MYSELF**  
Jimmy Rogers (Chess 1643)

**WHAT'S THE REASON I'M NOT  
PLEASING YOU**  
Fats Domino (Imperial 5417)

**WHY DO YOU DO ME LIKE YOU DO**  
Cletones (Gee 1031)

**YOU DON'T KNOW**  
B. B. King (RPM 486)

**YOU GAVE ME PEACE OF MIND**  
Spaniels (Vee-Jay 229)

**YOUR TRUE LOVE**  
Carl Perkins (Sun 261)



# R & B Disk Jockey REGIONAL RECORD REPORTS

**Don Anderson**  
WLOL—  
Minneapolis-St. Paul, Minn.  
1. Love Is Strange  
(Mickey & Sylvia)  
2. I'm Walkin' (F. Domino)  
3. Too Much (E. Presley)  
4. Don't Forbid Me (P. Boone)  
5. Blue Monday (F. Domino)  
6. I Remember (In The Still)  
(5 Satins)  
7. Ain't Got No Home (Henry)  
8. I'm Sorry (Platters)  
9. Teenage Love (Teenagers)  
10. What's The Reason (Domino)

**Edward Castleberry**  
WMBM—Miami Beach, Fla.  
1. Just Because (L. Price)  
2. Mother's Love (R. Hamilton)  
3. Love Is Strange  
(Mickey & Sylvia)  
4. Just Won't Do Right  
(Brown & Flames)  
5. Drive In (S. Thompson)  
6. Ram-Bunk-Shush (Doggett)  
7. Honey Where You Going  
(J. Reed)  
8. Banana Boat (Day-O)  
(H. Belafonte)  
9. Party Doll (B. Knox)  
10. Cried All The Way Home  
(W. Fitch)

**Kenny Vincent**  
WEOL—Lorain, Ohio  
1. Love Is Strange  
(Mickey & Sylvia)  
2. The Wall (B. Benton)  
3. Lucky Lips (R. Brown)  
4. Jim Dandy (L. Baker)  
5. Shirley (Schoolboys)  
6. I'm Walkin' (F. Domino)  
7. Teenage Crush (T. Sands)  
8. Teenage Love (Teenagers)  
9. Masquerade Is Over  
(Moonglows)  
10. Tiger Lily (5 Keys)

**Wayne Hannah**  
WMAK—Nashville, Tenn.  
1. Little Darlin' (Gladiolas)  
2. I'm Sorry (Platters)  
3. It was A Tear (Drifters)  
4. It Hurts To Be In Love  
(A. Laurie)  
5. Come Go With Me  
(Del Vikings)  
6. I'm Walkin' (F. Domino)  
7. Just Because (L. Price)  
8. My Love Song For You  
(Casuals)  
9. Lucille (L. Richard)  
10. Party Doll (B. Knox)

**Bob Kloss**  
WKWK—Wheeling, W. Va.  
1. Party Doll (B. Knox)  
2. Teenage Crush (T. Sands)  
3. Butterfly (C. Gracie)  
4. Too Much (E. Presley)  
5. Girl Can't Help It (Richard)  
6. Love Is Strange  
(Mickey & Sylvia)  
7. Come Go With Me  
(Del Vikings)  
8. I'm Stickin' With You  
(J. Bowen)  
9. Jim Dandy (L. Baker)  
10. Only Jim (6 Teens)

**Joe Deane**  
WBFF—Rochester, N. Y.  
1. Love Is Strange  
(Mickey & Sylvia)  
2. Lucky Lips (R. Brown)  
3. Little Darlin' (Gladiolas)  
4. Leap Frog (C. Alaimo)  
5. Since I Met You Baby  
(I. Joe Hunter)  
6. I'm Stickin' With You  
(J. Bowen)  
7. Blue Monday (F. Domino)  
8. I'm Sorry (Platters)  
9. Slow Walk (S. Austin)  
10. Midnight Special Train  
(J. Turner)

**Louise Napper**  
WREV—Reidsville, N. C.  
1. Love Is Strange  
(Mickey & Sylvia)  
2. Blue Monday (F. Domino)  
3. Butterfly (C. Gracie)  
4. Lucky Lips (R. Brown)  
5. Jim Dandy (L. Baker)  
6. Party Doll (S. Lawrence)  
7. Bacon Fat (A. Williams)  
8. Little By Little (N. Brown)  
9. Bad Boy (Jive Bombers)  
10. Fever (L. Willie John)

**Jim Ameche**  
WNJR—Newark, N. J.  
1. Lucky Lips (R. Brown)  
2. I'm A Country Boy (Henry)  
3. Forbidden Fruit (A. Ellis)  
4. Just Because (L. Price)  
5. A Kiss At Daybreak (Tracy)  
6. Lucille (L. Richard)  
7. Next Time You See Me  
(L. Jr. Parker)  
8. It Hurts To Be In Love  
(A. Laurie)  
9. Masquerade Is Over  
(Moonglows)  
10. Ram-Bunk-Shush (Doggett)

**Steve Wade**  
WAEB—Allentown, Pa.  
1. Just Because (L. Price)  
2. I'm Walkin' (F. Domino)  
3. I'm Stickin' With You  
(J. Bowen)  
4. After School (R. Starr)  
5. Sittin' In The Balcony  
(J. Dee)  
6. Lucky Lips (R. Brown)  
7. Love Story (M. Griffith)  
8. Love Is Strange  
(Mickey & Sylvia)  
9. Ram-Bunk-Shush (Doggett)  
10. Bad Boy (Jive Bombers)

**Sterling Yale**  
KCNA—Tucson, Ariz.  
1. Love Is Strange  
(Mickey & Sylvia)  
2. Jim Dandy (L. Baker)  
3. I'm Walkin' (F. Domino)  
4. Blue Monday (F. Domino)  
5. Lucky Lips (R. Brown)  
6. Thousand Miles Away  
(Heartbeats)  
7. One Soda, Two Straws  
(B. Scott)  
8. Ain't Got No Home (Henry)  
9. Bad Boy (Jive Bombers)  
10. Ain't That Love (R. Charles)

**Gerry Myers**  
CKOY—Ottawa, Can.  
1. Bad Boy (Jive Bombers)  
2. Love Is Strange  
(Mickey & Sylvia)  
3. Little By Little (M. Marlo)  
4. Just Because (L. Price)  
5. Birthday Party (S. Austin)  
6. Butterfly (A. Williams)  
7. Lucky Lips (R. Brown)  
8. Shirley (Schoolboys)  
9. Tiger Lily (5 Keys)  
10. Party Doll (S. Lawrence)

**Buddy Young**  
WEBB—Baltimore, Md.  
1. Blue Monday (F. Domino)  
2. Jim Dandy (L. Baker)  
3. Ain't That Love (R. Charles)  
4. Lucky Lips (R. Brown)  
5. Without Love (C. McPhatter)  
6. Little By Little (N. Brown)  
7. I'm In The Mood For Love  
(F. Domino)  
8. Fools Fall In Love (Drifters)  
9. Why Do You Have To Go  
(Dells)  
10. Teenage Love (Teenagers)

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# The Cash Box



**NEW YORK**

**CHICAGO**

**NEW ORLEANS**

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

<b>1</b>	<b>MAMA LOOKA BOOBOO</b> Harry Belafonte (RCA Victor 20-6830)	<b>RAM-BUNK-SHUSH</b> Bill Doggett (King 5020)	<b>I'M WALKIN'</b> Fats Domino (Imperial 5428)
<b>2</b>	<b>I'M WALKIN'</b> Fats Domino (Imperial 5428)	<b>BACON FAT</b> Andre Williams (Epic 9196)	<b>JUST BECAUSE</b> L. Williams (Specialty 597) Lloyd Price (ABC-Paramount 9792)
<b>3</b>	<b>BAD BOY</b> Palmer & Jive Bombers (Savoy 1508)	<b>BANANA BOAT (DAY-O)</b> Harry Belafonte (RCA Victor 20-6771)	<b>LUCILLE</b> Little Richard (Specialty 598)
<b>4</b>	<b>PARTY DOLL</b> Buddy Knox (Roulette 4002)	<b>BIRTHDAY PARTY</b> Sil Austin (Mercury 71027)	<b>LOVE IS STRANGE</b> Mickey & Sylvia (Groove 0175)
<b>5</b>	<b>JUST BECAUSE</b> Lloyd Price (ABC-Paramount 9792)	<b>LOVE IS STRANGE</b> Mickey & Sylvia (Groove 0175)	<b>AIN'T THAT LOVE</b> Ray Charles (Atlantic 1124)
<b>6</b>	<b>WITHOUT LOVE</b> Clyde McPhatter (Atlantic 1117)	<b>WALKING BY MYSELF</b> Jimmy Rogers (Chess 1643)	<b>PARTY DOLL</b> Roy Brown (Imperial 5427)
<b>7</b>	<b>LOVE IS STRANGE</b> Mickey & Sylvia (Groove 0175)	<b>BLUE MONDAY</b> Fats Domino (Imperial 5417)	<b>SEND ME SOME LOVIN'</b> Little Richard (Specialty 598)
<b>8</b>	<b>TEENAGE LOVE</b> Teenagers (Gee 1032)	<b>NEXT TIME YOU SEE ME</b> Little Jr. Parker (Duke 164)	<b>A THOUSAND MILES AWAY</b> Heartbeats (Rama 216)
<b>9</b>	<b>BLUE MONDAY</b> Fats Domino (Imperial 5417)	<b>SINCE I MET YOU BABY</b> Ivory Joe Hunter (Atlantic 1111)	<b>WHEN I SAW YOU</b> Shirley & Lee (Aladdin 3362)
<b>10</b>	<b>LITTLE DARLIN'</b> Diamonds (Mercury 71060)	<b>BIG WHEEL</b> Clifton Chenier (Argo 5262)	<b>SHE'S GOTTA WOBBLE</b> Sugar Boy (Imperial 5424)

**ST. LOUIS**

**NEWARK**

**DALLAS**

<b>1</b>	<b>COME GO WITH ME</b> Del Vikings (Dot 15538)	<b>IT HURTS TO BE IN LOVE</b> Annie Laurie (DeLuxe 6107)	<b>I'M WALKIN'</b> Fats Domino (Imperial 5428)
<b>2</b>	<b>I'M WALKIN'</b> Fats Domino (Imperial 5428)	<b>BAD BOY</b> Palmer & Jive Bombers (Savoy 1508)	<b>JIM DANDY</b> Lavern Baker (Atlantic 1116)
<b>3</b>	<b>IT HURTS TO BE IN LOVE</b> Annie Laurie (DeLuxe 6107)	<b>JIM DANDY</b> Lavern Baker (Atlantic 1116)	<b>FOOLS FALL IN LOVE</b> Drifters (Atlantic 1123)
<b>4</b>	<b>JUST BECAUSE</b> Lloyd Price (ABC-Paramount 9792)	<b>I'M WALKIN'</b> Fats Domino (Imperial 5428)	<b>PARTY DOLL</b> Buddy Knox (Roulette 4002) Roy Brown (Imperial 5427)
<b>5</b>	<b>BACON FAT</b> Andre Williams (Epic 9196)	<b>TEENAGE LOVE</b> Teenagers (Gee 1032)	<b>LOVE IS STRANGE</b> Mickey & Sylvia (Groove 0175)
<b>6</b>	<b>LUCILLE</b> Little Richard (Specialty 598)	<b>BLUE MONDAY</b> Fats Domino (Imperial 5417)	<b>LUCILLE</b> Little Richard (Specialty 598)
<b>7</b>	<b>NEXT TIME YOU SEE ME</b> Little Jr. Parker (Duke 164)	<b>PARTY DOLL</b> Buddy Knox (Roulette 4002)	<b>LUCKY LIPS</b> Ruth Brown (Atlantic 1125)
<b>8</b>	<b>FOOLS FALL IN LOVE</b> Drifters (Atlantic 1123)	<b>JUST BECAUSE</b> Lloyd Price (ABC-Paramount 9792)	<b>BLUE MONDAY</b> Fats Domino (Imperial 5417)
<b>9</b>	<b>BANANA BOAT (DAY-O)</b> Harry Belafonte (RCA Victor 20-6771)	<b>PLEASE SAY YOU WANT ME</b> Schoolboys (Okeh 7076)	<b>NEXT TIME YOU SEE ME</b> Little Jr. Parker (Duke 164)
<b>10</b>	<b>LOVE IS STRANGE</b> Mickey & Sylvia (Groove 0175)	<b>WITHOUT LOVE</b> Clyde McPhatter (Atlantic 1117)	<b>HONEY, WHERE ARE YOU GOING</b> Jimmy Reed (Vee-Jay 237)

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

# The Cash Box



## PHILADELPHIA

## LOS ANGELES

## DETROIT

- 1 **JUST BECAUSE**  
Lloyd Price  
(ABC-Paramount 9792)
- 2 **RAM-BUNK-SHUSH**  
Bill Doggett  
(King 5020)
- 3 **BAD BOY**  
Palmer & Jive Bombers  
(Savoy 1508)
- 4 **I'M WALKIN'**  
Fats Domino  
(Imperial 5428)
- 5 **UNDERSTANDING**  
Bull Moose Jackson  
(Encino)
- 6 **LUCKY LIPS**  
Ruth Brown  
(Atlantic 1125)
- 7 **CHICKEE-WAH-WAH**  
Bobby Marchan  
(Gale 101)
- 8 **AIN'T THAT LOVE**  
Ray Charles  
(Atlantic 1124)
- 9 **IT HURTS TO BE IN LOVE**  
Annie Laurie  
(DeLuxe 6107)
- 10 **COME GO WITH ME**  
Del Vikings  
(Dat 15538)

- 1 **I'M WALKIN'**  
Fats Domino  
(Imperial 5428)
- 2 **JUST BECAUSE**  
Lloyd Price  
(ABC-Paramount 9792)
- 3 **LOVE IS STRANGE**  
Mickey & Sylvia  
(Groove 0175)
- 4 **JIM DANDY**  
Lavern Baker  
(Atlantic 1116)
- 5 **RAM-BUNK-SHUSH**  
Bill Doggett  
(King 5020)
- 6 **LUCILLE**  
Little Richard  
(Specialty 598)
- 7 **THE GIRL CAN'T HELP IT**  
Little Richard  
(Specialty 598)
- 8 **PARTY DOLL**  
Roy Brown  
(Imperial 5427)
- 9 **NEXT TIME YOU SEE ME**  
Little Jr. Parker  
(Duke 164)
- 10 **BACON FAT**  
Andre Williams  
(Epic 9196)

- 1 **COME GO WITH ME**  
Del Vikings  
(Dat 15538)
- 2 **IT HURTS TO BE IN LOVE**  
Annie Laurie  
(DeLuxe 6107)
- 3 **RAM-BUNK-SHUSH**  
Bill Doggett  
(King 5020)
- 4 **SHOULD I EVER LOVE AGAIN**  
Wynona Carr  
(Specialty 589)
- 5 **NEXT TIME YOU SEE ME**  
Little Jr. Parker  
(Duke 164)
- 6 **PARTY DOLL**  
Buddy Knox  
(Roulette 4002)
- 7 **I'M WALKIN'**  
Fats Domino  
(Imperial 5428)
- 8 **I'M STICKIN' WITH YOU**  
Jimmy Bowen  
(Roulette 4001)
- 9 **LUCKY LIPS**  
Ruth Brown  
(Atlantic 1125)
- 10 **WALKING BY MYSELF**  
Jimmy Rogers  
(Chess 1643)

## ATLANTA

## BOSTON

## SAN FRANCISCO

- 1 **PARTY DOLL**  
Roy Brown  
(Imperial 5427)
- 2 **NEXT TIME YOU SEE ME**  
Little Jr. Parker  
(Duke 164)
- 3 **I'M WALKIN'**  
Fats Domino  
(Imperial 5428)
- 4 **LUCILLE**  
Little Richard  
(Specialty 598)
- 5 **BLUE MONDAY**  
Fats Domino  
(Imperial 5417)
- 6 **LUCKY LIPS**  
Ruth Brown  
(Atlantic 1125)
- 7 **WALKING BY MYSELF**  
Jimmy Rogers  
(Chess 1643)
- 8 **JIM DANDY**  
Lavern Baker  
(Atlantic 1116)
- 9 **SOMEBODY SOMEWHERE**  
Gene Allison  
(Decca 30185)
- 10 **IT HURTS TO BE IN LOVE**  
Annie Laurie  
(DeLuxe 6107)

- 1 **LUCKY LIPS**  
Ruth Brown  
(Atlantic 1125)
- 2 **LOVE IS STRANGE**  
Mickey & Sylvia  
(Groove 0175)
- 3 **JIM DANDY**  
Lavern Baker  
(Atlantic 1116)
- 4 **I'M WALKIN'**  
Fats Domino  
(Imperial 5428)
- 5 **ON MY WORD OF HONOR**  
Platters  
(Mercury 71011)
- 6 **BLUE MONDAY**  
Fats Domino  
(Imperial 5417)
- 7 **JUST BECAUSE**  
Lloyd Price  
(ABC-Paramount 9792)
- 8 **PARTY DOLL**  
Buddy Knox  
(Roulette 4002)
- 9 **ALIMONY BLUES**  
Herb Williams  
(MGM 12431)
- 10 **LUCILLE**  
Little Richard  
(Specialty 598)

- 1 **RAM-BUNK-SHUSH**  
Bill Doggett  
(King 5020)
- 2 **JUST BECAUSE**  
Lloyd Price  
(ABC-Paramount 9792)
- 3 **JIM DANDY**  
Lavern Baker  
(Atlantic 1116)
- 4 **I'M WALKIN'**  
Fats Domino  
(Imperial 5428)
- 5 **BANANA BOAT (DAY-O)**  
Harry Belafonte  
(RCA Victor 20-6771)
- 6 **THE GIRL CAN'T HELP IT**  
Little Richard  
(Specialty 591)
- 7 **LET ME CRY**  
Willie Headon  
(Daoto 410)
- 8 **LUCILLE**  
Little Richard  
(Specialty 598)
- 9 **LITTLE DARLIN'**  
Diamonds  
(Mercury 71060)
- 10 **LOVE IS STRANGE**  
Mickey & Sylvia  
(Groove 0175)



# R & B Sure Shots

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The Cash Box  
Disk of the Week

3/9

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"PART TIME SWEETHEART"  
# 106

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The Channels  
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EYES"  
b/w "STARS IN THE SKY"  
# 102



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# R & B Reviews

**A** AWARD & SLEEPER

**B** VERY GOOD

**C** FAIR

**B+** EXCELLENT

**C+** GOOD

**D** MEDIOCRE

## THE VISCOUNTS

(Mercury 71073)

**B+** "RAINDROP" (2:29) [Meridian] The Viscounts rock out a quick beat driving jump. Good vocalizing with swinging ork support. Ok teener type wax.

**B** "MY GIRL" (2:25) [T. J. Music BMI—] The Viscounts sing the romantic story of "my girl" (she's the best in the whole wide world). Another big jump side with screaming horn and shouts. Two rocking sides.

## CORNELL DREW

(Apollo 508)

**B** "LITTLE BAMBOO" (2:02) [Bess-Ben Ghazi BMI—Muldraw] Cornell Drew wails a melodic calypso with an intriguing individualistic style. Entertaining wax that should grab a piece of the calypso market.

**C+** "EVERYBODY'S TRYING TO STEAL MY GIRL" (2:39) [Bess Ben Ghazi BMI—Muldraw, Baker] Another calypso done in a light vein. Happy little wax with a cute melody. "Little Bamboo" comes out the strongest deck.

## FENTION ROBINSON

(Meteor 5041)

**B** "TENNESSEE WOMAN" (2:28) [Met BMI—Robinson, Leslo] Fention Robinson wails a fast beat down home blues about his Tennessee Woman. Robinson chants with an authentic deep south flavor and should find his best market in those areas.

**B** "CRYING OUT LOUD" (3:43) [Met BMI—Robinson, Leslo] Robinson turns in a good performance, wailing a slow beat blues with sincerity. Also for the southern buyer.

## THE ROCKING BROTHERS

(Whippet 207)

**B** "YEAH! YEAH!" (2:50) [Neil Music BMI—Reynolds, Hogains] The Rocking Brothers offer an instrumental of the Honky Tonk school. Engaging wax with a good sound.

**C+** "LITTLE MIKE" (2:25) [Neil Music BMI—Reynolds, Hogains] Coupler is another middle beat rocking instrumental. Good, listenable deck.

## SHERI WASHINGTON

(Lamp 2003)

**B** "AIN'T I TALKING TO YOU BABY" (2:03) [Lamp BMI—Sheri Washington] Sheri Washington does a good job on a typical blues with a new lyric. Miss Washington gives the reading some vocal oomph and the ork backing swings, but the deck is not better than an average good deck because of the material.

**B** "I GOT PLENTY" (2:42) [Lamp BMI—Sheri Washington] Miss Washington does a staccato talky-sing reading of a slow beat tune. Good club type act. It could pick up some action on records.

## ETTA JAMES

(Modern Records 1016)

**B+** "MARKET PLACE" (2:40) [Sherman BMI—Johnson, Darnell, Stanley] Etta James does a calypso item with all the sock Miss James can inject into a performance. It is a novel offering and Etta James vocal makes it a strong wax. Could do things. Watch it.

**B+** "THE PICK-UP" (2:05) [Modern BMI—Johnson, Batiste] Cute bouncing item that gets lots of attention. The gal conducts a pick-up conversation with a sax handling the male talk. Solid novelty with the sax using tunes to get his point across. This one might make it big.

## The Cash Box Award o' the Week

"SCHOOL DAY" (2:33)

[Arc BMI—C. Berry]

"DEEP FEELING" (2:29)

[Arc BMI—C. Berry]

CHUCK BERRY (Chess 1653)

● Chuck Berry does a spirited story of a day at school and the local soda store after school lets out, "School Day". Berry touches on a topic that the kids live and his sympathetic treatment as well as the vocal arrangement will make

this a strong contender. It is a lively chant against a jump instrumental backdrop. Good wax that should get an excellent reception. The flip, "Deep Feeling", is a slow beat instrumental blues with a wailing treatment. Ok mood listening. "School Day" is the big side.

"AFTER A WHILE" (2:35)

[Progressive BMI—Joe Turner]

"RED SAILS IN THE SUNSET" (2:12)

[Peter Maurice-Shapiro Bernstein ASCAP—Williams, Kennedy]

JOE TURNER (Atlantic 1131)

● Joe Turner sings out in his hearty manner, telling the story of his troubles, but he don't want sympathy 'cause someday 'After A While' things'll straighten out. Turner sings the slow, swingy rhythm blues in the great Turner

fashion. Turner fans will buy this one. The pairing, "Red Sails In The Sunset", is the standard—but with a Turner treatment. No one ever turned out "Red Sails" in this manner. It could be the side. Two chart threats. Watch them both.

"I WANT TO DANCE" (2:13)

Aladdin BMI—Lee, Palmer, Goodman]

"MARRY ME" (2:08)

[Aladdin BMI—Lee, Palmer]

SHIRLEY AND LEE (Aladdin 3369)

● That infectious Shirley and Lee turn in another pair that the kids'll love. "I Want To Dance" is a middle beat jump loaded with spirit, joy and that inimitable Shirley and Lee touch. The deck borrows just a little from "I Feel Good" and swings along at just the right

moment. Shirley's offbeat voice is standout on this deck. This side should make it big. "Marry Me", is the more pretentious side. It is a quickbeat calypso in which Lee asks Shirley to be his wife. Excellent side that could also make it, but our own preferences are "I Want To Dance".

"YOU GOOD LOOKING WOMAN" (2:24)

[Rayven BMI—Bill Barnes]

"HERE COMES ROMANCE" (2:04)

[Progressive BMI—Stallman, Phillips]

THE CLOVERS (Atlantic 1129)

● The Clovers, as so many times in the past, may have two hits here. Both are strong sides and merit strong exposure. "You Good Looking Woman" is a novel arrangement which embodies a lovely floaty melody, soft instrumentation, a switch to a rocking jump—and of course that top flight Clo-

vers vocaling. This could become one of the top hits of the season. The coupling, "Here Comes Romance", is a beautiful rhythm ballad done tastefully and with a haunting quality. The Clovers treat this tune with an easy, drift reading in keeping with the tender lyrics. Two extremely good sides.

"EMPTY ARMS" (2:38)

[Ivory Music BMI—Hunter]

"LOVE'S A HURTING GAME" (2:30)

[Winneton Progressive BMI—Jones, Hunter]

IVORY JOE HUNTER (Atlantic 1128)

● Another two sided powerhouse for Ivory Joe. See review in the pop section.

"DEAREST" (2:37)

[Ben Ghazi BMI—McDaniel, Polk, Gibson]

"THERE OUGHTA BE A LAW" (2:41)

[Ben Ghazi BMI—Gibson, Bennett]

MICKEY & SYLVIA (Vik X/4X-0267)

R & B hit wax. See pop reviews.

## HAL SINGER

(De Luxe 6114)

**B** "EARLY HOURS" (2:48) [Men-Lo BMI—Shubert, Owens, Rogers] Hal Singer and his orchestra etch a rhythmic slow beat instrumental blues with the wailing horn of Singer taking the featured spot. Good deck that should appeal.

**B** "CATNIP" (2:33) [R-T BMI—Toombs] Similar comments on a swinging middle beat jump. Two good instrumental sides.

## THE DRIVERS

(De Luxe 6117)

**B** "DANGEROUS LIPS" (2:55) [Armo BMI—Price] The Drivers deliver a dramatic slow beat tune with exciting effect. Good lead handles the moving tune with a strong reading. Melodic side that should grab some airtime.

**B** "OH MISS NELLIE" (2:21) [Armo BMI—Harris, Smith] The Drivers shout out a quick beat jump for the teener crowd. Ok dance side.

## KING CURTIS

(Apollo 507)

**B+** "KING'S ROCK" (2:55) [Bess Ben Ghazi BMI—Curtis, Hayes] King Curtis and aggregation turn in a very exciting instrumental slow beat. Deck has great appeal and could kick off to become one of the strong instrumental waxes.

**B** "DYNAMITE AT MIDNIGHT" (2:45) [Bess Ben Ghazi BMI—Curtis, Baker, Hayes] The flip is a quick beat adorned with screaming horn and staccato handclaps. Another exciting instrumental side. Deck to get the kids stomping.

## THE MINORS

(Celeste 3007)

**B+** "JERRY" (2:52) [Torchlight Music BMI—Y. Lee] Young Yvonne Lee handles the lead, pleading with "Jerry" not to say they must part. Gal, hard to distinguish from the teener male tenors of the Lymon school, does a powerful job on the melodic item. Deck has the qualities that appeal to the teen age buyer. If exposed could do nicely in the sales department.

**B** "WHERE ARE YOU?" (2:04) [Torchlight Music BMI—Y. Lee] Miss Lee and the Minors blend sweetly on a slow beat ballad. Easy effort that pleases—tho not as effective commercially as "Jerry". Two ok sides.

## THE SOUVENIRS

(Dooto 412)

**B** "ALENE SWEET LITTLE TEXAS QUEEN" (2:25) [Dootsie Williams BMI—Rabun, Johnson] The Souvenirs rock out a slow beat rhythm tune with a staccato background chant and instrumental support. Deck incorporates some novel effects and entices the listener's ear. Ok side.

**C+** "SO LONG DADDY" (2:30) [Dootsie Williams BMI—Rabun, Johnson] The Souvenirs up the tempo on the flip, offering a quick beat jump. Ok treatment but routine material.

## DAVID BROWN

(La Salle 501)

**B** "RUNNING THRU MY MIND" (2:50) [Carlson BMI—Mitzie Sampson] David Brown does an easy reading of a lovely melodic item. Brown's treatment is of the relaxed school and it falls easy on the ears.

**B** "HOLD ON" (2:12) [Club Royal BMI—Conyers, Pemberton] Brown sings a big side here with a Hibbler-Hamilton type reading. A slow paced ballad that showcases Brown's talents effectively.

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



# R & B Reviews

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

## The Cash Box

### R & B Sleeper of the Week

**"ROCK ME" (2:41)**  
 [Arc BMI—M. Morganfield]

**"GOT MY MOJO WORKING" (2:31)**  
 [Arc BMI—M. Morganfield]

**MUDDY WATERS**  
 (Chess 1652)

● Muddy Waters turns in a strong reading of a slow, staccato mood blues, "Rock Me". Waters maintains the feeling throughout, holding the listener's rapt attention while singing against the steady, rhythmic beat background. The feeling Waters captures is what makes him so much stronger in

sales than the average down home singer. This is a side to be reckoned with. The flip, "Got My Mojo Working", is a quick beat bouncer that has Waters kicking up his heels with a swinging vocal. He has his mojo working, but it just won't work on her. Lively platter that pleases, but we lean to "Rock Me".

**"FLORENCE" (2:40)**  
 [Ninny BMI—McMichael, Winley]

**"HEY LITTLE SCHOOL GIRL" (2:15)**  
 [Ninny BMI—Paragons, Winley]

**THE PARAGONS**  
 (Winley 215)

● The Paragons could have one for one with their initial release, "Florence." Keeping in the successful run that has been centered around girls' names, The Paragons sing of Florence with one eye on the musical arrangement and one eye on the charts. The fellas must have hit the magic formula 'cause

they have a wax that is stirring up some action. The local area has already reported consumer interest in this side. It is an easy, swingy slow beat ballad. The flip, "Hey Little School Girl", is a change of pace. The Paragons rock a quick beat with a hopping treatment. Good coupling, but for the action it's "Florence".

#### THE STRIKES

(Imperial 5433)

**B+** "BABY I'M SORRY" (2:26) [Marquis Music BMI—K. Scott] The Strikes come up with a middle beat rock that has good strong potential in both pop and the r & b markets. It's a teener Lindy wax with a strong defined beat, good vocal effort and effective instrumental backing. Could become a big sales attraction.

**B** "IF YOU CAN'T ROCK ME" (2:20) [Marquis Music BMI—Jacobs] Another rocker of fast beat tempo. Driving effort that kids should like. However, we think "Baby I'm Sorry" is slightly stronger.

#### ROBERT & JOHNNY

(Old Town 1038)

**B+** "BABY COME HOME" (2:41) [Maureen BMI—Carr, Mitchell] Robert & Johnny team delightfully on a powerful piece of material. The fellas bounce lightly through the slow beat rhythm piece begging baby to please come home. It is a melodic tune and the treatment should give it every chance to rack up a tidy sales figure. Watch it.

**B** "DON'T DO IT" (2:38) [Maureen BMI—Carr, Mitchell] Robert and Johnny turn in another good reading on a similar piece of material. A slow beat bouncer engagingly sung. We lean to the "Baby Come Home" side for the action.

#### PIANO RED

(RCA Victor 47-6856)

**B+** "WILD FIRE" (2:21) [Hill & Range BMI—Willie Perryman] Piano Red and his combo rock out a quick beat wild effort with a driving honky tonk piano, shouts, and novelty sounds. Excitement cut into every groove. Should get a good sales reaction.

**B+** "ROCK, BABY" (2:21) [Hill & Range BMI—Willie Perryman] Piano Red waxes a swinging down home rock with an infectious vocal and instrumental reading. Two good sides.

#### LATIN

#### SICARI

(Falcon 507)

**B+** "THE MAN WITH THE GOLD-EN ARM" (2:41) [Dena Music ASCAP—Elmer Bernstein] Sicari offers an impressive treatment of the hit of a couple of years ago. The sound is interesting and exciting. Cha Cha beat for good dancing and modern instrumentation for good listening.

**B** "FLYING HIGH MERENGUE" (2:36) [Torchlight BMI—Piner, Sicari] Sicari backs with a merengue and the result is an engaging wax. Similar comments on the sound. Sicari could be built into a strong act with the Latin-American music fanciers. Two good sides.

## The Cash Box

### R & B Best Bets

- ★ "MARKET PLACE" } Etta James Modern 1016
- ★ "THE PICK UP" } Etta James Modern 1016
- ★ "WILD FIRE" } Piano Red RCA Victor 6856
- ★ "ROCK, BABY" } Piano Red RCA Victor 6856
- ★ "BABY I'M SORRY" } The Strikes Imperial 5433



## THE NATION'S R & B TOP 20

		Pos. Last Week
1	I'M WALKIN' Fats Domino (Imperial 5428)	3
2	LOVE IS STRANGE Mickey & Sylvia (Groove 0175)	1
3	JIM DANDY Lavern Baker (Atlantic 1116)	2
4	JUST BECAUSE Lloyd Price (ABC-Paramount 9792)	7
5	LUCILLE Little Richard (Specialty 598)	9
6	BLUE MONDAY Fats Domino (Imperial 5417)	4
7	RAM-BUNK-SHUSH Bill Doggett (King 5020)	5
8	PARTY DOLL Buddy Knox (Roulette 4002) Roy Brown (Imperial 5427)	16
9	IT HURTS TO BE IN LOVE Annie Laurie (DeLuxe 6107)	12
10	LUCKY LIPS Ruth Brown (Atlantic 1125)	8
11	COME GO WITH ME Del Vikings (Dot 15538)	18
12	A THOUSAND MILES AWAY Heartbeats (Rama 216)	6
13	BANANA BOAT (DAY-O) Harry Belafonte (RCA Victor 20-6771)	11
14	SINCE I MET YOU BABY Ivory Joe Hunter (Atlantic 1111)	10
15	WITHOUT LOVE Clyde McPhatter (Atlantic 1117)	13
16	AIN'T THAT LOVE Ray Charles (Atlantic 1124)	17
17	BUTTERFLY Charlie Gracie (Cameo 105)	—
18	FOOLS FALL IN LOVE Drifters (Atlantic 1123)	15
19	TOO MUCH Elvis Presley (RCA Victor 20-6800)	14
20	NEXT TIME YOU SEE ME Little Jr. Parker (Duke 164)	—

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## Featured In The Album



HOLLYWOOD—Jay Lowy, ABC-Paramount promotion man for the Los Angeles area, introduces singer Ginger Hall to Gil Henry KNX-CBS disk jockey. Henry holds a copy of ABC-Paramount's album "Walter Gross Plays His Own Great Compositions" on which Ginger is one of the featured singers.

## Newport Jazz Festival Set For July 4th

NEW YORK—The 4th of July holidays have been chosen for the 1957 edition of the Newport Jazz Festival, it was announced last week by the Festival's founders, Louis L. Lorillard and George Wein, president and director respectively of the non-profit organization sponsoring the yearly event. Since the inception of the Festival at Newport, R. I. in 1954, when over 18,000 persons turned up to hear jazz music played by exponents of every school, interest has continued to build.

A concert on July 4th, keyed to celebrate the birthday of Louis (Satchmo) Armstrong, will kick off the three-day Festival. Lorillard and Wein are arranging a reunion of Armstrong's original band members plus an all-star array of jazz stars. Among the first artists signed are Ella Fitzgerald, Sarah Vaughan, Count Basie's band and Armstrong.

Morning panel discussions conducted by jazz critics and musicians, though primarily directed toward the musician, the critics and the student, will be open to the public. Afternoon concerts will present veteran contributors to the jazz field as well as promising newcomers. This year, special emphasis will be placed on the international jazz scene, with leading musicians and composers from all parts of the world participating.

As in previous years, the main concerts will be held at Freebody Park.

## TAKING OFF! BILLY BOY "KISSING" AT MIDNIGHT"

VEE-JAY 238

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

## Argo Releases 7 LPs

CHICAGO—Argo prexy, Phil Chess, opened the gate on a raft of jazz LP's this past week. The seven LP's, packaged in attractive full color albums, read like an all-star jazz revue.

The LP's are titled as follows: "Doorway To Jazz" featuring Cy Touff and Miff Mole; "Norman Simmons Trio", Norm Simmons' piano; "Zoot", Zoot Sims; "Chicago Scene", Sandy Mosse, Ira Schulman, and Eddy Baker; "Count 'Em 88", Ahmad Jamal; "Ramsey Lewis And His Gentlemen Of Swing"; "I'm In The Mood For Love", James Moody.

"While all of these albums have not been released to the retail stores, our distributors have heard and ordered," Chess offered.

"In fact," he went on, "initial orders have been more than gratifying. New York and Chicago are leading at the moment."

## Jazz West Coast Show In European Tour

THE HAGUE, HOLLAND — The Jazz West Coast Show kicked off a tour of Europe last week that will take it to Holland, Belgium, Italy, Germany, Denmark, Sweden and Norway. The roster features Bud Shank, Bob Cooper and June Christy. Miss Christy will appear only at the Holland dates.

In Germany, Pvt. Gary Crosby joins the crew for some dates and on March 31, the trio will make its TV debut via Sudwestfunk.

This European stint marks the first time Shank and Cooper have been to the continent and the first time they have performed together since the days of the old Stan Kenton orchestra.

Sometime during the month of April, Richard Bock of Pacific Jazz Records will arrive in Germany to record an album with Gary Crosby, Bud Shank and Bob Cooper to be released in America under the PJ banner.

The Jazz West Coast Show is produced by Joe Napoli.



## Meeting Dates

### Music Operators' Associations

- Mar. 18—Westchester Operators' Guild, Inc.  
Place: American Legion Hall, 57 Mitchell Place, White Plains, N. Y.
- 20—Automatic Equipment and Coin Machine Owners' Assn., Inc., Indiana  
Place: Room 24, 550 Broadway, Gary, Ind.
- 21—Eastern Ohio Phonograph Operators' Association  
Place: 4104 Rush Boulevard, Youngstown 12, Ohio (executive board)
- 21—Phonograph Merchants' Association, Cleveland, Ohio  
Place: Hollenden Hotel, Cleveland, Ohio (executive board).
- 25—Central States Music Guild  
Place: 805 Main Street, Peoria, Ill.
- 26—Western Massachusetts Music Guild  
Place: DeMarco's Restaurant, West Springfield, Mass.
- Apr. 1—California Music Merchants' Association  
Place: 311 Club, 311 Broadway, Oakland, Calif.
- 1—United Music Operators of Michigan  
Place: Fort Wayne Hotel, Detroit, Mich.
- 4—Phonograph Merchants' Association, Cleveland, Ohio  
Place: Hollenden Hotel, Cleveland, Ohio (General)
- 4—California Music Merchants' Association  
Place: Sacramento Hotel, Sacramento, Calif.
- 4—Eastern Ohio Phonograph Operators' Association  
Place: 4104 Rush Blvd., Youngstown 12, Ohio (General)
- 8—Tri-County Juke Box Operators' Association  
Place: Elum Music Offices, Massillon, Ohio
- 9—California Music Merchants' Association  
Place: Fresno Hotel, Fresno, Calif.
- 10—California Music Merchants' Association  
—Place: Bakersfield Inn, Highway 99, Bakersfield, Calif.
- 10—New York State Operators' Guild  
Place: Nelson House, Poughkeepsie, N. Y.
- 11—California Music Merchants' Association  
Place: U. S. Grant Hotel, San Diego, Calif.
- 11—Eastern Massachusetts Music Operators' Association  
Place: Beaconsfield Hotel, Boston, Mass.

## Attention: Operators' Associations

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

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





# Country Big 10 JUKE BOX TUNES

		Pos. Last Week
<b>1</b>	<b>YOUNG LOVE</b> Sonny James (Capitol 3602; F3602)	<b>1</b>
<b>2</b>	<b>THERE YOU GO</b> Johnny Cash (Sun 258; 45-258)	<b>2</b>
<b>3</b>	<b>TOO MUCH</b> Elvis Presley (RCA Victor 20-6800; 47-6800)	<b>3</b>
<b>4</b>	<b>GONE</b> Ferlin Husky (Capitol 3628; F3628)	<b>9</b>
<b>5</b>	<b>AM I LOSING YOU</b> Jim Reeves (RCA Victor 20-6749; 47-6749)	<b>5</b>
<b>6</b>	<b>SINGING THE BLUES</b> Marty Robbins (Columbia 21545; 4-21545)	<b>4</b>
<b>7</b>	<b>I'M TIRED</b> Webb Pierce (Decca 30155; 9-30155)	<b>6</b>
<b>8</b>	<b>KNEE DEEP IN THE BLUES</b> Marty Robbins (Columbia 40815; 4-40815)	<b>7</b>
<b>9</b>	<b>I'VE GOT A NEW HEARTACHE</b> Ray Price (Columbia 21562; 4-21562)	<b>8</b>
<b>10</b>	<b>TRAIN OF LOVE</b> Johnny Cash (Sun 258; 45-258)	<b>10</b>



# Canadian Capers

### TORONTO TOPICS:

The Hilltoppers (Dot) were guests on The Cross Canada Hit Parade 3/13. . . . Country artist Bill Long with The Playboys, fresh from a highly successful 9 weeks at The El Mocambo, are off on a whirlwind tour entertaining U.S. Air Force Troops in Labrador, and then in Puerto Rico. Before leaving Bill cut four Canadian tunes. . . . Canadian Guest on the Arthur Godfrey Show in April (exact date still to be set) will be Greg Curtis, 24-year-old folk singer. Greg is preparing a folk song concert for the University of Toronto, and a concert series for the Collegiate Institute of Toronto. . . . Lurlean Hunter (Vik) appearing nightly at the Town Tavern. . . . The Emcees, local quartet doing a great job at The Pyramid Room, have just cut two sides for Quality Records. . . . Ed Kassner of Piccadilly Music was in town for one week on business. . . . RCA Victor Studios a hub of activity lately with sessions by King, Dominion, Spiral, and Glory. . . . Appearing at the Club One Two is Louis Mera, baritone from Argentina. . . . Getting plenty of spins here is "The Cricket Song" by Bobby Gimby



THE HILLTOPPERS

(Victor). The tune was penned by Bobby and it looks as tho' it's heading for the top. . . . Warwick Webster composer of "Man In The Raincoat" opened an office in Toronto in early March, Warwick Webster Limited. The office will concentrate on background music, commercial jingles, etc. . . . Dizzy Gillespie has completed a successful stint at the Colonial.

### MONTREAL MEMOS:

Currently featured at the El Morocco is Christine Jorgenson. She followed violinist Florian Zabach into this location. . . . Appearing nightly at the Ritz Cafe of the Ritz Carlton Hotel is Patricia Windsor. . . . The Mocambo, giant size night club in the east end of Montreal doing tremendous business with its name act policy. Last week the club featured Don Rondo (Jubilee) and is currently headlining Betty Madigan. The next attraction is Phil Brito who started his singing career here in Montreal and has remained one of the favorite acts that regularly plays in this town. . . . Quality Records will branch into the French Canadian field this week with the release of French language adaptations of "Butterfly" and "Let's Go Calypso." . . . Birland Stars of 1957 appeared at the Montreal Forum for a one nighter on Friday, March 15th. Show included such greats as Billy Eckstine (RCA), Sarah Vaughan (Mercury) and Count Basie and his Orchestra.



DON RONDO



## The Country Records Disk Jockeys Played Most

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

1. YOUNG LOVE	Sonny James (Capitol)
2. AM I LOSING YOU	Jim Reeves (RCA Victor)
3. THERE YOU GO	Johnny Cash (Sun)
4. GONE	Ferlin Husky (Capitol)
5. I'M TIRED	Webb Pierce (Decca)
6. SINGING THE BLUES	Marty Robbins (Columbia)
7. I MISS YOU ALREADY	Faron Young (Capitol)
8. KNEE DEEP IN THE BLUES	Marty Robbins (Columbia)
9. I'VE GOT A NEW HEARTACHE	Ray Price (Columbia)
10. TOO MUCH	Elvis Presley (RCA Victor)
11. MONEY.	
12. WALKIN' AFTER MIDNIGHT.	
13. GONNA FIND ME A BLUEBIRD.	
14. I'M COMING HOME.	
15. STOLEN MOMENTS.	
16. TRAIN OF LOVE.	
17. YOU'RE THE REASON I'M IN LOVE.	
18. CRAZY ARMS.	
19. THE SAME TWO LIPS.	
20. ROCKING IN THE CONGO.	
21. DON'T LAUGH.	
22. A GOOD LOOKING WOMAN.	
23. DON'T FORBID ME.	
24. YEARNING.	
25. UH, UH, NO.	
26. LOVING YOU.	
27. I'M GONNA LIVE SOME BEFORE I DIE.	
28. REPENTING.	
29. FOURTEEN KARAT GOLD.	
30. I WAS THE FIRST ONE; I WALK THE LINE; YOU CAN'T HURT ME ANYMORE; DON'T STOP THE MUSIC; FRAULEIN; OH, SO MANY YEARS; IT'S MY WAY; WASTED WORDS; HEY, HONEY; TEENAGE CRUSH; HO, HONEY, HO; SUGAR BEET; POOR MAN'S RICHES; BANANA BOAT SONG; CALYPSO SWEET-HEART; I'M ROUGH STUFF.	



# Country Best Sellers

IN RETAIL OUTLETS

		Pos. Last Week
<b>1.</b>	<b>YOUNG LOVE</b> Sonny James (Capitol 3602; F3602)	<b>1</b>
<b>2.</b>	<b>THERE YOU GO</b> Johnny Cash (Sun 258; 45-258)	<b>2</b>
<b>3.</b>	<b>TOO MUCH</b> Elvis Presley (RCA Victor 20-6800; 47-6800)	<b>3</b>
<b>4.</b>	<b>GONE</b> Ferlin Husky (Capitol 3628; F3628)	<b>6</b>
<b>5.</b>	<b>I'M TIRED</b> Webb Pierce (Decca 30155; 9-30155)	<b>5</b>
<b>6.</b>	<b>AM I LOSING YOU</b> Jim Reeves (RCA Victor 20-6749; 47-6749)	<b>7</b>
<b>7.</b>	<b>SINGING THE BLUES</b> Marty Robbins (Columbia 21545; 4-21545)	<b>4</b>
<b>8.</b>	<b>I'VE GOT A NEW HEARTACHE</b> Ray Price (Columbia 21562; 4-21562)	<b>9</b>
<b>9.</b>	<b>KNEE DEEP IN THE BLUES</b> Marty Robbins (Columbia 40815; 4-40815)	<b>8</b>
<b>10.</b>	<b>WALKIN' AFTER MIDNIGHT</b> Patsy Cline (Decca 30221; 9-30221)	<b>12</b>
<b>11.</b>	<b>I MISS YOU ALREADY.</b>	
<b>12.</b>	<b>ROCKING IN THE CONGO.</b>	
<b>13.</b>	<b>CRAZY ARMS.</b>	
<b>14.</b>	<b>TRAIN OF LOVE.</b>	
<b>15.</b>	<b>YOUR TRUE LOVE.</b>	
<b>16.</b>	<b>I WALK THE LINE.</b>	
<b>17.</b>	<b>I'M COMING HOME.</b>	
<b>18.</b>	<b>I WAS THE FIRST ONE.</b>	
<b>19.</b>	<b>STOLEN MOMENTS.</b>	
<b>20.</b>	<b>YOU CAN'T HURT ME ANYMORE; THE SAME TWO LIPS; DON'T LAUGH; GONNA FIND ME A BLUEBIRD; MONEY.</b>	

**DOLPH HEWITT**

on

**Ka-Hill Records**

Sings

**"BLUE TENNESSEE RAIN"**

White Oak Music—BMI

IT'S COUNTRY! IT'S GREAT!

**LOVING YOU**

Wilma Lee & Stoney Cooper

HICKORY-1058





*Thanks to you wonderful  
Disc Jockeys for keepin'  
me movin' on and makin'  
it possible for me to  
celebrate my  
20th ANNIVERSARY  
with  
RCA VICTOR RECORDS*

*Newest and Hottest*  
**"CALYPSO  
SWEETHEART"**  
*b/w*  
**"MARRIAGE  
AND DIVORCE"**

RCA Victor 20/47-6831

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*His greatest guitar instrumental yet*

**"CARNIVAL OF VENICE"**  
*b/w*  
**"OH, WONDERFUL WORLD"**

RCA Victor 20/47-6772

*Also riding high*

## "STOLEN MOMENTS"

RCA Victor 20/47-6715

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



# Country Reviews

**A** BULLSEYE      **B** VERY GOOD      **C** FAIR  
**B+** EXCELLENT      **C+** GOOD      **D** MEDIOCRE

NOT ONE  
 NOT TWO  
 NOT THREE  
**BUT 4 HOT HITS**  
 ON *Mercury*  
 ★ **STARDAY** ★  
 "Exclusively Country & Western"

① **George Jones**  
 8th Straight Smash  
**"Don't Stop The Music"**  
 COUPLED WITH  
**"Uh, Uh, No"**  
 MERCURY-STARDAY 71029

② **Benny Barnes**  
 tremendous followup  
 to "Poor Man's Riches"  
**"Poor Old Me"**  
 COUPLED WITH  
**"PENALTY"**  
 MERCURY-STARDAY 71057

③ **The Carlises**  
 at their greatest  
**"I'm Rough Stuff"**  
 COUPLED WITH  
**"BUSINESS MAN"**  
 MERCURY-STARDAY 71035

④ **"Yearning"**  
 COUPLED WITH  
**"CRY, CRY"**  
 Smash duet by  
**George Jones & Jeanette Hicks**  
 MERCURY-STARDAY 71061

These are proven national best sellers.  
**Order Today... Don't Delay**  
 The Country Hits are on



## THE CASH BOX BULLSEYE

**"COME A LITTLE CLOSER"** (2:45)  
 [Red Top BMI—B. B. Broadstreet]  
**"ONE LIFE, TWO LOVES (And Three Broken Hearts)"** (2:26)  
 [Valley BMI—F. F. Wilson]  
**RED & BETTY FOLEY**  
 (Decca 30249; 9-30249)

● Two artists who have taken their place among the foremost vocal combinations around today are Red and Betty Foley. The father and daughter team has turned out decks that have proved to be solid money-makers for the ops and dealers and their latest Decca effort should follow suit. Tagged "Come A Little Closer", it's a charming, romantic lilter that the songsters treat to a wonderfully warm and inviting reading. On the flip the 'Redhead' hands out some advice to young lovers as he takes a top-flight solo run on a poignant, moderate paced weeper labeled "One Life, Two Loves." A 'redhot' coupling.

**"ALL THE TIME"** (2:15)  
 [Tree BMI—B. Carrigan, E. Keller]  
**"PLEASURE NOT A HABIT IN MEXICO"**  
 (2:16)  
 [Hill & Range BMI—J. Wright, J. Anglin, J. Anglin]  
**JOHNNIE & JACK**  
 (RCA Victor 20-6857; 47-6857)

● Johnnie and Jack are at their level best as they introduce a dandy new Victor coupling that should soon be stirring up heaps of noise all over the country market. On one side, the vocalists stay with the current calypso 'kick' as they follow up their "Banana Boat" chart-rider with another delectable, Island-flavored ditty tagged "Pleasure Not A Habit In Mexico". The reverse slicing, "All The Time", is a bright, up tempo novelty that J&J deck out in sparkling fashion. Either end could take off. Watch 'em closely.

**BOB KING AND HIS COUNTRY KINGS**  
 (RCA Victor 20-6858; 47-6858)  
**B+** **"ANXIOUS"** (1:57) [Hill and Range and Bob Wills BMI—J. Cleveland] Canada's contribution to the country music field, Bob King and his Country Kings, can be heard in the States on a deck that's reported to be going strong 'North of the Border.' It's an engaging, fast paced novelty that rides merrily along in gay style. Strong contender for our charts.

**B** **"DID YOU DO IT?"** (2:26) [Ross Jungnickel ASCAP—R. Allen, J. Joyce] On this half, King and the boys pleasantly wax an up tempo cutie with happy-go-lucky lyrics.

**JINNIE RODGERS**  
 (MGM 12443; K12443)  
**B** **"EVERYTHING YOU DO TO ME"** (2:27) [Milene ASCAP—Rose, Heath] Jinnie Rodgers sez that she's gonna give her guy a dose of his own medicine' on this inviting, little romantic bouncer. Catchy ditty that the chirp dishes up in easy-on-the-ears fashion.

**B** **"WHAT'S THE USE TO TAKE YOU BACK AGAIN"** (2:28) [Milene ASCAP—Rose] Bottom side is a feelingful, moderate paced romantic affair that Jinnie projects warmly and tenderly.

**BOBBY GROVE**  
 (King 5027; 45-5027)  
**B** **"I SAW HER FIRST"** (2:01) [Mar-Kay BMI—Zollinger, Merkel] Bobby Grove has the initial claim on the girl and he aims to keep her. It's a fetching novelty bouncer that the songster delivers in a tantalizing style.

**B** **"SHOW ME"** (2:05) [Mar-Kay BMI—Grove] Here the inexperienced and shy guy asks the gal to 'teach him the score.' An appealing piece of material that Grove lilts over convincingly. Strong two-sider.

**"NOTHING AT ALL"** (2:21)  
 [Copar BMI—F. Powers, H. Danny]  
**"I'M SETTIN' YOU FREE"**  
 [Hits Of Tomorrow & Sure Fire BMI—J. P. Watts, H. Allen, J. Grimes]  
**WILBURN BROTHERS**  
 (Decca 30228; 9-30228)

● If a top quality vocal duet is your listening pleasure then the Wilburn Brothers, Doyle And Teddy, are the men to see (and hear). The boys are good bets to grab off two positions on the popularity charts with both ends of their latest release. On one side, a lovely waltzer, they tenderly tell us that without love you have "Nothing At All". On the under lid, a fast paced opus, the gal's been cheatin' and it's time for divorce so the boys sing out, "I'm Sett'in' You Free". Real effective musical backdrop on both ends.

**"WHERE D'JA GO"** (1:58)  
 [Be-Are-Emerson]  
**"I CRIED LIKE A BABY"** (2:13)  
 [Cedarwood BMI—Emerson]  
**LEE EMERSON & MARTY ROBBINS**  
 (Columbia 40868; 4-40868)

● It seem to be duet waxings are 'the order of the day'. Copping 'Bullseye' honors, this time, are Lee Emerson and Marty Robbins, who have teamed up on a potent biscuit that has the ingredients necessary for hit results. And the chanters combine their vocal talents in grade "A" fashion as they neatly polish off a fast-paced weeper taged "Where D'Ja Go". On the lower portion, Emerson grabs the solo spotlight and hands in a splendid reading on another quick moving tear-jerker labeled "I Cried Like A Baby". Two excellent sides. However, it's the top half for the quick action.

**THE STANLEY BROTHERS**  
 (Mercury-Starday 71064; 71064x45)  
**B+** **"THE FLOOD"** [Acuff-Rose BMI—C. Stanley, R. Stanley] Last month's Kentucky-Virginia-E. Tennessee floods were the inspiration for the Stanley Brothers and Clinch Mountain Clan's latest Mercury effort. And the boys handle this tale of heart-break and misery with great depth and feeling. Should grab a good share of the airplay especially in the aforementioned areas.

**B** **"I'M LOST, I'LL NEVER FIND THE WAY"** (1:55) [Acuff-Rose BMI—R. Stanley] Here the entire crew races over a crying-towel opus in their stellar 'back-country' vocal and instrumental manner.

**HYLO BROWN**  
 (Capitol 3671; F3671)  
**B+** **"ONE WAY TRAIN"** (2:52) [Central BMI—J. Allison, P. Levitt] Hylo Brown demonstrates his standout vocal stylings, on wax, once again, as he renders this middle beat lover's lament with the utmost sincerity.

**B** **"NOBODY'S DARLIN' BUT MINE"** (2:40) [Leeds ASCAP—J. Davis] Here Brown starts out slowly but then 'gathers up steam' as he wraps up this old Jimmie Davis favorite in a captivating, fast paced fashion.

**SID SILVER**  
 (Bakersfield 510; 45-510)  
**C+** **"BUMBLE RUMBLE"** (2:04) [Chris BMI—S. Silver] Sid Silver colorfully swings out vocally as he describes a rockin' new dance step. The Johnny Cuiello Trio, spotlighting Bill Woods' guitar, tastefully back up the artist on the instrumental end.

**C** **"LITTLE ANGEL"** (2:28) [Chris BMI—S. Silver] Here Silver hands in a fair vocal performance as he softly spins a slow paced romantic ballad.

**HARDROCK AND THE RHYTHM ROCKERS**  
 (Emperor 112; 45-112)  
**B+** **"WHOO! I MEAN WHEE!"** (1:42) [Gunter BMI—H. Gunter] Hardrock Gunter, along with the Rhythm Rockers, come up with an infectious piece of material that should do well in the boxes. It's an exciting, rhythmic ditty with an intriguing beat and some terrific gimmicks.

**C+** **"WE THREE"** (2:26) [E. H. Morris ASCAP—Myseis, Cogane, Robertson] On the under half the crew enticingly dresses up the charming old-timer in a manner better suited for pop consumption.

**LEFTY FRIZZELL**  
 (Columbia 40867; 4-40867)  
**B+** **"NOW THAT YOU ARE GONE"** (2:05) [Cedarwood BMI—W. Walker] Lefty Frizzell sadly reflects that he's sorry after all, now that the gal's left him. A heartfelt, middle beat lover's weeper that the warbler spins with telling effect.

**B+** **"FROM AN ANGEL TO A DEVIL"** (1:52) [Golden West BMI—Nail] On the lower lid, a snappy, toe-tapper, Frizzell tells how he was easily misled by the two-faced cutie. A most attractive pairing for the ops and dealers.

**LILLY BROTHERS AND DON STOVER**  
 (Event 4261; 45-4261)  
**C+** **"ARE YOU TIRED OF ME, MY DARLIN'"** (2:50) [Peer Int'l BMI—J. Davis, B. Jones] The persuasive 'mountain harmony' of The Lilly Brothers, Everett and Mitchell, is gonna attract loads of attention as the artists expressively blend on a tearful quick moving romantic item.

**C+** **"TRAGIC ROMANCE"** (2:35) [Arr. Lilly Bros.] This mournful, fast paced mountain tune is taken for a top notch solo ride by brother Everett. Both ends feature some fine 5-string banjo pickin' by Don Stover.

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



# Country Round Up

**Jimmie Dawson** in Chicago last week to establish distribs for his new line, Rustic. Jim's first release couples a pair of self-penned items, "Money Talks" and "It Took An Older Woman". The tunes were published by WJJD-deejay, Randy Blake's Chicago pubbery.

Nice visiting with **Wesley Rose** and **Hubert Long**, who were in New York recently on business trips. Wes was in town in conjunction with **Marty Robbins'** pop-country Columbia powerhouse, "A White Sport Coat (And A Pink Carnation)" which was published by Acuff-Rose. Long, the Personal Manager for **Faron Young**, has taken over the managerial reins of **Ferlin Husky**, who is currently riding high with his pop-country smasher, "Gone".

"Pappy" **Daily** of Mercury-Starday announces the signing of **Charlie Walker** whose first release, "Gentle Love" coupled with "Dancing Mexican Boy" (a **George Jones'** song) will be out this week. Charlie, one of the nation's top c&w deejays with his daily show on KMAC in San Antonio, has been a consistent seller on Decca for some time.



MARTY ROBBINS

**Don Pierce** recently attended a sales meeting at the Beverly-Hilton in Los Angeles. **Morris Price** and **Irwin Steinberg**, Mercury executives hosted a dinner for Mercury branch sales personnel and **Pierce** presented the program for c&w sales on the Mercury-Starday "Country Series". On March 8th **Pierce** huddled with the Mercury San Francisco branch salesmen in the bay city and worked with deejays in the San Joaquin Valley enroute to the sales meeting. Again, the purpose was to familiarize Mercury sales organization with the Mercury-Starday program for increasing C&W sales on both singles and LP's.

From **Slick Norris**, Highlands, Texas, comes word that comment has been quite favorable and heavy on **James O'Gwynn's** 1st Mercury-Starday release, "Who'll Be The Next One", penned by **Smokey Stover** and **O'Gwynn** and the **Jimmie Rodgers'** standard, "Muleskinner Blues". Anyone who needs an extra copy can have one with just a card addressed to **Slick Norris**, Highlands, Texas. **O'Gwynn** still makes the stand as one of the regulars on the "Louisiana Hayride" each Saturday night. Guests on the "Hayride" last week were **Dave Rich** and **Mel Tillis**. **KWKH** started a new Country DJ show on March 2nd, which will be aired each Saturday at 4:00 P.M. for 3 hours. It bears the name, "Hayride Tonight". The deejays are **Norm Bale**, **Jeff Dale** and **Horace Logan**. **KWKH** has gone all out to promote Country Music with a solid 9 hour-block from 4 P.M. Saturday, til 1:00 A.M. Sunday. New talent is still being added each month to the ever growing list on the "Hayride" now.



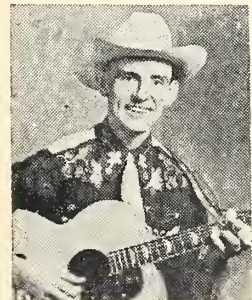
FERLIN HUSKY

**KRCT**, Baytown, Texas, continues to be the only full time Country Music station in the Greater Houston area. . . . Jocks are **Earl Aycock**, **Hal Harris**, **Gabe Tucker** and **Bob Everson**.

The new all night DJ at **XERF**, Del Rio, Texas, is **Ed Hamilton**, who made the switch from **KCIJ**, Shreveport, to **XERF** on March 4th. **Paul Kallinger** holds the 6 to 10 slot each night.

**Smiley Monroe**, not **Smiley Burnette**, as reported in last week's column, is the man whose Vita waxing of "The Snake Song" and "Ruby, Riches Or Fame" is currently stirring up noise.

**Mac Wiseman**, recently named A&R head of **Dot Records'** expanded c&w division, and a **Dot** recording star from the time the label was first founded, has departed for a dj tour of mid-Western cities to plug his latest disk, "Sundown" and "Step It Up And Go". **Wiseman** stated that a high percentage of his fans have moved from the South to the mid-West and interest in C&W music is now becoming apparent in such places as **Minneapolis**, **Des Moines** and **Omaha**. **Wiseman** will move his family from **Richmond, Va.**, to **Hollywood** following the dj tour. He is expected to return to **Hollywood** around March 30, when he will begin his new A&R duties with **Dot**.



CHARLIE WALKER

Publicity Manager **Betty Andries** types that **Starday Records** has just released **Margie Singleton's** debut platter, "One Step (Nearer To You)" and "Not What He's Got". The thrush recently signed with **Dee Marais** and is scheduling a tour for the near future. Any deejay who doesn't receive a copy of **Margie's** record can obtain one by writing to **Dee Marais** at 3958 Houston St., Shreveport, La.

Another Starday artist, **WARL-Arlington, W. V.-deejay**, **Don Owens**, notes that his latest slicing, "A Thief (In The Heart Of A Rose)" and "Last Chance" is moving right along. DJ's wanting a copy of **Don's** disk can get same by dropping him a line care of **WARL**, Box 1065 North Station, Arlington 7, Va.

**Cowboy Howard Vokes** tells us that the following deejays are yelling for good service from the majors: **Darrell Haden**, **KWTO-Springfield, Mo.;**

**A. J. Bell**, **WHED-Washington, D.C.;** **John Slaughter**, **KERC-Eastland, Texas;** **Alan Herbert**, **KDSJ-Deadwood, S.D.;** "Red" **Jones**, **KTEM-Temple, Texas;** **Jack Reno**, **KDRO-Sedalia, Mo.;** **Bruce Steinbicker**, **WETB-Johnson City, Tenn.;** **Dal Stallard**, **KCKN-Kansas City, Mo.;** **Lee Moore**, **WWVA-Wheeling, W.Va.;** and **Bob Dean**, **Harrisonburg, Va.**



MAC WISEMAN

**Thurston Moore** sends along his new book on **WWVA-Wheeling, W. Va.** It's a "30th Anniversary Album" produced in cooperation with **WWVA** by **Thurston Moore Enterprises**, Route 5, Box 285A, **Covington, Ky.** and it's chuck full of information and pictures of the station's staff, artists and guest artists and deejays. **Moore** notes that his "1957 Hill-billy and Western Scrapbook" is still being sold by country deejays throughout the United States and Canada.

**Jimmy Wakely**, just returned from the annual **Lake Charles Louisiana Rodeo**, is currently headlining the **Phoenix Ariz., Rodeo** which opened on March 14th. The annual event is sponsored by the town's **Jr. Chamber of Commerce**.

**Wakely**, who recently returned to activity in the outdoor field, reported that of the 5 shows in which he starred in **Lake Charles**, 3 were capacity and 1,000 people were turned away at the Saturday evening performances. According to rodeo officials, **Wakely's** show broke all previous attendance records.

**David Orrell** and **The North Texans**, Western Swing band, occupied the guest spot on "Red River Jamboree", **Paris, Texas**, March 9th, with **The Belew Twins** slated for March 16th and **Charline Arthur**, March 23rd. Produced by **Roy Glenn** and **Pee Wee Reid**, this Sat. night show headlines **Nan Castle**, new **RCA Victor** recording star. Her first release, out last week, is tagged "Run Along Junior" and "Take My Love".

**Jack Turner** writes to tell us of his excitement in being chosen to appear on the **Arlene Francis**, **NBC-Network-TV "Home" Show** on March 26th. **Jack**, who can currently be heard on the "Jack Turner Show", **WFAS-TV-Montgomery, Ala.** each Tuesday and Thursday from 5:00 to 5:30 P.M. and via his current **Hickory** waxing, "Everybody's Rockin' But Me", will be on the show for 26 minutes discussing trains and singing train tunes. His daughter, **Dixie**, who appears regularly on his own show, will be seen and heard with **Jack** on a few tunes. His wife is also due for an interview with **Arlene Francis**.



BELEW TWINS

The **Maddox Brothers** and **Retta** opened their new weekly show and dance at the **Sierra Park Ballroom** in **San Bernardino, California** on March 2nd to a crowd that was the greatest to ever attend a **San Bernardino** country and western show. The crowd started lining up 1 1/2 hours before the box office opened. **Fred Maddox** credited the turnout to lots of promoting on the whole group part as well as three local djs' shows and the help of other local djs. The show also had a 1/2 hour remote radio show over **KCSB** in **San Bernardino**. . . . **Fred** intends to bring in top talent for future shows with **Freddie Hart** leading off followed by **Marty Robbins** and in May, **Johnny Cash**. . . . On this show such guests dropped in as **Glen Trout** and **Gary Lambert**, better known as **Glen** and **Gary**. Also there was **Boots Faye** and **Idaho Call**, along with their daughter **Karon Sue**, followed by a favorite singer in the area that although blind, is making quite a name for herself. She is **Jean Gayland**. . . . Also on the show were **Gary Williams** and **Joy Anne Farmer**, a new steel guitar instrumentalist, who stopped the show with her own composition of "Joy's Polka" which will be released on wax very soon.

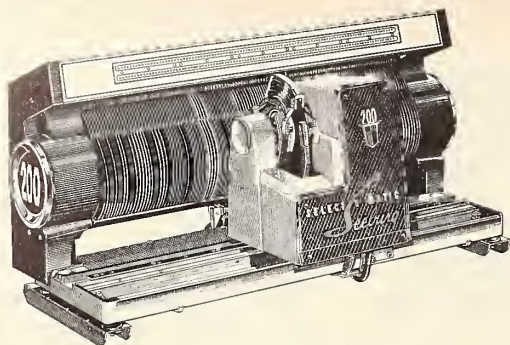
All DJ's that failed to obtain a copy of **Pep** record releases of **Buck Owens'** "Sweethearts In Heaven" as well as **Pauline Parker & Marilyn Kaye's** version of "My Old Fashioned Heart" may have copies by writing to **J. E. (Red) Swarr** at Box 107 in **Maywood, California**. He is now handling promotion and publicity for the **Pep** label. **Owens'** "Sweethearts In Heaven" is breaking big on the west coast and has been picked as record of the week by many of the top country stations on the west coast, according to **Swarr**.



DIXIE TURNER

**Pep** is starting a new idea in getting records to the record collectors and fans by starting a subscription service for which the subscriber may have for \$10.00. It's 15 records that **Pep** will release. The subscribers will receive the latest 7 releases as well as the remaining 8 records as they are released. The subscribers will receive their record the day they are released instead of months afterwards and may be had on a split payment plan. Full details may be had by writing to **J. E. Swarr**.

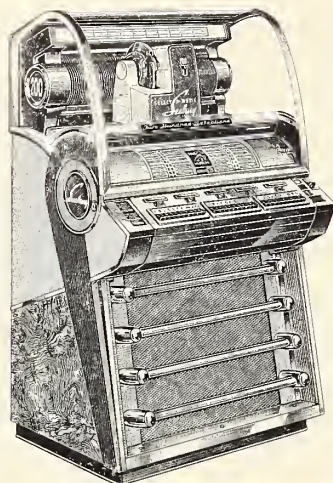
**Faron Young** was highlighted on the **Paul Simpkins** show over **WBAM**, **Montgomery, Alabama** in celebration of **Faron's** 24th birthday on February 25th. **Simpkins** featured 30 minutes of **Faron's** records, from the album "Sweethearts or Strangers", and played the entire new religious album from **SESAC**. **Carl Smith** will be featured on March 15th spotlighting **Carl's** birthday. **Simpkins** reports that he plans to salute various artists on their birthday's and anniversaries and all that he needs is to know when the artist will have a birthday.



THE SEEBURG V-200 HAS THE

# Select-o-matic 200

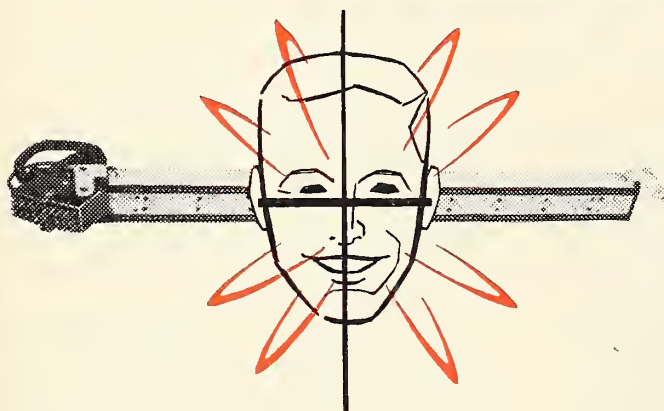
MECHANISM



THE SEEBURG V-200 HAS

## DUAL PRICING

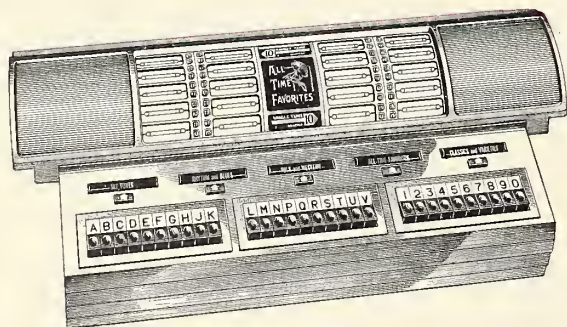
- PROGRAMS SINGLES AT ONE PRICE
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THAT'S PERMANENTLY SEALED AND GUARANTEED 5 YEARS



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## Revolving-Drum Program Selector



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



# PROPER PROGRAMMING CAN MEAN THE DIFFERENCE BETWEEN PROFIT OR LOSS

**Here**  
**and**  
**There**

DETROIT, MICH.—Overall statistics on the sale of automobiles for the first quarter of 1957 await the action during March. From every indication it would appear that sales will come up to or exceed those of the same period in 1956. Reports from two companies bear out the old bromide "If you have a better mouse trap, the public will beat a path to your door." F. W. Misch, finance vice president of Chrysler Corporation, in a talk before the New York Society of Security Analysts last week, disclosed that sales in his firm may exceed \$1 billion for the best quarter in the company's history. "I can tell you," said Misch, "that our earnings in the first two months of this year are ahead of those in the first two months of 1955. For the first quarter of 1955 we earned \$3.96 a share." Chrysler had earnings equal to \$1.25 a share in the first quarter of 1956. The company's output in the first two months of this year was 40 per cent above last year. Misch repeated that he estimated that the 1957 auto market would range from 6 to 6½ million cars. Ford Motor Company also reported that its retail sales of cars in January and February were the highest in the company's history for that period. Sales for the two months were 293,008 units, compared to the previous record high of 290,731 in the same months of 1955. In 1956, the two months sales were 240,522 units. Overall production of all car manufacturers for the first two months of 1957 was a total better than 1,240,000 units, compared to last year's two month total of 1,167,674.

NEW YORK—"The specter of relatively 'profitless prosperity' is troubling corporate managements today", says *The Journal of Commerce*. "A number of corporations have already announced that they are taking remedial measures to check this disappointing profit trend." It is stated that General Electric will stress price increases. Well, how about the operator of coin machines? Will he continue to watch his overhead rise, and still offer his merchandise to the public at the same price? Will he also continue to operate at the same outmoded commission arrangement? If he does, he can look to 1957 as a year of "profitless prosperity".

WASHINGTON, D.C. — The Government released two sets of statistics which indicated that 1957 got off to a good start, economically. Construction activity so far this year is running at a rate a little ahead of last year's totals. Personal income is continuing to rise.

The fact remains that the small operator, the man with less than 100 machines, knows more about his locations, the owners and the people who patronize the locations.

The smaller operator is, therefore, in a better position today to make certain that all of his phonographs are properly programmed. Only because he, himself, can arrange for proper programming.

And proper programming can make the difference between profit and loss.

The larger operator, the man with anywhere from 250 to over 500 phonographs, from actual survey, on the average knows less than 10% of his location owners and the people who patronize his locations. This has been proved time and time again all over the nation.

This man has to completely depend on servicemen to properly program his phonographs. To program them to the extent where they capture the absolute top play potential in each of his locations.

The larger operators should, therefore, employ men (good-will ambassadors) to roam from location to location, not only to arrange for better relations with each location but to, at the same time, check and double check on the programming of the phonographs in each location.

This doesn't mean that busy servicemen aren't installing the correct recordings in each machine. Many times, greater play can result if the recording is installed in one play slot as against another.

In short, it has been learned by some operators that, in some of their locations, if they place a hot record in the No. 1 spot, it will get two and three times as much play than if they placed it in the No. 10 spot. Or, many times, it's the reverse on certain locations.

At the same time foreign disks have been

found to prove extremely profitable in many locations where operators didn't even dream of installing such recordings in the juke box. This, too, is proper programming.

Operators who service their own machines, servicemen who are sincere in servicing the machines of their employers, all can bring about greater intake by properly programming the phonographs in each location.

Operators who have made tests on their own, and this has been reported in this publication many, many times in the past, found that they could enjoy increases ranging anywhere from 10% to over 100% by proper programming.

As was reported some months ago, right on this very editorial page, one large and skeptical operator, loyal to his employees, did not believe that his phonos could do any better than they were doing at the time.

But when he, himself, went out on the road and covered just 15 of his great number of locations with an expert music man, he found that, at the end of the week, his intake had increased better than 24% from these very same 15 locations.

That meant the difference between PROFIT and LOSS!!!

And every single music operator in the nation can bring in greater income by proper programming. By checking and rechecking his phonos. By shifting disks that have occupied one spot for months. By inserting new and different disks, even if they are old time tunes. By adding foreign recordings. By carefully working with the location owner and, most important, by scanning the patrons and have them recommend the tunes they best enjoy.

Proper programming can mean the difference between PROFIT or LOSS on locations everywhere!

# While Income Remains Static:

# COSTS CONTINUE GOING UP

## Ops Faced With Need for More Equitable Share From Present Equipment to Meet Higher Costs of New Machines and Increased Overhead Expense

**Phono and Games Mfrs Back The Cash Box' "10¢ Play Plus" Plan for Ops to Obtain More Equitable Share of Gross Income. Games Mfrs Suggest Ops Adopt 10¢ Play Plus 60%-40% or 65%-35% Commish Basis. Other Plans for Minimums and/or Front Money Also Suggested**

CHICAGO—The constant, widening margin between income and overhead has a great many leaders in the industry worried.

They are, rightfully, much concerned with the fact that, as their equipment goes up in price and costs of supplies, labor and everything else the operator requires to continue in business also rises accordingly, income from equipment remains more or less static.

Due to dime play there has been an increase in the national averages. But this is not enough to offset the tremendous increases in costs which the operators are enduring.

Music and games manufacturers have, therefore, also come back of *The Cash Box*' "10¢ Play Plus" plan. This plan simply calls for the operators to continue on 10¢ play plus obtaining a more equitable share of the gross intake from all of their equipment.

Whether the operator, to obtain an equitable share of the gross intake from his machines, must use minimum guarantees or front money or a more equitable division of the percentage between himself and the location owner, is left entirely to the judgment of the operator.

Most important is the fact that leaders, who recognized the need for *The Cash Box* "10¢ Play Plus" plan, are suggesting to operators that they arrange for 60%-40% or even 65%-35% division of the gross receipts from each of their machines, in addition to dime play.

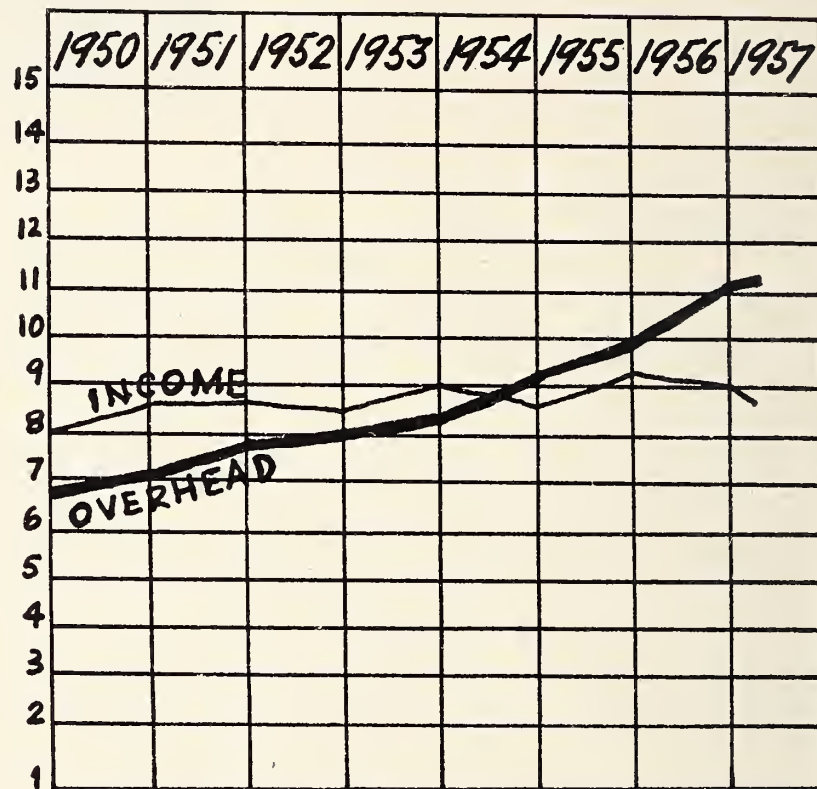
Operators are finding that they cannot continue ahead profitably or progressively in business under present constantly creeping inflationary conditions. Their overhead expense continues to rise and their income remains more or less in status quo.

They just simply must rearrange their present method of doing business so that they obtain a more equitable share of the gross intake from all of their equipment to meet growing overhead requirements.

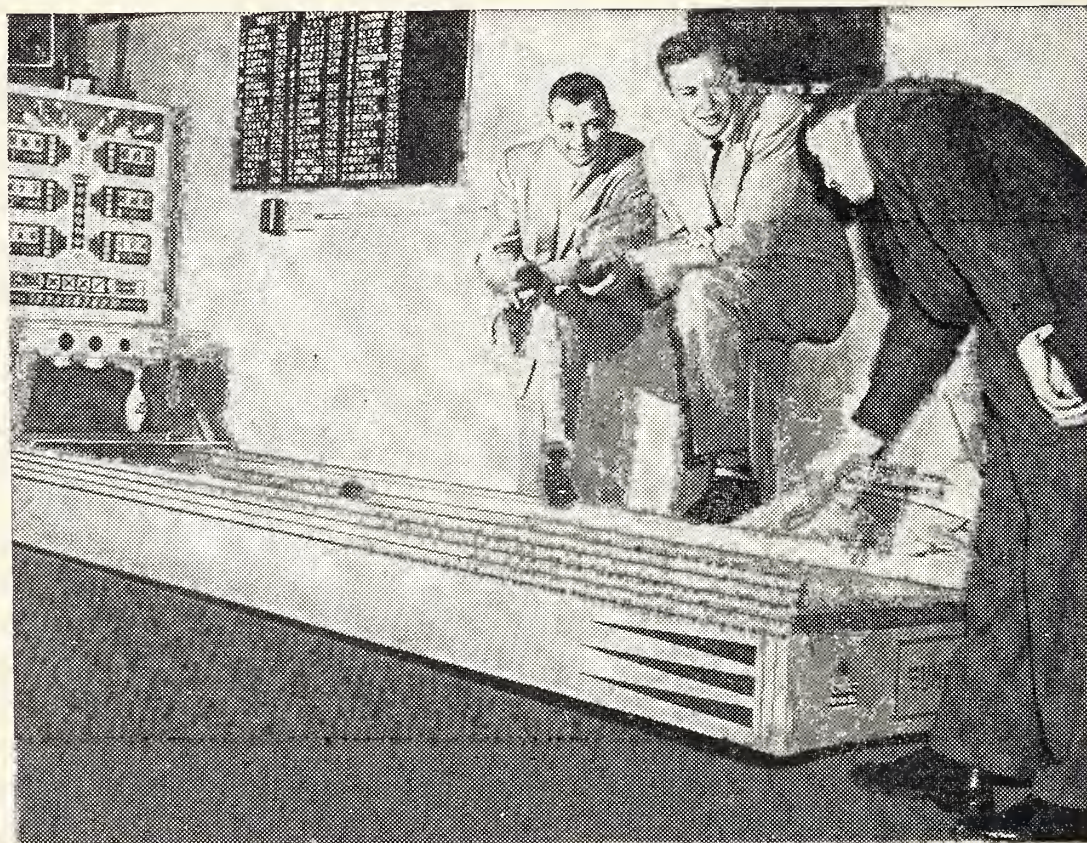
Tremendous numbers of operators nationwide have already taken time out to congratulate and commend *The Cash Box* on its efforts in their behalf.

These men are frank to state that they simply must have the cooperation of all the others in their areas to rearrange their present business methods with the locations.

It is high time, then, for all the operators, in each and every city, town and village thruout the U. S. to come together for this one big effort to assure themselves continuing on ahead in this, their chosen profession, on a profitable and progressive basis.



## United's "Bowling Alley" Popular With Top Athletes



PHILADELPHIA, PA. Al Rodstein, Banner Specialty Company, this city sends along a photograph, which he states points out the popularity of

United's "Bowling Alley" among the top athletes.

Shown in the picture, Tom Scott, Philadelphia Eagles' end, goes after

number 10 pin to complete a spare. Joe Graboski (center) Philadelphia Warriors' star forward, and Stan Lopata, Phillies star, wait their turn to bowl.



# Dime Play Moves Ahead

## More Ops Report On Dime Play, Many Obtaining Minimums, Front Money, 60%-40%, 65%-35% For a More Equitable Division of The Gross Intake

**Pine Bluff, Ark.**—Charles E. Wilcox, Jr. of Baker Music Co., this city, reports that 100% of the phonos here and 50% of the games are now on 10¢ play. As far as Wilcox is concerned, 100% of his phonos and about 60% of his games are on 10¢ play. Collections are on straight 50-50 basis.

**Brookings, S. D.**—Elmer J. Cummings of this city advises that 100% of the phonos here are on 10¢, 4/25¢ and 6/25¢ play. He gets \$7.50 per week and then splits 50-50. Only about 30% of the games here are on 10¢ play. The dime games are split on 60-40 basis.

**Missoula, Mont.**—J. H. Doyle of Western Amusement Assn., this city, advises that 100% of the phonos here are on 10¢, 3/25¢ play, even tho only 85% of his phonos are on dime play at this time. Ops work on 50-50 basis.

**Westfield, Mass.**—Lloyd G. Barber of this city reports 100% of phonos here are on 10¢, 3/25¢ play. So far 90% of Barber's phonos are on dime play. He also advises that ops here work on 60-40 basis. As far as games are concerned, Barber says that 100% are on 10¢ play. All on 50-50.

**Malone, N. Y.**—Maurice E. Benware of this city advises that 100% of phonos are on 10¢, 3/25¢ play with ops getting flat guarantees depending on value of machine. Only about 10% of games here on 10¢ play and working on 50-50 basis.

**Savannah, Ga.**—O. J. Mullinix, Jr., Oglethorpe Vending, this city, reports that tho 90% of phonos here on 10¢, 3/25¢ play, 100% of his phonos are on dime play. He also reports that he gets a minimum guarantee on a graduated scale based on the type of equipment in the location.

**Kingston, N. Y.**—Dick Hornbeck of Kingston Novelty advises that about 90% of the phonos here are on 10¢, 3/25¢ play. 100% of his phonos are on 10¢ play and he also obtains front money. About 50% of the games here on 10¢, 3/25¢ play with a 50-50 commish basis.

**St. Paul, Minn.**—Lester H. Bruning of D. & H. Sales reports that about 50% of the phonos here are on 10¢, 5/25¢ play. But 60% of his phonos are on dime play. About 85% of the games here are on 10¢ play. Bruning reports that 100% of his games are on 10¢ play. Ops here work on 50-50 basis.

**Brooklyn, N. Y.**—Morton Levin of Ocean Automatic Music reports for himself only. He advises that 40% of his phonos are on 10¢, 3/25¢ play. He also says that each location has a different commish method. Some minimums, some front money and some on 50-50 basis.

**Toronto, Ont. Can.**—Toronto Trading Post, Ltd. of this city reports that tho about 50% of the phonos here are on 10¢, 4/25¢ play, 75% of their phonos are on dime play.

**Atlanta, Ga.**—J. Harold Moore of Ace Novelty, this city, advises that about 85% of the phonos and 90% of

the games here are on 10¢ 3/25¢ play. 50-50 seems to be the commish basis.

**Grand Rapids, Minn.**—Frank Mager of this city reports that 100% of games and phonos here are on 10¢ play. Phonos also on 3/25¢ play. Games straight dime. Phonos work on 60-40 and games 50-50.

**Middletown, N. Y.**—James E. Haley of this city advises that 75% of the phonos here are on 10¢, 3/25¢ play. Some spots ops get first \$5 and split rest 50-50. About 60% of games on 10¢ play and all on 50-50 basis.

**Oklahoma City, Okla.**—M. H. Kimmil of this city advises that about 25% of phonos here are on 10¢, 3/25¢ play but that 40% of his phonos are on 10¢ play. He also reports that 25% of games are on dime play and 50% of his own games are on 10¢ play.

**Douglas, Wyo.**—Bryan E. Edwards of this city advises that about 10% of the phonos here on 10¢, 4/25¢ play and that for 22 years 40 of his locations have been on 60-40 commission basis. He also advises that 25% of the games here are on 10¢, 3/25¢ play.

**Canton, O.**—Fred Greenbank of Illinois Novelty, this city, games operator only, advises 20% of the games here are on straight dime play.

**Morehead City, N. C.**—A. B. Cooper of this city reports that 90% of the phonos here are on 10¢, 3/25¢ play. 100% of his phonos are on dime play. About 85% of the games here are on straight 10¢ play. 50-50 is commish basis used thruout.

**Greenfield, Mass.**—Arthur K. Strahan of Mohawk Music, this city, advises that tho 10% of his phonos are on 10¢, 3/25¢ play, about 90% of the phonos here are on dime play. About 50% of the games are on 10¢ play. Phonos are on 70-30 and also obtain \$15 guarantee on 200 selections. Games work on 60-40 with minimums.

**Dayton, Tenn.**—C. Graham of Graham Amusement, this city, advises that about 40% of the phonos here are on 10¢, 6/25¢ play. Ops get 60-40 and, in some spots, \$6 minimum, then 50-50. No games on 10¢ play.

**Salt Lake City, Utah**—Robert K. Holt of Rainbow Music, this city, reports that 40% of the phonos here are on 10¢, 3/25¢ or 4/25¢ play. About 25% of the games are on dime play.

**Provo, Utah**—Knudsen Music, this city, report that about 85% of the phonos here are on 10¢, 3/25¢ play. And that about 50% of the games are on dime play.

**Fairmont, Minn.**—Arthur R. Berg of Berg Music, this city, advises that 100% of both phonos and games are on 10¢ play. Phonos work on 10¢, 3/25¢ play. Ops get minimum where intake is from \$40 to \$50 per month on phonos. Split 60-40 on games.

**Wallace, Ida.**—A. F. McFee of North Idaho Sales, this city, advises that tho he has only 30% of his phonos on 10¢ play, about 75% of the

phonos here are on 10¢, 3/25¢ play. About 10% of the games are on dime play. Split is 50-50 for both music and games.

**Atkins, Ark.**—Paul Hurts of this city advises that about 50% of the phonos here are on 10¢, 3/25¢ play. Less than 10% of the games are on dime play. Ops split 50-50 for both phonos and games.

**Monroe, La.**—M. G. Ward of Delta Automatic Music, this city, reports that 50% of the phonos and 50% of the games are on dime play. Phonos work on 10¢ 3/25¢ and in some spots ops get \$10 per week guarantee.

**Enid, Okla.**—Lawrence Buckley of Larry's Amusement, this city, advises that even tho he has only 85% of his phonos as yet on dime play, 100% of the phonos here are on 10¢, 3/25¢ play. About 40% of the games work on 10¢, 3/25¢ play. The reason for his 85% figure, Buckley reports, is due to the fact that he also operates in some surrounding small towns. All his phonos in Enid are on 10¢, 3/25¢ play.

**CHICAGO**—Among all the many dozens of dime play survey reports already received, the following two arrived with reports "Still on 5¢ play".

L. Backus, B & O Amusement, San Marcos, Tex.  
Sam Cole, Cole's Emporium, Pine Prairie, La.

### P. R. Program To Support Outstanding Charities

**STE. AGATHE DES MONTS, QUE., CAN.**—Mrs. Sylvia Solway of Quway Novelty Enterprises, this city, believes in a public relations program for outstanding charities to help the industry enjoy boom business.

"A well organized and coordinated public relations program", she advises, "participated in by locations, operators, distributors and manufacturers will be, tho indirectly, the great savior of the coin machines industry. It will benefit all connected with the industry.

"Public relations", she continues, "begins with honest and genuine participation in community life. Ethical practices among all dealers in the industry. Otherwise the dog-eat-dog system, when it gets known by the public and the authorities, is the greatest destroyer of the business.

"There are many great and worthy causes to which the entire coin machines industry can subscribe wholeheartedly. For example, cancer research, heart disease, blindness, polio, tuberculosis.

"Support for such causes would reflect with a two-way benefit on all the industry. None of us is immune to those dread diseases. Helping fight them will help each of us individually. At the same time it will put our industry on a higher and more respectable level.

"Let's do something big. Something good for everybody. And let's do it now", Mrs. Solway urges.

**\$6.28 Per Week Per Machine Overhead Expense**

**NATCHITOCHEs, LA.**—R. M. Fletcher of Hyde-Fletcher Music Company, this city, reports on overhead servicing cost per machine per week which qualifies in cost comparison to the \$7.50 per week overhead cost of operators in large, urban centers.

"An analysis of our cost of operation last year (1956)", reports Fletcher, "indicates an overhead cost per machine, per week of \$6.28.

"This", he continues, "is for machines on location. The cost includes the servicing overhead, cost of records, parts and supplies and depreciation.

"Our phonographs are depreciated over a four-year basis and our games on a two-year schedule."

### Personal Appearance Important

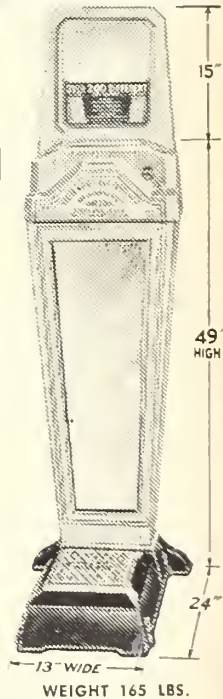
**ROCHESTER, N. Y.**—H. L. Kelly, this city, advises that one of the most important things these days is personal appearance.

"This may not boom business", he advises, "but it will most certainly help public relations if more attention is paid by operators and servicemen to their personal appearance when on location work."

50 120 200  
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A  
ROCK-OLA  
FOR  
EVERY LOCATION

\$25  
DOWN

Balance  
\$10  
A Month  
400 DELUXE  
PENNY  
FORTUNE  
SCALE  
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Full Line of Parts at all times. We Repair and Recondition all A.B.T. equipment.

So True!

Thanks to Herb Jones For Great Headline

CHICAGO—"So true! So true!", stated members of The Cash Box staff here, when they saw the headline created by advertising manager and vice-president Herb Jones of Bally Manufacturing Company, this city, on the back cover advertisement in the March 16 issue.

And so the boys phoned Herb to tell him:

"Thanks a million, Herb, for the great headline.  
"It's so true!"

Ops' Salvation

COUNCIL BLUFFS, IA.—D. L. Clem of this city believes that there is only one salvation for the operators. "The only salvation for the operator", Clem advises, "is 60%-40% commission basis and guarantee.

"Otherwise", he says, "rising costs will eventually eliminate the operator and there will be nothing but distributor-operators five to ten years hence."

Nationwide TV Program To Help Coin Business

ROCKFORD, ILL.—Lou Casola of Mid-West Distributing Company, this city, suggests that a nationwide TV program, with location participation, "such as the \$64,000 question", should be arranged for by all the industry.

This, Casola believes, would prove of tremendous value from a public relations standpoint as well as a very great help to boom business for all.

Nat Cohn Dies

One of Industry's Greatest Leaders. As Pioneer Distributor Led Modern Vending Company to Record Sales of Games and Phonos

Nation's Coinmen Mourn His Passing



NAT COHN

NEW YORK—Nat Cohn, one of the coin machine industry's great personalities, known internationally as a distributor and manufacturer, died suddenly in his home in Lawrence, Long Island, N. Y., on Thursday afternoon, March 14. He was 55 years old.

Cohn entered the business at an early age, employed as an operator by his brother-in-law, Joe Agid.

His first venture as a distributor was from a Brooklyn, N. Y. office, where he acted as national representative for a novelty machine "Gyro".

From this start, Nat soon joined forces with Irving Sommers and Harry Rosen to form Modern Vending Company. This trio of outstanding coinmen soon built up the foremost distributing organization in the world. Representing Rock-Ola Manufacturing Corporation, the firm sold thousands of its pinball games, "Jig Saw Puzzle" and "World Series". It also distributed untold numbers of pinball ticket machines for O. J. Jennings & Company.

With the introduction of the modern music machine, Modern Vending took over the distribution of the Wurlitzer phonograph. During its years as distributors for Wurlitzer, Modern Vending, with Nat Cohn as president, sold more music machines than any firm before or since.

When the firm moved to new, large quarters on 10th Avenue and 45th Street, it took on the distribution of a newly formed record company, Capitol Records, with a territory covering all states east of the Mississippi. As usual, Cohn led his firm to tremendous success, and it could be considered respon-

sible for the growth of this major record company today. In conjunction with the distribution of the Capitol label, Cohn inaugurated a record service for music operators where they could buy all their records at one counter. This was probably the first and original one-stop service in the nation.

One of the firm's major moves was introducing the Wurlitzer phono in Florida, with the opening of offices in Miami.

With the advent of World War II, the three partners split up, with Cohn remaining as owner of Modern Vending Company. After the war, Cohn took over the distribution of several products, among them the phonograph manufactured by Mills Industries.

A few years later, Nat gave up the coin machine business, moved his family out to Tucson, Arizona, and built a tremendous open air theatre and restaurant. When he sold out his interest in this project, he opened a chain of flower stores in the same city.

Altho both these projects were successful, Cohn decided to return to New York City, where he manufactured a series of kiddie rides under the firm name of Riteway Sales & Mfg. Company. When the demand for these amusement machines faded away, Cohn took over as general manager for Scientific Machine Corporation, Brooklyn, after the death of Max Levine. He resigned on January 1, 1957.

Currently Cohn was interested in a new coin machine product, on which plans were being formulated to introduce in the near future.

Surviving are his widow, Lillian, two sons, Gary and Teddy, and a daughter, Lynn.

When You Enter The Cash Box "20 YEAR CLUB"

YOU ARE GETTING FULL RECOGNITION FOR THE 20 YEARS OR MORE YOU HAVE GIVEN TO THE COIN MACHINE INDUSTRY. IT IS TO YOUR COMPLETE ADVANTAGE TO JOIN The Cash Box "20 YEAR CLUB" TODAY!!

IF YOU ARE ELIGIBLE FOR MEMBERSHIP IN The Cash Box "20 YEAR CLUB," FILL OUT THIS APPLICATION AND MAIL TODAY.

Bill Gersh  
THE CASH BOX  
32 W. Randolph Street  
Chicago 1, Ill.

Dear Bill:

Please enter my name as a member and send me a membership card.

I have been connected with the Coin Machine Industry for 20 years or more, starting: Year ..... Month .....

Date of Birth .....

NAME .....

FIRM .....

ADDRESS .....

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

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

# “NO”

## SAY OPS TO TRADING STAMPS AS BUSINESS BOOSTERS

CHICAGO—In answer to the feature article which appeared, asking ten questions regarding the use of trading stamps as business stimulators for the coinbiz, a big, blasting, definitely adamant “NO” — came from hundreds of operators from all over the nation.

Everyone agreed that location owners would not take the time to pass out the stamps.

“What’s more”, wrote Lou Casola of Rockford, Ill., “bartenders would just give them away to their friends.”

“Locations will not tie in with stamp trading as a business booster. They are too busy and too tired”, wrote Sam Solway of St. Agathe des Montes, Que., Canada.

“No”, definitely stated H. M. Branson of Louisville, Ky. and added, “too complicated.”

“No good”, was all that Harold E. Ross of Fargo, N.D. wrote.

K. A. O’Connor of Richmond, Va. believes that, “It would simply make things worse.”

Jules Olshein of Albany, N.Y. simply plastered, “No”, over an entire sheet.

Saul Halper of Cincinnati, O., also wrote, “No.”

Clarence B. Court of Galion, O., advised, “They’ll resent it.”

Louis Glass of Madison, Wis. stated, “They’ll be irritated”, and

then added, a great big “No”.

A. C. Evans of South Bend, Ind. advised, “Indiana has a bill coming up now to tax every location using trading stamps \$250 per year and it looks like it will pass.”

L. B. Gupton of Louisville, Ky. advised, “I do not think it will help in any way.”

And so it went, letter after letter, just a great big, definite, absolute and adamant, “NO”, to trading stamps as “business stimulators” for the coinbiz.

(Editor’s Note: This publication is extremely happy to have received this tremendous flood of letters so definitely and unequivocally stating the operators’ position in regard to this matter. The questions asked in the full page article which appeared in the March 9 issue once and for all time eliminates any thought or possibility of trading stamps being used in this industry as business stimulators. This is the sort of cooperation and instant reaction that is necessary for the industry to make known its wishes and to completely state its thoughts in regard to any matter. It is the hope of *The Cash Box*’ staff that the nation’s operators will always use this publication in the future, just as they have used it at this time, as their medium for expressing their likes and dislikes, thoughts, sentiments and opinions in regard to any national subject.)

Better than “Safari”— Better than “Polar Hunt”

Williams **CROSSFIRE**

THE BEST GUN GAME EVER MADE!

NEW!

25 SHOTS

STEEL BALLS DEFY GRAVITY— FLY-UP WHEN HIT!

Elapsed Time Reels ADD 10 POINTS to score for each unit of time under 60 seconds.

SEE THE COMICAL DODGING **KANGAROO**

with the cute little Baby Kangaroo that disappears in the pouch when mama is hit.

National Slug Rejector Coin Chute!

Deluxe CROSSFIRE available with “MATCH” Feature

Williams MANUFACTURING COMPANY

WRITE- WIRE-PHONE- See YOUR Williams DISTRIBUTOR!

4242 W. FILLMORE ST. CHICAGO 24, ILL.

### Chi Phono Bowl League News

CHICAGO — Decca Records started off the night’s work by sweeping all three from ABC No. 1. Tony Ignoffo’s 527 and Frank Tutomase’s 502 were high for Decca. Harry Schreiber was high for ABC with 537.

Star Music took two from Gillette Distributing. Leo Sochacki was high for Star with 568 along with Hank Sochacki’s 531. Robert Holl was Gillette’s high man with 550.

Mercury Records won two from Singer One Stop. Mercury’s Mel Jones was high with his 516 score. Harry Julian’s 563 was high for Singer.

Oomens Sons took two from M.S. and retain their lead. Johnny Oomens was high for his team with 505. Ralph Kick’s 456 led the M.S. men.

B & B Novelty won two from Western Automatic. Marino Pieroni’s 605 was high for B & B and also high for men. He was helped out by Fred Dries’ 504. Paul Brown was high for Western with 434.

Coven Music took 2 from Paschke Phono. Chuck Myers was high for Coven with 511, Bob Gallet’s 531 and Ray Gallet’s 510 were high for Paschke.

Atlas Music took two from Coral Records. Vic Jaccino’s 578 was high for Atlas. Eddie Walker’s 521 was high for Coral.

Galgano Distributors won two from ABC No. 2. Tony Galgano’s 511, along with Charlie Alesi’s 503 were high for Galgano. Les Taylor was high for ABC with 448.

### Better Operating Pointers

ORLANDO, FLA.—Frank M. Pell of this city has some very definite pointers which he believes make for better operating.

“Keep good records on all machines,” Pell suggests.

“Be civic minded,” he urges, adding, “Spend a few hundred dollars a year advertising on radio or television.

“Be sure to keep all equipment clean and, most important,” he says, “keep vulgar records out of juke boxes.”

### SPECIAL SALE!

↓ For Quick Action ↓

SEEBURG B’s

\$395.<sup>00</sup> EACH

100% Clean and Checked

RUSH YOUR ORDERS

1/3 with order, balance C.O.D.

DAVID ROSEN

Exclusive AMI Dist. Ea. Pa. 855 N. BROAD STREET, PHILA. 23, PA. PHONE—STEVENSON 2-2903

BLUE RIBBON BUYS

Wurlitzer Model 1800 \$795.00  
Wurlitzer Model 1700 629.50

J. H. RUTTER, INC.

1361 South Main Street SALT LAKE CITY, UTAH

Phone: Hunter 4-1271



# Through The Coin Chute

## MIAMI MURMURS

"When I got over the shock of hearing of the death of George Ponser" says Willie Blatt, (Notified by phone by Joe Orleck of The Cash Box), "I started thinking back. I don't know exactly how long George was in the business before he became one of my branch offices, but in October, 1931, Bill Gersh, representing the now deceased Automatic Age, sold me the front cover, and I advertised Supreme Vending Co., Brooklyn, and the Supreme of Boston, with Ben Palastrant, and the Supreme of Jersey with George. All of our pictures appeared in the ad. George continued as one of the Supreme branches for about 2 years, and then went out for himself, taking on the Genco line. The entire coin machine fraternity of Miami regrets very deeply the death of Ponser. For myself, I can never completely forget him because he was one of its pioneers and one of the best liked coin machine men in the entire country." . . . Ted Bush, Bush Distributing, reports that music ops are telling him that the new Wurlitzer model "2150" is one of the finest looking machines Wurlitzer ever built. . . . Sam Taran, Taran Distributing, claims that he can't get enough Bally "ABC Bowling Lanes", and that he has to backlog his orders. He says that in order not to create any hard feelings among his customers he divides his shipments, giving a few to each of his accounts. . . . Teddy Blatt and Milty Green of N.Y., fly into town, some 2½ hours late, delayed by weather. . . . Bert Lane and Willie Blatt, co-chairmen for the C.J.A. here, report that they've turned in signed pledges for double the amount collected last year, with still almost half more to hear from. One pledge was for \$1500, giving them a terrific start.

### Suggests Courtesy, Cleanliness, Prompt Service, Regular Calls, For Ops To Boost Business

MARION, IND.—C. F. Cole of Silent Selling Company, this city, believes that there is only one thing for the operators to do at this time.

"Everything has a cycle. Business included", reports Cole.

"Over a period of time play has slowed down and, in some places, it is non-existent.

"In fact", he continues, "some factory employees are getting only two to four days' work and glad to get that much.

"People have over-extended themselves", he believes, "by over-buying.

"The only thing to do under such prevailing circumstances", according to Cole, "is for the operator to continue to be a good businessman as always.

"Be courteous. Keep equipment clean and in top condition. Be prompt with service. Make regular, routine calls."

### Urges Nat'l Advertising Program For Music Ops

CHESTER, PA.—George Workman of Workman's Music Service, Inc., this city, one of the most outstanding music operators, believes that the time has arrived when, with the cooperation of the manufacturers and distributors, a national advertising program should be put into action for the juke box industry.

"My suggestion", advises Workman, "is for the factories and distributors to do some national advertising.

"They should use TV, radio, outdoor signs along highways, should also furnish the music operators with mats for newspaper and magazine advertising, as well as napkins, matches for cigarette machines, cocktail stirrers and neon signs for locations.

"All this material should be completely designed for stimulating play on juke boxes and, at the same time, for gaining better understanding, prestige and respect for the entire automatic music industry."

### Prize Play

BRIDGEPORT, O.—Charles A. Maroon of Automatic Music, this city, believes that operators of music machines can stimulate business by using an old, old recording and let the players try to guess its title.

"Offer a prize", suggests Maroon, "to the one who can name it."



# Through The Coin Chute

## CALIFORNIA CLIPPINGS

Business along Pico Boulevard is continuing at a good steady pace with an outlook of continued prosperity in all lines. . . . Wayne Copeland says the big news at Sierra Distributors is the appearance of the new Wurlitzer "2150" phonograph. At Sierra they coined the phrase "Team Mate" for the new phonograph which has caught on throughout the area. Two carloads of the new phonographs have arrived and are being processed for shipment to fill the mounting orders. Matt Baron wishes he were twins to enable him to ship twice as many phonographs. Pete Ley and Ed Wisler remained in the showroom to aid with the sales at Sierra. Frank Davis introducing Jim Crosely, formerly from Kansas City, to the other members of the staff. . . . At Leuenhagen's Record Bar, Mary, Claire and Kay Solle are still undecided whether to build a house or buy a trailer for week-ends in Palm Springs, so they are making another sojourn to the desert over the week-end in hopes they can decide. Mary says "Baby, Won't You Please Come Home" by Louis Prima and Keely Smith on Capitol should be a great big one for this Mr. & Mrs. team. Claire reports Amos Milburn's "Rum And Coca Cola" on Aladdin is moving with the operators. Kay predicts "Just Because" by Lloyd Price on ABC Paramount will go Pop as well as R&B.

At C. A. Robinson & Company the remodeling program is in full swing with the exterior of the building sand-blasted and repainted. Charley Robinson is adding new offices to house the new members of his sales force. Through all the confusion, Al Bettelman continues receiving orders and arranging deliveries of United's "Bowling Alley". . . . Bill Primavira, San Bernardino operator, and Sam West, former operator, have just purchased the Banker's Club in San Bernardino. The Banker's Club is considered the most fashionable club in that area. . . . Al Silberman has returned to his desk at Badger Sales Company, Inc. after his recent surgery looking fit as a fiddle and raring to go. Bill Happel reports one of his biggest weeks with sales in the showroom of the AMI "G-200" phonograph. Genco's "Circus Rifle Gallery" arrived at Badger and Marshall Ames reports it is being received with great enthusiasm by the operators. Jack Leonard is being called the "young-old-timer" now that he is in his twentieth year in the coin machine business. Jack started his career in the Rock-Ola Factory in Chicago, then with Superior Products in Chicago and the past ten years has been associated with Badger as sales manager in the Parts Department. . . . Al Hanlin, local operator, passing out cigars along Pico in honor of his new little daughter, Suzanne, born February 23rd.

California Music Company was visited by Lou Boorstein, Leslie Distributors, on his recent visit to the coast. Lou told Sammy Ricklin and Gabe Orland how impressed he was with their new building and record display. Bella Stack taking time off to rest up at Murietta Hot Springs for a couple of days. Betty Williams says her biggest seller the past week was Harry Belafonte's "Mama Look At Babu" on RCA Victor. In the Spanish Department, Martha Delgado predicts "Siempre Hace Frio" by Juan Mendoza on Peerless as a sure shot. Buddy Robinson believes Frankie Laine has another big hit with "Love Is A Golden Ring" on Columbia. . . . A new member being welcomed into the Coin Machine Family is Cliff Pierce who has started an operation in San Bernardino. . . . Paul and Lucille Laymon, Paul A. Laymon, Inc., report sales remained high with the Rock-Ola "200" phonograph and Bally's "ABC Bowling Lanes" the past week. Ed Wilkes says there is a big demand for used games and shuffle alleys. Charlie Daniels completed arrangements for a Rock-Ola "200" phonograph to be used on Ray Anthony's national television show. . . . Jack Simon had just settled down at his desk at Simon Distributing Company after his trip around the world when he took off again for San Francisco and Oakland. John Freeman checked into the California Hospital for a physical check up. Sonny Lomberg reports local and export business on the increase at Simons.

Phil Robinson and his wife sailed March 15th for the Honolulu vacation in celebration of their fortieth wedding anniversary. . . . Narty Beckman has installed a new complete jazz LP section at Narty's Music Center to handle the increasing demand for this type record. Narty believes Mickey Katz has another big one with his rendition of "Hey, Jealous Lover" on Capitol. Of all the new releases out this week Ana Marinez and Jan Graham pick "Market Place" by Ray Stanley on Zephyr and Harold Goldfine selected Gloria Mann's "My Heart Has A Mind Of Its Own" on ABC Paramount. . . . Minthorne Music reports operators are clamoring for Chicago Coin's "Bowling League" as fast as they are received. They say the operators in Riverside County are working toward 10¢—3 for a quarter play and 15¢—2 for a quarter EP play to take advantage of the dual pricing system. It is reported that the past week was the biggest week with on-floor sales of the Seeburg "200" phonograph at Minthorne.



# Through The Coin Chute

## DALLAS DOINGS

Distributors along coinrow are finding the demand for machines and games greater than their supply which indicates that the season ahead promises to be better than ever. Record distributors are also busy booking orders and trying to get early deliveries from the disk factories. . . . Benny McDonald of Star Coin Machine in Fort Worth vacationing in Arizona. . . . Gunnar Gabrielson, J. P. Seeburg field representative, sporting a new car. . . . Cameron Franks of Big State Novelty in Fort Worth bedded with the flu. . . . Dean McClain, early morning deejay on KNOK known as "McNeil At The Wheel", is now account executive for the station and Jim Randolph has been upped to program director. . . . J. H. Briscoe of Denton in town for some shopping. . . . Other visitors to the local market were Fred Ellis and Wilbur Briscoe of Waco; Buna Carr, Corsicana; Jake Moorhead, Arlington; Jimmy Garrett and Pete Selman from Longview; Don Robertson, Lubbock; George Bury of Hamlin; Jimmy Woolsey, Roy Howell, Pete McDonald and Mrs. Drew Osborne in from Fort Worth. . . . Congratulations and best wishes to Faye Dell Wilkerson of Certain Music Company and her groom Ray Delwyn Smith on their recent marriage. . . . Sonny James returned to Dallas after doing several TV shows on the west coast. . . . We hope Sonny Keel, service man at B & B Vending Company, will be up and about soon. Sonny has been hospitalized with an injured foot.

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THE NEW 45 - 78 RPM  
With 10 Second Musical Introductions — A Sensational Feature!

Reorders already received from 22 states  
Write today for complete details!

**INTERNATIONAL MUTOSCOPE CORPORATION**  
44-04 Eleventh Street, Long Island City 1, New York



# Through The Coin Chute

## NEW ENGLAND NIBBLES

With warm springlike weather holding up, biz continues good all around with heavy movement of arcade pieces. Outlook for music gets better and better with record artists of the big name variety in sparking juke box plays. Newest arrival, **Eddie Fisher**, current at Blinstrub's, South Boston, made Hub second date of his nitery entry and had mobs of teenagers surrounding his every appearance. Around with the distribs: At Atlas Distributors (AMI), music machines are going big guns here with many ops from the northern states loading up on new AMI 200 music boxes. Large number of ops have visited with **Louis Blatt** at the Commonwealth Ave. plant from outlying territories this week. . . . At Associated Amusements, (Rock-Ola) emphasis still on the United 14-foot bowling alley with big demand for 200 Rockola phonographs. Arcade equipment is moving rapidly here. . . . At Si Redd's Redd Distributors (Wurlitzer), heavy action reported on Wurlitzer "half dollar" music machine and ops demanding more of the Bally "Bowling Lanes". Demand for arcade equipment is up. . . . At Trimount Automatic Sales Corp. (Seeburg), **Irwin Margold** reports export biz continuing on upgrade. Seeburg 200's being shipped out for op's outdoor and fun spot locations. Arcade pieces moving rapidly.

Among ops in this week were: **George Chopelas**, Malden; **Ed Martel**, Turners Falls; **Ray Faini**, Framingham; **Ray Shea**, Worcester; **Adolph Dugas**, Webster; **George Johnson**, Cambridge; **Al Coultly**, Worcester; **Sol Robbins**, Newton; **Al Dolins**, Hyannis; **Ralph Lackey**, Milton; **Eddie Ross**, Roxbury; **Al Myers**, Boston; **Bill Hamel**, Concord, N. H.; **Joe Sacker**, Boston; **Dave Baker**, Arlington; **Harry Deshowitz**, Chelsea; **Saul Hurwitz**, Lynn; **Walter Stadnick**, Central Falls, R. I.; **Al Robbins**, Arlington; **Jim Balboni**, Springfield; **Steve Pielock**, Worcester; **Guy Durgin**, Presque Isle, Me.; **Joe Ferris**, Madison, Me.; **Joe Viana**, Fitchburg; and **Al York**, Middlebury. . . . **Ruth Shapiro** took **Danny Kaye** around town to visit disk jocks. Kaye here at the Colonial in his "International Show", hosted Hub disk jocks at a big party in the Ritz Carlton on his arrival. . . . **Mardi Gras Arcade** in Hub is expanding with automatic amusement equipment. Spot has some 63 games plus regular arcade pieces. . . . Ten cent play is reported gaining throughout Massachusetts.



# Through The Coin Chute

## HOUSTON HAPPENINGS

After 10 years of successful record retailing at 2053 West Alabama St., **Frank Zerjav** has moved his store, the "Jive Hive", into spacious new location on 1010 McKinney; just off Main and across the street from a large bank. An all day open house affair on Mar. 11 celebrated opening of the new place. . . . Operator **Guy Barnett**, Coast Amusement Co. Freeport, talking shop with **H. A. Franz** about Seeburg equipment. . . . That latest **Tara** record label release, "The Banana Peel Song" and "Son-Um-A-Rooster" by **Tracy Pratt** and **The Naussa Boys** is going well hereabouts. Incidentally, **Pratt** is better known by thousands of TV fans as "Poncho" on the **Curley Fox** and **Texas Ruby** show. . . . **A. P. (Tony) Plaia**, Player Amusement Co., Beaumont, owns a top ranking retail record store in the City. **Ye Olde Harmony Shoppe** it is, located at 1515 College St. . . . **W. C. Lynch**, independent buyer, seller and trader said his business fair. . . . **Wayne Holland**, owner of **Hollands Music Shop**, (leading record store in Gulfgate, largest shopping center in South) reported business well above average. **Wayne** expressed satisfaction at having acquired the sales service of a lady with super musical background in person of **Mrs. Charlotte Eldridge**. . . . Local Operators **Ted Harris** and **E. S. Dean** got to comparing notes on how long they had been in the business and wound up with the conclusion that **Harris** had 23 years service and **Dean** 21. . . . **Row Peebles** and **David Brittan** handling inside sales at **Houston** branch of **King Records** since **Shannon Howell** was promoted to traveling. . . . Operator **Alvin E. Sebesta**, owner of **Al's Music Co.**, **Giddings**, doing business with this and that coin machine distributor about the city while his wife has her day shopping in the department stores.

**AIRMAIL SUBSCRIPTION to THE CASH BOX \$30.**

# RMSA Elects Officers

CHICAGO—The annual meeting and election of officers for the Recorded Music Service Association was held on March 7 in the Mural Room of the Bismarck Hotel, this city.

The meeting was conducted by **Earl Kies** in the absence of **Phil Levin**, president of the association.

Officers elected were **Phil Levin**, president; **Earl Kies**, vice-president and secretary; **Louis Arpaia**, vice-president and treasurer; **Dan Gaines**, vice-president.

These officers will also serve on the board of directors. Re-elected as members of the board of directors were **Julius Mohill**, **Julius Gronner**, **Joseph**

**Filitti** and **Andy Oomens**.

Added to the list of directors was **Otto Menconi**, to fill the vacancy left by **Carl Greene**, who resigned, due to other business commitments.

**Earl Kies** had previously served as vice-president and treasurer. **Louis Arpaia** was a director.

Following some discussion of several business items, there was a drawing for a \$25 check. This was won by **Morris Travers** of **Admiral Music Company**.

At the conclusion of the meeting, refreshments were served and the members enjoyed getting together and renewing friendships.

# Smells Up Vendors To Boost His Business

ONAMIA, MINN.—**E. J. Brington** of **Lincoln Scale Company**, this city, released the secret to the increased profits he's enjoying from his candy and peanut vending machines.

**Brington** smells them up with an apple blossom freshener called, "Pre-lin," which features itself as, "The Aroma of Springtime."

"I want to tell you something I've never told anyone yet," advises **Brington**, "and because it works so well I wanted to kick it around all by myself for a while before telling anyone."

"You can now tell it to all the boys," he continues, "and if it works as well for them as it has for me, more power to them."

"I take a bottle of this stuff ('Pre-

lin') along with me on the route all the time. Everytime I get near one of my machines I put three or four drops on the glass right over the coin chute.

"I have seen this happen dozens of times. A bunch of young fellows will pass by the machine. Look around. Then smell and smell and smell.

"They will then trace it to the machine. Walk over to it and remark how nice the machine smells.

"They'll usually say, 'I've never smelled anything as nice as this machine.'

"Before you know it, someone drops in a coin. Then another. Another and still another.

"It sure does work for me. The odor will last about two days."

## 15c, 2 For 25c Play

ALBANY, N. Y.—**Jules Olshein** of this city recommends, "In view of the higher price of bowling games, they should have been shipped with 15¢, 2 for 25¢ play coin chutes."

"It is my hope," he continues, "that the manufacturers will be able to reduce the price of new games so that distributors can pass the savings on to the operators and, thereby, allow the operators to earn better profits."

## One Tune Free

CINCINNATI, O.—**Saul Halper** of this city suggests that the music ops should make it their business to meet the public's liking for "something free."

"For example," writes **Halper**, "we should give the people a free tune after they buy three.

"People," he remarks, "like to feel they're getting something for nothing."

## TOP VALUES

- 1800 WURLITZER . . \$795.00
- 1700 WURLITZER . . 625.00
- 1250 WURLITZER . . 149.50
- M-100-C SEEBURG . 525.00

**PEACH STATE MUSIC COMPANY**  
549 Pine Street  
MACON, GEORGIA

Phone: 3-1588

## Exclusive Distributors for FISCHER'S

# "SIX-POCKET POOL"

in ILLINOIS, INDIANA, IOWA and MICHIGAN

### ARCADE

- Wms. DLX 4 Bagger . \$325
- Wms. King Of Swat . 245
- United Star Slugger . 295
- United Super Slugger . 245
- C.C. Hockey . 245
- Genca Quarterback . 225
- United Pirate Gun . 395
- C.C. Steam Shavel . 150

- Big Shaw . . . . .
- Double Header . . . . .
- Parade . . . . .
- Nite Club . . . . .
- Broadway . . . . .
- Beach Beauty . . . . .
- Miami Beach . . . . .
- Gay Time . . . . .

### BINGOS

- Write Gayety . . . . . \$110
- \$495 Big Time . . . . . 225
- 465 Variety . . . . . 125
- 425 Surf Club . . . . . 75
- 375 Palm Springs . . . . . 75
- 335 Ice Fralics . . . . . 75
- 225 Beach Club . . . . . 65
- 175 Beauty . . . . . 65

CALL NOW!

IMMEDIATE DELIVERY!



# HERE'S HOW YOU CAN REACH THE WORLD'S BEST BUYERS OF ALL COIN MACHINES!

## The Cash Box

### "QUARTERLY EXPORT EDITION"

(Dated: March 30)

**PRINTED IN: SPANISH, FRENCH, GERMAN and ENGLISH**

### Why Does "The Cash Box" Print A "Quarterly Export Edition"?

"The Cash Box Price Lists" are officially recognized and accepted all over the world. Just as they are officially recognized and accepted in the U. S. Furthermore, *The Cash Box* is the foremost publication of the world's coin machines industry. It is intensively used for information on all types of American made equipment, as well as for the prices of new and used machines of all kinds.

In all countries thruout the world *The Cash Box* is used just as constantly as it is used in the U. S. The editorials and news features of *The Cash Box* are as avidly read in countries all over the world as they are in the U. S. A.

The continued printing of each quarter's American coin machines business is bringing the world's markets in closer

contact with American sellers. It opens vast possibilities for better relationships with the coin machine firms of the entire world. Over the long pull it is bound to bring those who desire to do business with the world's coin machine firms an extremely profitable market.

Once again *The Cash Box* originates and pioneers for the benefit of America's coin machines industry. *The Cash Box* is driving to open a greater worldwide market for American coin machines.

Advertising in this "Quarterly Export Edition" points the way for the advertiser to enjoy greater markets for his merchandise while, at the same time, building up his own business on an international scale.

**GOES TO  
PRESS**

• **THURSDAY**  
at  
• **NOON**

**MAR. 21**

**HURRY! HURRY! HURRY!**

**RUSH YOUR AD IMMEDIATELY!**

## THE CASH BOX

**1721 BROADWAY, NEW YORK 19, N. Y. (Phone: JUdson 6-2640)**

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32 West Randolph St., Chicago 1, Ill.

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# “Mr. & Mrs. Music Op” Point Path To Progress

## Walter D. Bagnall and Pauline R. Bagnall Point Out Facts For Music Operating Success

THOMASVILLE, GA. (Editor's Note: The following is a letter received from Mr. Walter D. Bagnall and Mrs. Pauline R. Bagnall of Thomasville Music Co., this city, who, in our humble estimation, should be called, “Mr. and Mrs. Music Operator”. While they, too, turn down trading stamps along with so many, many others as a business stimulator plan, they point up pertinent and logical facts for operating progress and success.)

“We do not believe”, write Mr. and Mrs. Bagnall, “that trade stamps will be of benefit to operators of phonographs and games. This is due to the fact that our business cannot be compared with a merchant making a sale and having contact with each individual customer.

“It would be practically impossible for a location owner to give stamps to each person playing a dime or quarter”, they point out. “In a busy location,” they continue, “with a number of booths, and even if an extra employee was on hand for this purpose only, it would not seem likely that each individual could be given a stamp without some delay and also considerable confusion.

“If an operator is already having difficulty with his overhead expenses”, they ask, “why add another expense item that could not increase income any appreciable amount, if any amount at all?”

“After more than 22 years in the phonograph business, it is our opinion that window streamers, display cards and trade stamps are not necessary. They will not boost play for phonographs and games. Giving stamps would be as unworkable as collecting states sales tax from each person playing the phonograph.

“As to public relations”, continue Mr. and Mrs. Bagnall, “we believe this depends solely on the individual location owner and his customers along with the operator. If the operator has the respect and confidence of the location owner, and will take time to listen as well as offer logical suggestions to the location owner and, at the same time, if the location owner conducts his business correctly, with courteous personnel offering the public the type of entertainment the public wants, there should be no question about public relations.

“The answer”, state Mr. and Mrs. Bagnall, “to the operator who has the problem of increasing costs and decreasing collections, is 10¢, 3 for 25¢ play, along with a graduated scale of minimum weekly guarantees, depending on type and amount of equipment used by the location, as well as a 60%-40% split.

“We notice that some operators state they have tried 10¢ play but failed due to competition. How long did they wait before becoming panicky and throwing in the sponge? If they have operated in a territory for any length of time, know and have the respect of their locations, give good service, keep equipment in top condition, use the latest and best records, it should be no problem to convince the location that the new operator coming in could not possibly offer the same.

“We do not have a single location”, advised Mr. and Mrs. Bagnall, “that would allow us to change machines back to 5¢ play. What's more, some locations, right across the street from ours, are still on 5¢ play.

“We do not buy locations. We do not pay to put a machine in a location. We do not buy beverage licenses or lend money to locations. We do, however, advise them how to manage such things, if possible.

“We pay one-half of the city operating license—no more! We keep the best equipment possible in all locations. We give prompt service. Never more than a few hours after receiving a service call. Record changes and collections are made regularly and on the same day each week.

“We feel”, state Mr. and Mrs. Bagnall, “that the operator has only two things to offer a location. Service and a genuine interest in the location, other than the money collected from the location.

“We do not worry about competition. We have had it for over 22 years. Still have it. We have seen newcomers come in and then fold up. Some offered the locations 60% and were willing to work on 40% for themselves. But they could never back up their promises. Nor could they continue to operate on such a basis very long.

“Expansion”, report Mr. and Mrs. Bagnall, “is alright. But to expand beyond the limit where good service can be guaranteed, is not only unwise, but also unprofitable.

“If all operators would work together”, conclude Mr. and Mrs. Bagnall, “as an organization with a code of ethics there would be enough business for everyone. At the same time the personal relationship which would then come into being among the operators would prove beneficial to all.”



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### 200 Too Much

HOT SPRINGS, ARK.—George C. McCain of this city believes that there should be a “cut back” on higher cost machines.

“The operators can't do anything about it”, he advises, “but the manufacturers can. They continue to make more and still more selection machines.

“For instance”, he continues, “the 200 selection phonos, at more cost to the operators, have to be set in spots where 24 selections will do in many cases.

“The pool tables”, he reports, “proved that a cut back in price would help the operators make a financial comeback. The operators made some money with the pool tables. Now they can take care of the locations as they have always done.”

### More Progressive Locations

CAMBRIDGE, MD.—Stacy L. Lewis of this city is of the belief that more progressive locations would mean better business for operators.

He points out that many location owners just don't know how to be friendly with customers.

They don't use progressive methods to hold onto their customers and keep them coming back.

“Some merchants”, he advises, “think that all they have to do is put in a couple of machines and wait for the money to roll in.”

He believes that an educational program for such locations would prove very worthwhile and would, in the long run, benefit the operators by bringing better business for all equipment.

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**Coven's Centennial Club Party Outstanding**

**Chi's Covenant Club Scene of Gay, Festive Affair For Wurlitzer Centennial Club Members**

CHICAGO—Ben and Mrs. Trudy Coven were gracious host and hostess at one of the most outstanding affairs seen in this area in some time. They invited Wurlitzer Centennial Club members to a gay and festive party at the famed Covenant Club, this city Sunday, March 10. The wonderful food of the very beautiful Covenant Club actually met with applause of all the many who were present. In addition, the Covens had a special bar opened for cocktails and after dinner drinks. Entertainment was furnished by Eddie Holstein, local juke box, who has his own group. Holstein, along with Bert Bender at the piano, Harry

Love on the violin and Carol Blake, as vocalist, offered very fine entertainment. A complete act by a well-known magician gave the entire party a great many laughs to complete a most outstanding evening. There was dancing before and after a very marvelous buffet dinner. Beautiful gifts for the ladies were at each table and met with acclaim. Many well-known operators and their wives from miles away were present. All reported this was one of the most enjoyable evenings they had ever spent in Chicago. Hosts Ben and Trudy Coven were complimented and thanked for a truly outstanding evening.



**Through The Coin Chute**  
**EASTERN FLASHES**

With the sun shining brightly this week, and with those new machines on display at distributors, an air of expectancy and optimism prevails on the street. Wholesalers reporting more action on both games and music, and arcade buyers being seen in greater numbers. Local situation, of course, causing considerable conversation, but all hope everything will straighten out.

Things were really humming when we dropped in at Atlantic New York Corp. to see Meyer Parkoff. Callers actually had to await their turn to get to Parkoff. Ran into Harry Wichansky of Elizabeth, N.J., here, and he advises everything going well with him and brother Sam. One of the things keeping Meyer busy is his charitable endeavors, which seem endless. But, Meyer cheerfully lends his time, effort and money. . . . Oscar Parkoff of the Newark office vacationing in the South. . . . Eddie Goldberg, Archie's Amusement, White Plains, N.Y., on the street, shopping. . . . Understand that Al Maniaci packing his bags to leave for a Hot Springs vacation. . . . Mannie Ehrenfeld, old-time op from Passaic, N.J., and surrounding areas, back from a two week cruise thru the Central and So. American countries. Tells us one of the passengers on board was Ernest Hemingway. . . . We watched at Albert Simon, Inc., as Al Simon does a terrific selling job to ops on ChiCoin's "Bowling League". And then when the ops place their orders, Al says "You know, orders are being filled according to the order in which they're placed, and you'll have to wait your turn on delivery". . . . With Abe Lipsky of Young Distributing visiting ops in Suffern, N.Y., Joe Young and Allie Goldberg handle the showroom visitors. Joe tells us ops' reaction to the new Wurlitzer model "2150" is great, and that it seems to have stimulated sales for the other two models, "2100" and "2104". Joe, by the way, has shed some 25 pounds in the last four months. "Just don't eat anything made of flour", he says. . . . Dick Dickey, Westchester Amusement, on the street shopping, and introduces Al Tanaro, who's joined his firm. . . . Charley Ewing, former Indiana op, who recently sold out his coin biz, in N.Y. for the toy show. Charley now a director of a big toy mfr. But, like all other coinmen who leave the biz, Charley tells us he still has the coin machine bug, and could possibly return in the future.

Barney (Shugy) Sugerman and Irv (Kempy) Kempner, Runyon Sales Co., attend the meet of the N.Y. State Ops Assn., Wed. night at the Palatine Hotel, Newburgh. Shugy reported biz going fine, with the Bally "ABC Bowling Lanes" a "sensational seller". . . . Joe Connors back on the job, after a bout with a virus bug, and then a complete hospital check-up. "Everything perfect" reports Joe. . . . The UJA mailed Harry Rosen's "1956 Service Award" to him in Miami. Harry honored for his cooperation in last UJA campaign. . . . Pierre Fredi, Fredimatic, Paris, France, dropped into offices of The Cash Box to visit. . . . An Asbury Park boardwalk arcade op, Steven Cicala, filed a complaint with the Bergen County prosecutor this week, asking that a bowling tournament offering prizes in nearby Teaneck be outlawed. Cicala said he will submit similar complaints in four other North Jersey counties, charging that bowling prizes are in the same category as awards for boardwalk games, which have been banned. . . . Iz Edelman in town instructing Dave Lowy on the use of his ball bowling conversion unit for shuffle games. Iz is making complete conversion units for distribs and ops who have their own shops. From the city, he travels to upper N.Y. State, then on to Detroit and Chi. . . . Dave Stern, Elizabeth, N.J., in town. . . . Milt Green vacationing in Miami Beach. . . . Elie Gambliel, Modhermar, Paris, France, expected to visit the U.S. shortly. . . . Lou Herman and son Howard make the rounds on coinrow. . . . Teddy Blatt, games assn. attorney, flies down to Miami Beach. . . . Mike Munves hosting any number of arcade owners. Visiting here this week was Charlie Wertheimer of Boston. With Milton Nagler back from his vacation, Munves thought it would relieve the pressure, but biz continues to pile up, and Mike is still just as hard pressed for time. . . . Harry and Hymie Koepfel, Koepfel Distributing, another pair who don't have enough hours in the day, particularly now that music ops are sending in so many machines for face lifting jobs.



**Through The Coin Chute**  
**UPPER MID-WEST MUSINGS**

Down Florida way for an extended vacation are Mr. and Mrs. Jack Lowrie of Lake City, Minn. Jack is probably waiting for warm weather to roll around up here in the North Country. . . . Also taking in the sunshine down there is Frank Davidson of Spooner, Wis. . . . Hank Vangen of Minneapolis and Marie Norby also of Minneapolis meandered down to Iowa the past week-end and got themselves hitched. Hank says that Marie swept him off his feet. . . . In between taking care of his coin machines and juke boxes Amos Miller of Spooner, Wis., manages to get in a little time for the railroad which helps build up the retirement benefits. . . . Charlie Sersen of St. Cloud, Minn. made the rounds shopping for equipment for his route. . . . John McMahon of Eau Claire, Wis., made the trip into the Twin Cities to pick up records for his phonographs. . . . Pete Vanderhyde and Lawrence Sanford of Dodge Center, Minn., shopped around for some used music. . . . Sid Kern, Menomonie, Wis., spent a couple of hours in town shopping around. . . . Recent visitors to the Twin Cities were Ed Le Blanc of St. Cloud, Minn.; Jim Laraby of Granite Falls, Minn.; Royal Hegan of Slayton, Minn.; and Ben Kragtorp of Tracy, Minn.





# Through The Coin Chute

## CHICAGO CHATTER

Next issue of **The Cash Box**, dated March 30, will be the **Quarterly Export Edition** in several languages. Opinion here is that never in coinbiz history has there been such a great potential in export markets. Today they are looking for hundreds and thousands of late phonos and pinballs. And finding it impossible to get all they want. Distributors and jobbers who plan to latch on to this booming biz will find that **The Cash Box** is recognized as the "Bible" of buyers world wide. . . . Anyone for a golf driving tournament? **Don Moloney** of Donan comes up with this bright idea, suggested by two indoor golf driving ranges opening up on north side. Don proposes golf driving tourney start with groups of distributors, mfrs. and ops. Then a championship play-off. Don willing to hear from anyone interested in joining the fun. But, knowing Don's reputation as a golfer, the boys are asking for handicaps. **Bill Gersh** will take 60 yards; **Howie Freer**, **Vince Shay**, **Harold Schwartz** and **Stan Levin**, 50 yards; **Bill De Selm** asks for 70 yards; **Phil Weisman** and **Herb Oettinger** want 25 yards; **Lou Casola** demands 35 yards; **Phil Levin** and **Julius Mohill**, 30 yards; **Jimmy Hilliard** will take 45 yards; **Art Weinand**, who never played, asks for 200 yards; **Len Micon** will give one yard. (Other interested golfers contact **Don Moloney** right away.)

Bally's **Bill O'Donnell** on the phone, as usual, taking orders all day long for more "Bowling Lanes" and "Key West". "The games are moving very, very good", maintains **Bill** modestly, "and everybody's happy". . . . Proudly passing out seegars one day last week was young **op Bob Street**. It was a boy, 7 lbs., 11 oz. . . . **Marvin Bear** of DCI donated four juke boxes to synagogues this past week. But **Marv** too modest to tell us all about it. . . . **Jack Nelson, Jr.** reports "business increase at Logan Dist due to chain store expansion in bulk vending equip." . . . **Ted Rubenstein** a great believer in diversification. Going strong at **Marvel**, he claims, is the "Lucky Horoscope" vender, pool games, plastic phono replacements and pool supplies. "What's more", says **Ted**, "we have some new items coming". . . . **Joe Kline** and **Wally Finke** of First Coin reported "noodnicking" **Ed Levin** for extra loads of **ChiCoin's** "Bowling League". . . . **Mack Postel**, vending distrib for 30 years, getting set for booming spring biz.

**Sam Wolberg** and **Sam Gensburg** express their "appreciation for grand cooperation from distributors who realize we're doing our very best to make faster and bigger deliveries". **Mort Score's** current trip will take him thru Ala., Ga., Fla., up the east coast to N. Y., then back to HQ. That's covering territory. . . . **Ralph Sheffield** and **Al Warren** at the busy **Genco** plant wear wide grins of satisfaction at the way new "Circus" gun clicking with the trade. "Never saw any gun go so good", says **Al**, adding, "It's even better than 'Big Top'". . . . **Herb Jones'** magic pencil jiggling at full speed over more Bally catchy headlines. We especially liked the one on back cover of Mar. 16 issue: "Happy Crowds Keep Cash Box Jingling". . . . **Joe Simon**, just back from trip thru Far East, Middle East and Europe, reports that **The Cash Box** is the "Bible of the industry everywhere". **Joe** even brought back subscriptions from the Orient. . . . Start of early spring season has **Gil Kitt**, **Joe Robbins**, "Dusty" **Hohbein** and **Jack Burns** on busier schedules than ever. Reportedly doing tremendous job on new games, the boys at **Empire** also looking for all kinds of used equip to meet demand. . . . **Morrie Travers** was the lucky one who won \$25 check in drawing last week at **Recorded Music Service Assn.** meeting. Said **Morrie**, "First time in my whole life I ever won at a drawing".

Encountered plenty of hectic action at **World Wide**, with **Joel Stern** acting as though he's inoculated with injection of jet propulsion. Trying to talk to this fast-movin' young man really takes a while. Fact is, one little sentence was interrupted by no less than five phone calls. . . . **Ben** and **Trudy** **Coven** proving themselves very gracious host and hostess at their **Wurlitzer "Centennial Club"** party at **Covenant Club**, Mar. 10. Dancing before and after elaborate buffet dinner and gifts for the ladies contributed to success of this affair. **Eddie Holstein**, juke box op who has his own ork, got big hand for top-notch music and entertainment he provided. . . . **Bally's Art Garvey** still in the east visiting the trade, and trying his best to keep all of 'em happy. That could be only by sending all the "Bowling Lanes" and "Key West" they want. . . . **Fred Minter** of **Gateway** taking up collection from visiting ops for the **Bob Roberts Cancer Memorial Fund** in memory of **Al Mitchell's** 6-year-old son. **Boy** died of cancer last Wed., Mar. 6. **Al** is local op who also has a service organization for many ops around town.

Lots of busy atmosphere continues at **United**, as "Bowling Alley" keeps **Bill De Selm**, **Herb Oettinger** and **Ray Riehl** in state of perpetual motion. . . . **Mr.** and **Mrs. Sam De Bella** and **Mr.** and **Mrs. Lou Casola** had to drive back to **Rockford** without a driver's license. Picked up by cop in **Chi** for going wrong way on one-way street when they drove into town. . . . **Bob Lindelof**, **Andy Hesch** and **Lou Casola** used to get together at irregular intervals for lunch. But haven't been able to get together for over two years now. Seems **Bob** is a fisherman all summer. **Lou** is president of golf club. And **Andy** is just too busy. . . . **Harry Salat** advises that **Paul Golden** of **La Ru Novelty** due back home this week after successful eye operation by N. Y. medics. . . . New op **Bernard Lazar** begins with 23 pieces on south side this past week. Route purchased from **Hy Polo Amusements**. **Hy** says he will concentrate on north side. . . . **Sam Greenberg**, who pioneered 65-35% in ball bowlers, reports he has two pool tables out on 60-40. . . . **Phil Weinberg** heading back to **Texas** after a week at the big and busy **Bally plant**. . . .

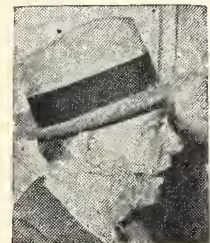
Hear that **Mary Gillette** has unique gift items in her **Old Orchard** record shop in **Skokie**.



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**Paul Huebsch** proclaims **Keeney** 500-cup venders moving at a fast clip. "While we're catching up on orders for venders", states **Paul**, "we're getting into high gear on our new 14-foot 'True Score'". . . . **Art Weinand** receives letter from **George R. Murdock**, formerly **West Coast Regional Mgr.** for **Rock-Ola** for many years. **George** now retired five years. Imports and sells sail boats from **Sweden**. Says he gets kinda lonesome and would like to hear from old friends in the coinbiz. Mail can reach **George** at **Box 72, Avalon, Catalina Island, Calif.** . . . **Dave Gottlieb** should be back at his desk when you read this. . . . **Sam Lewis** in a chipper mood this past week and busy with some new Exhibit products for the early spring season. . . . **Phil Weisman** of **Universal Auto Music** has two sons in the Army. **Phil's** eldest son in 6 months. Married the Colonel's dotter. Now stationed at **SHAEP** headquarters near **Paris**. **Phil** plans trip to Europe to see both of his very grand boys. . . . At **National Coin, Vi McCarthy**, "The Export Queen," has her foreign correspondence down to merely a foot high. **Joe Schwartz** expected back from **Fla** latter part of the week. . . . **Mike Detzek** advises that the fastest moving items at **Champion Dist** this past week have been slate tops and cue sticks. "We just don't get enough of them," murmurs **Mike**. . . . **Jerry Kuklin** of **Standard-Harvard** took a week off to see the **Mardi Gras** in **NOLA**. Claims he mixed in some **Metal Typewriter** business along with the pleasure. . . . Read in the paper there are something like 151 taxes on a loaf of bread, at least 100 taxes on an egg, 150 on a woman's hat. Wonder how many taxes, direct and hidden, there are on coin machines???

**HAPPY BIRTHDAY THIS WEEK TO:** **George Sydak**, Akron, O. . . . **Samuel Engelman**, New York, N. Y. . . . **William P. Hurst**, Atkins, Ark. . . . **Ben H. Hoelzeman**, Little Rock, Ark. . . . **Herb Jones**, Chicago, Ill. . . . **Max Klein**, Yonkers, N. Y. . . . **Leslie C. Boyd**, New York, N. Y. . . . **Le Roy Gardner**, Houston, Tex. . . . **Leonard Hicks**, Kansas City, Mo. . . . **Dave Feldman**, Brooklyn, N. Y. . . . **John J. Elms**, New Orleans, La. . . . **Leon C. Groves**, Cassopolis, Mich. . . . **Gerald G. Baum**, Iowa City, Ia. . . . **Ronald M. Cates**, Baltimore, Md. . . . **Lloyd R. Warwick**, Chattanooga, Tenn. . . . **Felice Spinapolic**, Beacon, N. Y. . . . **Derling Geib**, Deadwood, S. D. . . . **Sidmore Parnes**, New York, N. Y. . . . **Russel N. Sheffler**, Carlsbad, Cal. . . . **N. E. (Bert) Alcott**, Abilene, Tex. . . . **Hal L. March**, Brattleboro, Vt. . . . **A. Le Roy Dodson, Jr.**, Urbana, O. . . . **Rudolph Hunter**, Detroit, Mich. . . . **Thomas W. Moody**, Austin, Tex. . . . **Paul K. Heaton**, Monroe, Mich. . . . **Wallace J. McFarland**, Santa Barbara, Cal.



MARY GILLETTE



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CHICAGO—The very first machines in amusement games history to break thru the dime play barrier 100 percent are the new bowling games now being manufactured here.

Not only is this a true and startling fact, but, what is even more interesting and outstanding is the further fact that, in addition to dime play, about 70% of the new bowling games placed in locations nationwide are installed on contracts featuring 60%-40% or 65%-35% commission basis.

Reports have come thru, from operators in big cities as well as in small towns, that they have placed bowling games on 70%-30% commission basis. A great many also report that they are getting minimum guarantees. Some report that they have no trouble at all obtaining front money.

One well known operator advises: "We have absolutely no trouble at all getting \$18 per week front money on the new bowling games."

"What's more," he adds, "we split on a 60%-40% basis after the \$18 is taken off the top of the collection."

"Not a single one of our locations has complained."

"Yes," he corrects himself, "we did get two complaints. Both of these spots want another game each to be installed to cut down on players waiting so long to play the game."

Tho The Cash Box originated, pioneered and crusaded for dime play

for over 13 years now, amusement games ops continued to dodge use of dime coin chutes. They claimed that the play being faster and no merchandise being involved they could afford to remain on 5¢ play.

The amusement games ops also realized, as prices of games continued to zoom upward that they, too, had to change to dime play to assure themselves remaining in business on a profitable and progressive basis.

Even then, it has been a tough, uphill battle by this publication, to convince amusement games ops to change to 10¢ play.

The new bowling games changed all this. Their higher cost, and the further fact that they pull such tremendous patronage while, because of this, bring in more income, has caused operators nationwide to leave the dime chutes intact and to adopt the suggestions of the manufacturers of the bowling games to sign contracts for 60%-40% or 65%-35% commission percentage basis with locations.

The new bowling games, therefore, are the very first to have broken thru the dime amusement games play barrier.

There is no doubt that operators, years from today, will recall the bowling games of 1957 as the first to have actually started dime play on a more equitable commission basis.

**NO QUESTION  
ABOUT IT!**

WE HAVE THE FINEST

**SLATE  
TOPS**

FOR ALL TYPE POOL GAMES

Write For Prices!

**SPECIAL DEAL ON  
QUANTITY BUYS!**

**RUNYON  
SALES COMPANY**

Factory Representatives for:

AMI, Inc., Bally Manufacturing Co.,  
J. H. Keeney & Co., Permo, Inc.

593 10th Ave., New York 18, N. Y., LO 4-1880  
21 Frerkinghousen Ave., Newark 8, N. J., Bl 3-8777  
231 Windsor St., Hartford, Conn., JA 7-4470

**Urges Creation Of  
"Central Service School"**

GALION, O.—C.B. Court, service manager of Hopkins Music, this city, as well as partner in Kenyon Music in Canton, O., and secretary-treasurer of Century Music in Columbus, O., believes that one way operators can boom business is to create a "Central Service School" which would help them save a great deal of money each year.

"Much of the operators' present day troubles," advises Court, "stem from easy collections in the past."

"We are now entering an era," he reports, "when it is necessary to actually sell music. To merchandise our records. Better train our service men so as to cut costly repeat calls."

"There's a tremendous amount of needless replacement of motors, steppers and various other parts, all from lack of oiling during servicing."

"We need a 'Central Service School,'" continues Court, "where operators could send employees and have them trained in the proper service approach and adjustment procedure in music machines as well as amusements."

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



## CLASSIFIED ADVERTISING SECTION

**FOR SALE**—Zip Cord, 250 ft. in roll, \$.475; First Grade 3" wire cable, \$.06 per ft.; Parallel Speaker Wire, \$.03 per ft. W. B. DISTRIBUTORS, INC., 1012 MARKET STREET, ST. LOUIS 1, MO. (Tel.: Central 9292).

**FOR SALE**—Comeo—Extended Range Speakers and Baffles. Quantity at modest prices. Engineered for heavy duty use. Satisfaction guaranteed or money will be refunded. Finished in Lined Oak, Natural or Mahogany. Packed two to a carton, \$11.95 ea. COVEN MUSIC CORP., 3181-3 ELSTON AVE., CHICAGO 18, ILL. (Tel.: Independence 3-2210).

**FOR SALE**—AMI F-120, \$675; AMI E-80, \$400; Seeburg, M100C, \$545; Seeburg M100G, \$695; Wurlitzer, 1700, \$575; Wurlitzer, 1800, \$695. MONROE COIN MACHINE EXCHANGE, INC., 2423 PAYNE AVE., CLEVELAND 14, OHIO (Tel.: Superior 1-4600).

**FOR SALE**—The best buy in used Bally Bingo Games. Just buy one and you will see why you pay a little more and be glad you did. Your money back if not completely satisfied. 1/3 deposit with all orders. Write or call: ALLAN SALES, INC., 937 MARKET ST., WHEELING, W. VA. (Tel.: Wheeling 5472).

**FOR SALE**—Make us an offer: Chi-Coin Big League Baseball (2-player); United Comet Targette; United Venus Targette. RUNYON SALES COMPANY, 593 TENTH AVENUE, NEW YORK, N. Y., or 221 FRELINGHUYSEN AVE., NEWARK, N. J.

**FOR SALE**—We have a large stock of reconditioned Five Balls, Shuffle Games and Bingo. Write for list. WESTERHAUS CORPORATION, 3726 KESSEN AVE., CINCINNATI, OHIO. (Tel.: MONTANA 5000-1-2).

**FOR SALE**—Reconditioned, Guaranteed, Wurlitzer 24 Record Hideaway Cellar Units, complete with Packard Adaptors, price \$80. Wallboxes, clean, \$6; Wurlitzer 1080's \$75. FEDOR MUSIC CO. c/o GEORGE THAYER & CO. 47 STATE ST., BINGHAMTON, N. Y.

**FOR SALE**—Export Buyers Attention! In-Line Games, \$35 & up; Pool Tables, \$50 & up; Pin Games, \$25 & up; Music, \$75 & up; Kiddie Rides, \$100 & up. ASSOCIATED AMUSEMENTS, INC., 8 RUGG ROAD, ALLSTON 34, MASS. (Tel.: STadium 2-4010).

**FOR SALE**—All types used AMI, Wurlitzer and Seeburg equipment. Clean and shopped or as is. Factory Distributor for Seeburg. DICKSON DISTRIBUTING CO., 631 W. CALIFORNIA, OKLAHOMA CITY, OKLA. (Tel.: REgent 6-3691).

**FOR SALE**—Or trade for late Bingos. Mills Loboy scales on or off location our own route. WORCESTER MUSIC CO., 144 CANTERBURY, WORCESTER, MASS. (Telephone: 3-8313).

**FOR SALE**—Arcade equipment. Jungle Joe Gun, \$35; Mystic Pen, \$65; Zingo, \$75; Skill Wheel, \$35; Pitch Em & Bat Em, \$50; Genco Whiz, \$20; Western DeLuxe Baseball, \$25; Santa Anita Handicap, \$20; Exhibit Hockey, \$20; Four Art Shows—3D, \$20 ea.; Six Different Chicken Sam Units, complete with cabinets for gun enclosures, \$100. No reasonable offer refused. CAROUSEL ARCADE, INC., 21 RIDGEVIEW AVE., WEST ORANGE, N. J. (Tel.: ORange 4-0849).

**FOR SALE**—Bally: ABC Bowler, \$395; Gold Medal, \$295; Blue Ribbon, \$275. United: Top Notch, \$425; Top Notch Special, \$450; Capitol DeLuxe, \$225; Clipper, \$200. MO-HAWK SKILL GAMES CO., 67 SWAGGERTOWN ROAD, SCHENECTADY 2, N. Y.

**FOR SALE** — Or trade for Bumper Pools or AMI "D" or "E-80" phonos: Bert Lane Stutz Bearcat, Bert Lane Circus Wagon, Bert Lane Fire Engine, Chicago Coin Blondie, Chicago Coin Twin Hockey, Relaxator, "300" Shuffle Alley, Genco Davy Crockett Gun, Exhibit Jungle Hunt, Williams Peppy the Clown. MILLER-NEWMARK DISTRIBUTING CO., 42 FAIRBANKS ST., N.W., GRAND RAPIDS 2, MICH. (Tel.: GL 6-6807).

**FOR SALE**—America's finest reconditioned phonographs and music accessories. Every one of our reconditioned machines guaranteed beautiful condition regardless of price. Tell us what you need. Get our prices before you buy. ANGOTT DISTRIBUTING CO., INC., 2616 PURITAN AVENUE, DETROIT 21, MICH. (Tel.: UNiversity 4-0773).

**FOR SALE**—Muto-Scope K.O. Champ, \$350; Williams DeLuxe B. B., \$100; King Of Swat, \$275; Rock and Roll, \$85; Gladiator, \$265; Marathon, \$285; Broadway, \$325; Nite Club, \$400; Wurlitzer, 1800, \$625. NEW ENGLAND EXHIBIT CO., NEWTON, MASS. (Tel.: DE 2-1500).

**FOR SALE**—10 Kleenex Vending Machines, 6 New, 4 Slightly Used. \$200 for the lot. KOEPEL DISTRIBUTING CO., 629 TENTH AVENUE, NEW YORK 36, N. Y. (Tel.: Circle 6-8939).

**FOR SALE**—Comet, \$160; DeLuxe 5th Inning, \$200; Leader, \$150; Manhattan, \$135; Targette, \$150; Mars, \$250; Lightning, \$250; Triple Play, \$225. AMI A, 78 rpm, \$95; AMI D-40, 78 rpm, \$225; AMI E-120, \$495; AMI A, 45 rpm, \$125; AMI D-80, \$325; AMI F-80, \$650. Distributors for AMI, United and Williams. Write for jobber's price. Write, wire or phone. CENTRAL DISTRIBUTORS, INC., 2315 OLIVE ST., ST. LOUIS, MO. (Tel.: MAin 1-3511) or 2805 MAIN ST., KANSAS CITY, MO. (Tel.: HARRison 1-4747).

**FOR SALE**—Keeney Deluxe Sportsman Gun, \$195; Wurlitzer 1650A Hi Fi, 45 rpm, \$325; Wurlitzer 1600, 45 rpm, \$300; Wurlitzer 1800, \$795; AMI Model "A", \$80; Seeburg Model "C", \$425. UNITED DISTRIBUTORS, INC., P.O. BOX 1995, 513 E. CENTRAL, WICHITA 2, KANS. (Tel.: HO 4-6111-4-3504).

**FOR SALE**—Williams, United and Chicago Coin Electric Front Pool Tables, \$50 ea. Write. PENNSYLVANIA VENDING CORP., 1826 E. CARSON ST., PITTSBURGH 3, PA.

## CLASSIFIED ADVERTISING SECTION

**FOR SALE**—Selection of 16 reconditioned phonographs ready to go on location including AMI, Seeburgs, and Wurlitzers. We need warehouse space occupied by these phonographs. Any reasonable offers accepted. T & L DISTRIBUTING CO., 1663 CENTRAL PARKWAY, CINCINNATI 14, OHIO (Tel.: MAin 1-8751).

**FOR SALE** — Complete line of used Phonographs, Shuffle Games, Cigarette Machines and various types of all other games and equipment. Lowest prices. Best merchandise. One letter, wire or phone call will convince you. We are factory representatives for United, Williams, Bally, DeGrenier and Genco. TARAN DISTRIBUTING, INC., 3401 N.W. 36th ST., MIAMI 42, FLA. (Tel.: NEWton 5-2531).

**FOR SALE**—Bally Bowlers: Victory, \$105; Champion, \$105; Rocket, \$105; Jet, \$115; Magic, \$165; ABC, \$345; King Pin, \$345; DeLuxe Congress, \$395; United Team, \$115; 11th Frame, \$165; Chicago Coin Criss Cross Bowler, \$75; Hollywood, \$185. MICKEY ANDERSON, 314 E. 11th ST., ERIE, PA. (Tel.: 5-7549).

**FOR SALE**—Model 1438 120 Selection 45 RPM Rock-Ola "Comet" Phonographs, \$465; Model 1546 120 Selection Chrome Rock-Ola Wall Boxes, \$50; AMI Model E120, \$425; Wurlitzer Wall Boxes: Model 3020, \$7.50; Model 4820, \$12.50; Model 4851, \$15. O'CONNOR DISTRIBUTORS, INC., 2320 WEST MAIN, RICHMOND 20, VA. (Tel.: 84-3264).

**FOR SALE** — Millions of extra coins are taken from clean machines. Clean right with Lemonite—Lynch & Zander Co., New Orleans Novelty, F. A. B., New Orleans, use and sell Lemonite. Try Lemonite Electric Contact Cleaner. GRACO SALES CO., R.F.D. 1, BOX 403, ARLINGTON, TENN.

**FOR SALE** — All types used Bingos. Write for list for best buys. NASTASI DIST. CO., 912 POYDRAS ST., NEW ORLEANS 12, LA. (Tel.: MA 6386).

**FOR SALE**—Shuffles at Low Cash Box Price. United: Mercury's, Targettes, Venus, Lightnings. Bally: Rockets, Mystics, Blue Ribbons. Genco: Bingo Rolls and Shuffle Pools, \$60. AMI "A", \$70; "B", \$95; "C", \$115. Wurlitzer, 1015, \$50. 1/3 Deposit, Balance C.O.D. If picked up deduct \$10 ea. H. BETTI AND SONS, 1706 MANHATTAN AVE., UNION CITY, N. J. (Tel.: UN 3-8584).

**FOR SALE**—Bowling Alley Conversion, "Do It Yourself" Kit, Ball Lift, Ball Return, Rollovers, Rubber Balls, Fast Easy Installation. Send for picture. 8 Foot Game, \$169.50; 8½ Foot Game, \$174.50. Prompt shipment made. Send 1/3 deposit, balance COD. WEST SIDE DIST., 612 TENTH AVE., NEW YORK, N. Y. (Tel.: Circle 6-8464).

**FOR SALE** — Or trade for Double Header, Night Club, Parade or South Seas. United's Team, Ace Bowlers, DeLuxe Bonus Gun, Genco Hi-Fly, Wms. All Star. Baseball, Poker Face or Chinatown. SALINA MUSIC & AMUSEMENT CO., 121 NORTH 7th ST., SALINA, KANS.

**FOR SALE**—Lowest prices Thunderbolts, Lightnings, \$229.50 ea.; Hollywood Bowlers, \$269.50; Chicago Coin Super Home Run, \$179.50; Bingos, Pool Tables, trade for Kiddie Rides, Arcade Equipment or write best cash offer. Ready for location. ALLIED DISTRIBUTING CO., 786 MILWAUKEE AVE., CHICAGO, ILL. (Tel.: CAnal 6-0293-4-5).

**FOR SALE**—Large stock of Bingos, Shuffle Alleys, Pool Games; Phonographs. If we don't have what you want, we will make an honest effort to get it. Distributors for United, Exhibit, Rock-Ola and Williams. Write for jobber's discount. DAN STEWART CO., 140 EAST 2nd SOUTH, SALT LAKE CITY 11, UTAH. (Tel.: DAVis 2-2473).

**FOR SALE**—Or Trade. 1 Voice Recorder and 1/4 for 25¢ Photograph Machine — both Semi-Automatic. Will trade for Shuffle Alleys, Guns, Pin Games or Music or Kiddie Rides. RELIABLE COIN MACHINE CO., 184 WINDSOR ST., HARTFORD, CONN. (Tel.: CHapel 9-6556).

**FOR SALE**—King Arthur, \$35; Twenty Grand, \$55; Disc Jockey, \$75; Grand Slam, \$85; Four Corners, \$85; Gypsy Queen, \$185; Gayety, \$119.50; Miami Beach, \$235. Make offer on Bright Lights, Bright Spots, 3-4-5's, Long Beach, Circus, Stars. WANT—Big Times. NOBRO NOVELTY CO., 142 DORE ST., SAN FRANCISCO, CALIF. (Tel.: MA 1-5438).

**FOR SALE** — 3 Keeney Speedlanes, Chicken Sam Rifle, Shuffle Bowlers, Guns. Also Pool Tables—all makes and models. For best buys, write or call: HY POLO AMUSEMENTS, INC., 1969 W. WILSON AVE., CHICAGO 40, ILL. (Tel.: LONGbeach 1-3378).

**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.: JUNiper 8-1814).

**FOR SALE**—Model C chrome pilaster replacement, \$17.50 pair. Numbered Pool Balls—Marked on 2 sides —1 to 5, White and 1 to 5, Red; or numbered 1 to 10, \$14.95 set. WICO CORP., 2913 N. PULASKI RD., CHICAGO 41, ILL. (Tel.: MULberry 5-3000).

**CLASSIFIED ADVERTISING SECTION**

**FOR SALE**—Special. Bally: Big Shows (slightly used), \$535; Balls-A-Poppin (like new), Write, Williams: Fun House: (4 player game), \$284.50; Red-White-Blue, \$145. United Monaco, \$325. NEW ORLEANS NOVELTY CO., 115 MAGAZINE ST., NEW ORLEANS, LA. (Tel.: CANal 5306).

**FOR SALE**—Seeburg MI00A, \$225; M100C, \$575; M100G, \$700; M100W, \$700; M100R, \$800; 3W1 Chrome, \$55; Wurlitzer 1800, \$750; 1900, Write, AMI D80, \$300; 40, \$175; Evans Century, \$275. MUSICAL SALES, 2334-36 OLIVE STREET, ST. LOUIS 3, MO. (Tel.: CH 1-8561).

**FOR SALE** — 6—10¢ Slightly used "Popperettes," \$75 ea.; 2 Rock-Ola Wall Scoreboards with Coin Box, \$45; 2 Universal Scoreboards, \$35; 4 Thunderbolts Kiddie Rides, new paint, new National Coin Rejectors, \$395 ea. PACIFIC KIDDIE RIDES DIST. CO., 1212 S. TACOMA AVE., TACOMA, WASH.

**FOR SALE**—200 Seeburgs, Write; 1454 Rock-Olas, Write; 1448 Rock-Olas, \$665; Comet Rock-Olas, \$450; 100G Seeburgs, \$625. These machines are off our route and are like new. 1717 Rock-Ola Steppers, \$30; Small Pools, \$50; Long Pools, \$75; Palm Beaches, \$40; Genco Sky Rocket Guns, \$285; Sportsman Gun, \$165. H & H MUSIC AND DISTRIBUTING, 1626 THIRD AVE., MOLINE, ILLINOIS (Tel.: Moline 4-6703).

**FOR SALE** — New Rails for Pool Games. 32" x 48", Set \$10; New Novelty Top Pyramid Pool for #1-5 or #1-10 Rotation Balls, 32" x 48", \$29.95; Cue Sticks 48" Brunswick, \$1.69 ea., \$18 doz. Quantity discounts. CHAMPION DIST. CO., 3833 W. DIVISION ST., CHICAGO, ILL., (Tel.: Albany 2-3272).

**FOR SALE**—100 Telequiz, with film. Reconditioned, refinished, ready for location. 5c or 10c play. Special price, \$99.50. Write for quantity prices and list of other equipment. G O R SALES, 5216 N. LECLAIRE AVE., CHICAGO, ILL. (Tel.: Avenue 3-6818).

**FOR SALE**—Reconditioned Seeburg 100 Selection Wall-O-Matics, Model 3W1, Chrome Covers, New Selection Buttons, New Aluminum Instruction Plates, \$57.50. Telephone or wire collect. SYRACUSE 75-1631. DAVIS DISTRIBUTING CORP., 738 ERIE BLVD., E., SYRACUSE 3, N. Y.

**FOR SALE**—All Games Cleaned and in Working Order. Gayety, \$79.50; Surf Club, \$39.50; Variety, \$94.50; Big Time, \$200; Miami Beach, \$200; Broadway \$375; Night Club, \$400; ABC Bowlers, \$350; United Regulation, \$295; Balls-A-Poppin', Write. 1/3 deposit, balance sight draft. Write—Wire—Phone Today! We are exclusive factory distributors for: Bally—Williams—Rock-Ola. LAKE CITY AMUSEMENT CO., 4533 PAYNE AVE., CLEVELAND, OHIO (Tel.: HE 1-7577).

**FOR SALE**—Seeburg V-200, Write; Seeburg 100-R, \$690; 100-G, \$600; 100-C, \$490; 100-B, \$400; United Regulations, \$425; Chi Coin Triple Strike, \$200. WANT — All late models 45 rpm phonographs. NATIONAL NOVELTY CO., 640 W. MERRICK ROAD, VALLEY STREAM, L. I., N. Y.

**FOR SALE**—Wurlitzer Model 1900, Write; Wurlitzer Model 1800, \$795; Wurlitzer Model 1700, \$625; Wurlitzer Model 1400—45 rpm, \$185; Wurlitzer Model 1100—78 rpm, \$75; V-200 Seeburg, Write; Seeburg R, \$695; Seeburg C, \$490; Seeburg A, \$175; AMI G 200, Write; AMI E 80, \$395; AMI C, \$85. LEW JONES DISTRIBUTING CO., INC., 1301 N. CAPITOL AVE., INDIANAPOLIS 2, IND. (Tel.: MEIrose 5-1593).

**FOR SALE**—Bally: Big Shows, \$525; Night Clubs, \$365. Genco: Sky Rocket Guns, \$225. International Mutoscope: Voice-O-Graphs (rebuilt and beautifully refinished), \$325. Exhibit: Roy Rogers Trigger Horses (beautifully refinished), \$345. Williams: Perky, \$195. NEW ORLEANS NOVELTY COMPANY, 115 MAGAZINE ST., NEW ORLEANS, LA. (Tel.: CANal 5306).

**FOR SALE**—Factory Distributors W & W multi-cleaner for phonograph mechanism, etc.—\$2.90 per gal. W. B. DISTRIBUTORS, INC., 1012 MARKET STREET, ST. LOUIS 1, MO (Tel.: Central 9292).

**FOR SALE**—Machine route in Central Penna., Juke Boxes, Shuffle Alleys, Bingo Games and Pool Tables. Also trucks, records, parts, etc. Top locations in industrial center established over a period of 20 yrs. Good income, price right. WRITE P. O. BOX 373, c/o THE CASH BOX, 1721 BROADWAY, NEW YORK 19, N. Y.

**MISCELLANEOUS**

**NOTICE**—Cincinnati Operators: Your new Genco Distributor is UNIVERSITY COIN MACHINE EXCHANGE, 858 N. HIGH ST., COLUMBUS 8, O. (Tel.: AXminster 4-3529). SAM SOLOMONS—HARRY STEWART.

**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 5-2129.

**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**—Diversification with no investment! Our program has already proven itself to leading operators. Make hundreds of dollars each week with our "Especially made for the 'profit' trade merchandising approach" in the specialty food field. A.B.C. MFG. CO., 3441 W. NORTH AVE., CHICAGO 47, ILL.

**NOTICE**—That idea you have can become a new coin operated device. Contact Bob Young for Development and Engineering advice. BOB YOUNG'S SERVICE, 3427 BEN LOMOND PL., LOS ANGELES 27, CALIF. (Tel.: NO 2-3254).

**NOTICE**—Wanted Jukebox Mechanic experienced AMI, Wurlitzer, Seeburg. Good opportunity. BOX 372, THE CASH BOX, 1721 BROADWAY, NEW YORK 19, N. Y.

**THE CASH BOX**

**"The Industry's Market Place"**

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

**WANT**

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**CLASSIFIED AD RATE 10 CENTS PER WORD**

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

Notice to 52x Special Classified advertisers. You are entitled to a classified ad in each week's issue containing no more than 40 words, which includes your firm name, address and telephone number. All words over 40 will be charged to you at the regular rate of 10c per word. Please count words carefully.

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**ENCLOSE YOUR CHECK—AIRMAIL TO:**

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



THIS WEEK'S USED MACHINE QUOTATIONS
18th YEAR OF PUBLICATION
911th CONSECUTIVE WEEK'S ISSUE

How To Use "THE CASH BOX PRICE LISTS"

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

FOREWORD: Many times, wide differences appear in the quotation of high and low prices of certain equipment. Like any true reporter "The Cash Box Price Lists" can only feature the market prices as they are quoted.

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

FOREIGN BUYERS: To cover cost of packing, crating, shipping, etc., figure an additional \$20 to \$25 on Pin Games—and \$25 to \$30 on Phonographs.

CODE

- 1. Prices UP
2. Prices DOWN
3. Prices UP and DOWN
4. No change from Last Week
5. No quotations Last 2 to 4 Weeks
6. No quotations 4 Weeks or Longer
7. Machines Just Added
\* Great Activity

REGARDING SELLING PRICES

IMPORTANT!

Reports received indicate that, in some cases, purchasers become upset due to the fact that they cannot, many times, buy equipment listed in the lower price brackets. Sometimes sellers of machines listed at from \$10.00 to \$25.00 ask from \$50.00 up to \$75.00 and even more for these very same machines.



PHONOGRAPHS

LISTED ALPHABETICALLY

Table listing phonograph models and prices under the 'AMI' section, including Model A, B, C, D-40, D-80, E-40, E-80, F-80, F-120, and WM Wall Box.

Table listing phonograph models and prices under the 'EVANS' and 'ROCK-OLA' sections, including Mills Constellation, Constellation, Jubilee, Century, 1422, 1424, 1426, 1428, 1432, and 1436A.

(PHONOGRAPHS—Continued)

Table listing phonograph models and prices, including 1432, 1434, 1436A, 1438, 1446, HF100R, W1-L56, 3W2, W4L-56, 3W5-L56, W6L-56, 3W7-L-56, and 3W1 Wall-a-Matic.

WURLITZER

Table listing Wurlitzer phonograph models and prices, including 1015, 1017, 1080, 1100, 1217, 1250, 1400, 1450, 1500, 1500A, 1600, 1650, 1650A, 1700, 1800, 2140, 3020, 3048, 3031, 3045, and 4820.

SEEBURG

Table listing Seeburg phonograph models and prices, including 146S, 146M, 147S, 147M, 148S, 148M, 148ML, M100A, M100B, M100BL, M100C, and HF100G.



PINBALL GAMES

Manufacturers and date of game's release listed. Code: (B) Bally; (CC) Chicago Coin; (Ev) Evans; (Ex) Exhibit; (Ge) Genco; (Got) Gottlieb; (Ke) Keeney; (Un) United; (Wm) Williams.

Table listing pinball game models and prices, including ABC, Across the Board, All Star Basketball, Arabian Knights, Arcade, Arizona, Army-Navy, Atlantic City, Bank-A-Ball, Beach Beauty, Beach Club, Beauty, Be Bop, Big Ben, Big Show, Big Hit, Big Time, Blondie, Bolero, Bomber, Bowling Champ, Bright Lights, Bright Spot, Broadway, Buffalo Bill, Cabana, Campus, Canasta, Capri, Caravan, Caravan (Wm 6/52), Chinatown, Circus, Circus Wagon, Citation, Classy Bowler, C.O.D., College Daze, Colors, Coney Island, Control Tower, Coronation, County Fair, Crossroads, Crosswords, Cyclone, Daffy Derby, Daisy May, Dallas, Dealer "21", Derby Day, De Icer, Diamond Lill, Disk Jockey, Domino, Double Action, Double Feature, Double Header, Dragonette, Dreamy, Dude Ranch, Duette, Easy Aces, Eight Ball, Fairway, Fighting Irish.

(PINBALL GAMES—Continued)

Table listing pinball games with columns for game name, price, and availability. Includes titles like Five Star, Flying High, Four Bells, etc.

Table listing pinball games with columns for game name, price, and availability. Includes titles like Olympics, Palisades, Palm Beach, etc.

(PINBALL GAMES—Continued)

Table listing pinball games with columns for game name, price, and availability. Includes titles like Three Feathers, Three Four Five, Thunderbird, etc.

Table listing pinball games with columns for game name, price, and availability. Includes titles like Tropics, Turf King, Twenty Grand, etc.



Table listing shuffleboard games with columns for game name, price, and availability. Includes titles like Bally Victory Bowler, Bally Champion, Bally Jet Bowler, etc.

Table listing shuffleboard games with columns for game name, price, and availability. Includes titles like Genco Shuffle Target, Genco 8-Player Rebound, Genco Shuffle Pool, etc.



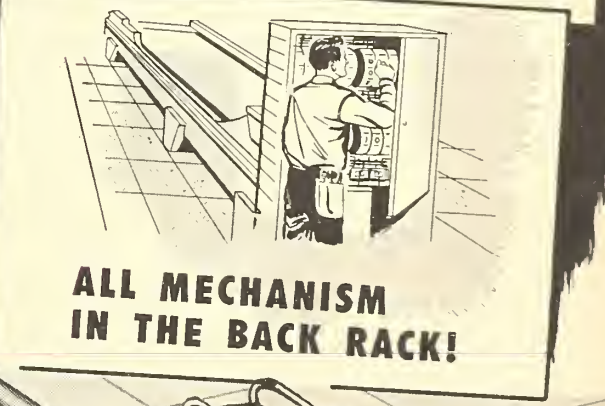
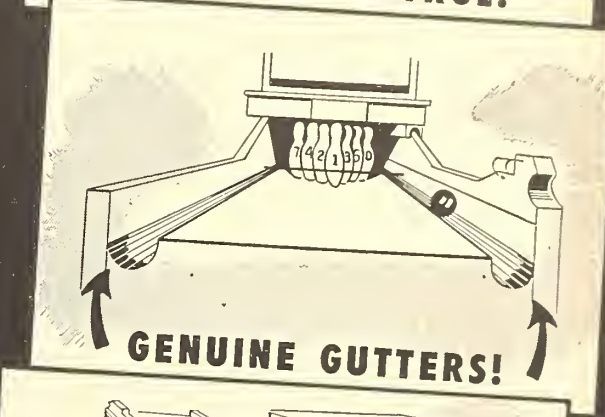
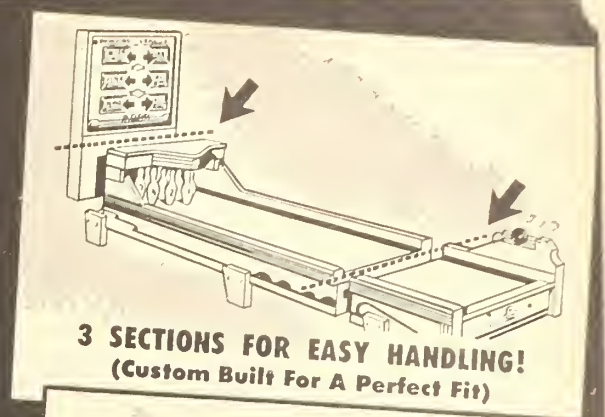
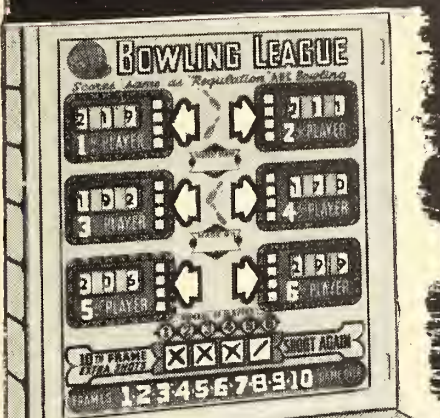


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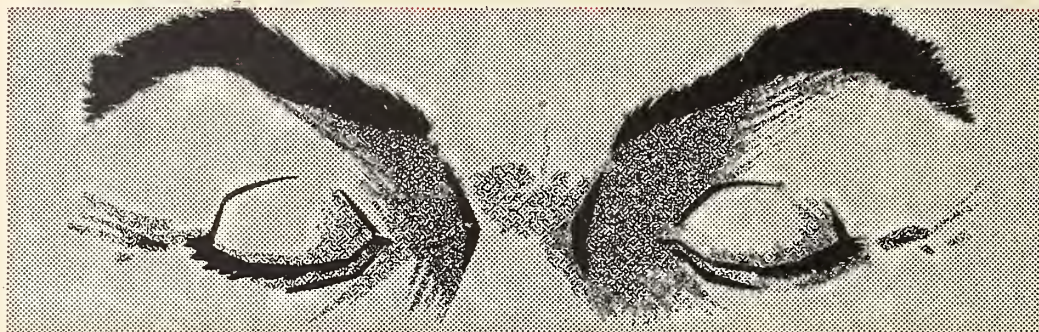


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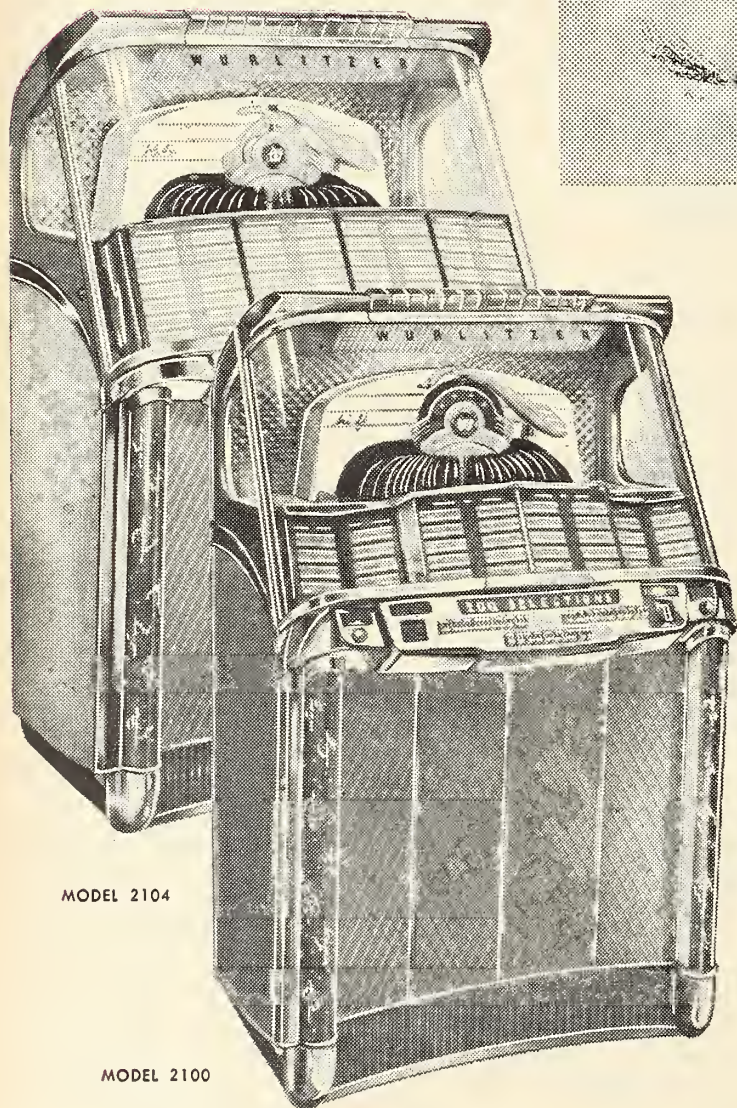
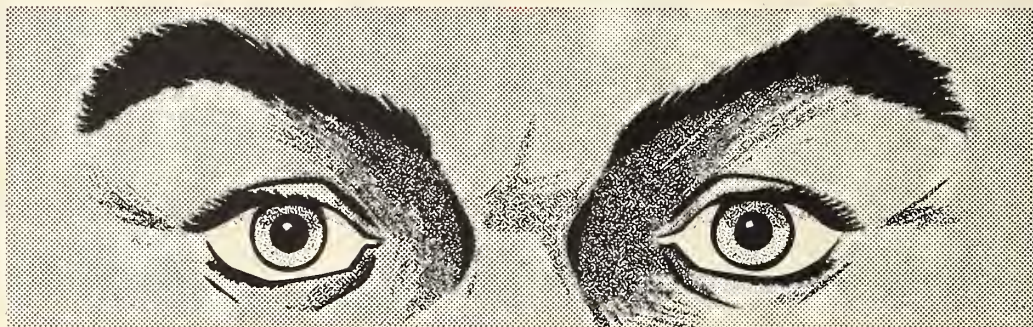
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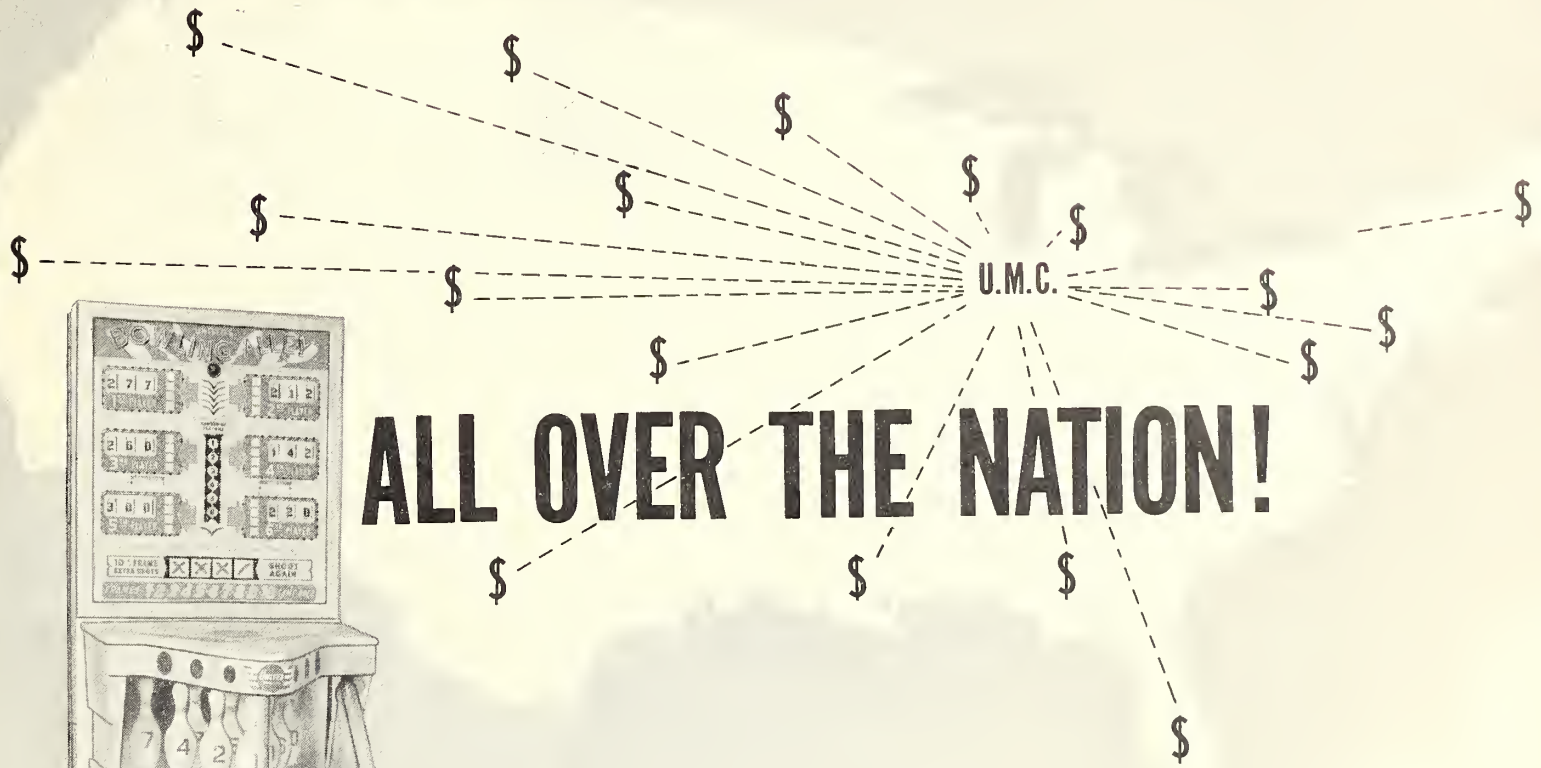


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