

The Cash Box

18



16th

Anniversary

JULY—5th
VOLUME 19

1958
NUMBER 42

*Annual Directory
and International Edition*

... AS PREDICTED ...

.....M-G-M Records.....

... GREAT IN 1958 ...

with the HOTTEST SINGLE

**SHEB
WOOLEY**



**THE
PURPLE
PEOPLE
EATER**

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**HOTTEST
ALBUM**



Gigi

Movie Cast

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Congratulations CASH BOX on No. 16



FOUNDED BY BILL GERSH

The Cash Box

Volume XIX—Number 42

July 5, 1958

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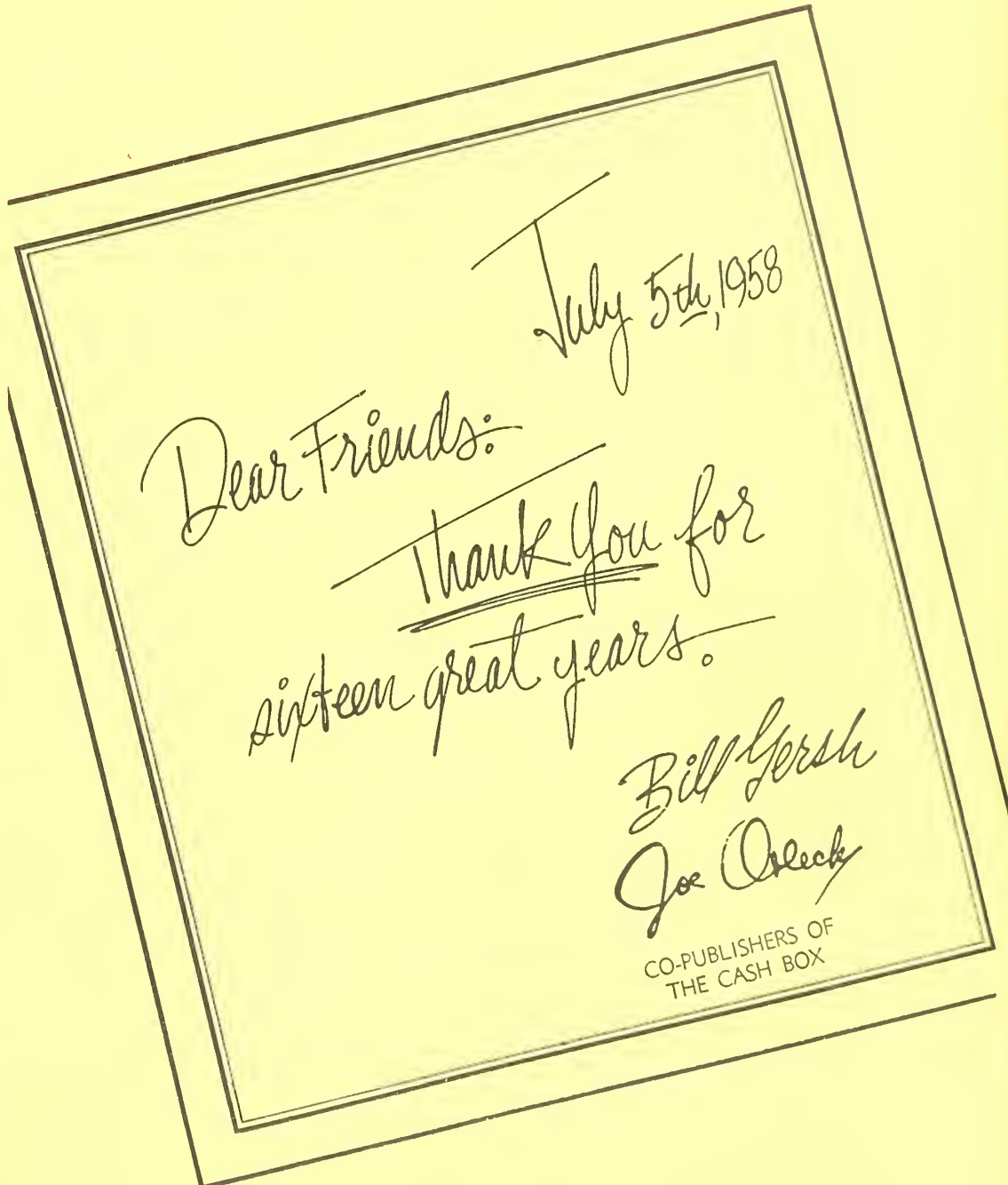
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THE CASH BOX covers the entire coin machine industry all over the world. Operators, jobbers, distributors, manufacturers and suppliers of automatic music vending, service and amusement machines are covered.

THE CASH BOX coverage extends to finance firms, loan organizations, factors, banks, and other financial institutions, expressly interested in the financing of coin machines of all kinds.

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The Cash Box TOP 75

Best Selling Tunes on Records

Week Ending
July 5, 1958

COMPILED BY The Cash Box FROM LEADING RETAIL OUTLETS

Pos. 6/2B		Pos. 6/21		Pos. 6/2B		Pos. 6/21		Pos. 6/2B		Pos. 6/21		Pos. 6/2B		Pos. 6/21			
1		15		26		38		50		63		1		15			
Purple People Eater		Padre		Guess Things Happen That Way		Johnny B. Goode		Torero		El Rancho Rock		1		1			
★MG-12651—SHEB WOOLEY		CR-61976—ERIN O'BRIEN ★DE-30628—TONI ARDEN ME-71303—SARAH VAUGHAN RO-4066—VALERIE CARR		★SU-295—JOHNNY CASH		★CH-1691—CHUCK BERRY		★CA-71080—RENATO CARASONE CA-3965—ANDREW SISTERS VI-7227—JULIUS LA ROSA		★CG-59007—CHAMPS		★MG-12651—SHEB WOOLEY		★MG-12651—SHEB WOOLEY		★MG-12651—SHEB WOOLEY	
2		16		27		39		51		64		2		16			
Yakety Yak		A Certain Smile		For Your Love		Baubles, Bangles And Beads		Dottie		Eh Marie, Eh Marie		★AC-6116—COASTERS		★AC-6116—COASTERS		★AC-6116—COASTERS	
★AC-6116—COASTERS		AC-6118—SANDY STEWART BI-1012—LENI BARTERI ★CO-41095—JOHNNY MATHIS DE-30670—SUNNY GALE FO-107—HUGO MONTENEGRO LN-5015—JERRY FULLER PT-100—RAY RIVERA VU-405—MILTON SPARKS		★CA-3926—ED TOWNSEND		★CO-41183—KIRBY STONE FOUR & J. CARROLL		★AP-9926—DANNY & JUNIORS		★VI-7265—LOU MONTE		★AC-6116—COASTERS		★AC-6116—COASTERS		★AC-6116—COASTERS	
3		17		28		40		52		65		3		17			
All I Have To Do Is Dream		When		Sugar Moon		My True Love		Rumble		Woodchopper's Ball		★CD-1348—EVERLY BROS		★CD-1348—EVERLY BROS		★CD-1348—EVERLY BROS	
★CD-1348—EVERLY BROS		★DE-30642—KALIN TWINS		★DO-15750—PAT BOONE		★CC-462—JACK SCOTT		★CD-1347—LINK WRAY		★AC-6110—HUTCH DAVIE KI-5133—EARL BOSTIC		★CD-1348—EVERLY BROS		★CD-1348—EVERLY BROS		★CD-1348—EVERLY BROS	
4		18		29		41		53		66		4		18			
Secretly		One Summer Night		Cha-Hua-Hua		Leroy		Ding Dong		I'll Get By		★RO-4070—JIMMIE RODGERS		★RO-4070—JIMMIE RODGERS		★RO-4070—JIMMIE RODGERS	
★RO-4070—JIMMIE RODGERS		★ME-71322—DANDLEERS		★AW-109—PETS ★GO-5031—EDDIE PLATT ★RO-407—HUGO & LUIGI		★CC-462—JACK SCOTT		★CR-61991—McGUIRE SISTERS		★CR-61999—BILLY WILLIAMS		★RO-4070—JIMMIE RODGERS		★RO-4070—JIMMIE RODGERS		★RO-4070—JIMMIE RODGERS	
5		19		30		42		54		67		5		19			
Splish Splash		No Chemise Please		Looking Back		What Am I Living For		Kewpie Doll		He's Got The Whole World In His Hands		★AC-6117—BOBBY DARIN		★AC-6117—BOBBY DARIN		★AC-6117—BOBBY DARIN	
★AC-6117—BOBBY DARIN		★SB-102—GERRY GRANAHAN		★CA-3939—NAT "KING" COLE		★AT-1179—CHUCK WILLIS		★VI-7202—PERRY COMO		★CA-3891—LAURIE LONDON CO-41150—MAHALIA JACKSON CR-61972—BARBARA McNAIR KA-215—JO MARCH		★AC-6117—BOBBY DARIN		★AC-6117—BOBBY DARIN		★AC-6117—BOBBY DARIN	
6		20		31		43		55		68		6		20			
Hard Headed Woman		Twilight Time		Willie And The Hand Jive		High School Confidential		How Will I Know My Love		Kathy-O		★VI-7280—ELVIS PRESLEY		★VI-7280—ELVIS PRESLEY		★VI-7280—ELVIS PRESLEY	
★VI-7280—ELVIS PRESLEY		★ME-71829—PLATTERS		★CA-3966—JOHNNY OTIS		★SU-296—JERRY LEE LEWIS		BR-55063—LENNON SISTERS ★DI-102—ANNETTE		DE-30640—EARL GRANT DO-15762—PATTY McCORMACK ★ME-71330—DIAMONDS		★VI-7280—ELVIS PRESLEY		★VI-7280—ELVIS PRESLEY		★VI-7280—ELVIS PRESLEY	
7		21		32		44		56		69		7		21			
Do You Wanna Dance		Rebel Rouser		You're Making A Mistake		Chanson D'Amour		Just A Dream		Oh Lonesome Me		★JZ-835—BOBBY FREEMAN		★JZ-835—BOBBY FREEMAN		★JZ-835—BOBBY FREEMAN	
★JZ-835—BOBBY FREEMAN		★JA-1104—DUANE EDDY		★ME-71320—PLATTERS		DO-15736—FONTANE SISTERS ★ER-1064—ART & DOTTY TODD VI-7228—RAY HARTLEY		★AE-546—JIMMY CLANTON		FE-12319—SWALLOWS IM-5490—JACKIE WALKER ★VI-7133—DON GIBSON		★JZ-835—BOBBY FREEMAN		★JZ-835—BOBBY FREEMAN		★JZ-835—BOBBY FREEMAN	
8		22		33		45		57		70		8		22			
Jennie Lee		Left Right Out Of Your Heart		Pretty Baby (It's Been A Long Time)		I Know Where I'm Going		If Dreams Come True		Singing Hills		★AW-108—JAN & ARNIE LI-55186—BILLY WARD & DOMINOES		★AW-108—JAN & ARNIE LI-55186—BILLY WARD & DOMINOES		★AW-108—JAN & ARNIE LI-55186—BILLY WARD & DOMINOES	
★AW-108—JAN & ARNIE LI-55186—BILLY WARD & DOMINOES		★ME-71331—PATTI PAGE VI-7284—VAUGHN MONROE		★ME-71283—GINO & GINA		★AP-9924—GEORGE HAMILTON IV		★DO-15785—PAT BOONE		AP-9939—EDDIE CALVERT FO-107—MONTENEGRO ★VI-7268—AMES BROS. ★VK-0330—TEDDY RANDAZZO		★AW-108—JAN & ARNIE LI-55186—BILLY WARD & DOMINOES		★AW-108—JAN & ARNIE LI-55186—BILLY WARD & DOMINOES		★AW-108—JAN & ARNIE LI-55186—BILLY WARD & DOMINOES	
9		23		34		46		58		71		9		23			
Patricia		Don't Go Home		Got A Match		Blue Blue Day		Little Serenade		Try The Impossible		MG-12672—MORTY CRAFT ★VI-7245—PEREZ PRADO		MG-12672—MORTY CRAFT ★VI-7245—PEREZ PRADO		MG-12672—MORTY CRAFT ★VI-7245—PEREZ PRADO	
MG-12672—MORTY CRAFT ★VI-7245—PEREZ PRADO		★RO-4072—PLAYMATES		★AP-9931—FRANK GALLUP ★CB-122—DADDY-O'S ★ME-71328—LOU STEIN		★VI-7010—DON GIBSON		AP-9939—EDDIE CALVERT FO-107—MONTENEGRO ★VI-7268—AMES BROS. ★VK-0330—TEDDY RANDAZZO		★UA-123—LEE ANDREWS		MG-12672—MORTY CRAFT ★VI-7245—PEREZ PRADO		MG-12672—MORTY CRAFT ★VI-7245—PEREZ PRADO		MG-12672—MORTY CRAFT ★VI-7245—PEREZ PRADO	
10		24		35		47		59		72		10		24			
Return To Me		For Your Precious Love		Wear My Ring Around Your Neck		You'd Be Surprised		Judy		Think It Over		★CA-3894—DEAN MARTIN		★CA-3894—DEAN MARTIN		★CA-3894—DEAN MARTIN	
★CA-3894—DEAN MARTIN		★AN-1013—JERRY BUTLER & IMPRESSIONS		★VI-7240—ELVIS PRESLEY		★FS-8521—KATHY LINDEN		★EP-9273—FRANKIE VAUGHAN		★BR-55072—CRICKETS		★CA-3894—DEAN MARTIN		★CA-3894—DEAN MARTIN		★CA-3894—DEAN MARTIN	
11		25		36		48		60		73		11		25			
Big Man		I Wonder Why		Poor Little Fool		You Need Hands		Don't Ask Me Why		Fool's Paradise		★CA-3960—FOUR PREPS		★CA-3960—FOUR PREPS		★CA-3960—FOUR PREPS	
★CA-3960—FOUR PREPS		★LA-3013—DION & THE BELMONTS		★IM-5528—RICKY NELSON		★AP-9925—EYDIE GORME LO-1801—MAX BYGRAVES		★VI-7280—ELVIS PRESLEY		★BR-55072—CRICKETS		★CA-3960—FOUR PREPS		★CA-3960—FOUR PREPS		★CA-3960—FOUR PREPS	
12		26		37		49		61		74		12		26			
Endless Sleep		Young And Warm And Wonderful		Angel Baby		That's How Much I Love You		Bird On My Head		Cuddly Baby		★DM-1507—JODY REYNOLDS HE-517—GENE ROSS RI-126—JIMMY WITHERSPOON		★DM-1507—JODY REYNOLDS HE-517—GENE ROSS RI-126—JIMMY WITHERSPOON		★DM-1507—JODY REYNOLDS HE-517—GENE ROSS RI-126—JIMMY WITHERSPOON	
★DM-1507—JODY REYNOLDS HE-517—GENE ROSS RI-126—JIMMY WITHERSPOON		★CO-41172—TONY BENNETT ★KA-224—ROGER WILLIAMS		★CO-41172—TONY BENNETT ★KA-224—ROGER WILLIAMS		★AP-9925—EYDIE GORME LO-1801—MAX BYGRAVES		★LI-SS140—DAVID SEVILLE		★BR-55072—CRICKETS		★DM-1507—JODY REYNOLDS HE-517—GENE ROSS RI-126—JIMMY WITHERSPOON		★DM-1507—JODY REYNOLDS HE-517—GENE ROSS RI-126—JIMMY WITHERSPOON		★DM-1507—JODY REYNOLDS HE-517—GENE ROSS RI-126—JIMMY WITHERSPOON	
13		27		38		50		62		75		13		27			
Enchanted Island		Witch Doctor		Guess Things Happen That Way		Johnny B. Goode		Torero		El Rancho Rock		★CO-41194—FOUR LADS CO-41198—GLENN OSSER KA-221—JANE MORGAN		★CO-41194—FOUR LADS CO-41198—GLENN OSSER KA-221—JANE MORGAN		★CO-41194—FOUR LADS CO-41198—GLENN OSSER KA-221—JANE MORGAN	
★CO-41194—FOUR LADS CO-41198—GLENN OSSER KA-221—JANE MORGAN		★LI-55132—DAVID SEVILLE		★SU-295—JOHNNY CASH		★CH-1691—CHUCK BERRY		★CA-71080—RENATO CARASONE CA-3965—ANDREW SISTERS VI-7227—JULIUS LA ROSA		★CG-59007—CHAMPS		★CO-41194—FOUR LADS CO-41198—GLENN OSSER KA-221—JANE MORGAN		★CO-41194—FOUR LADS CO-41198—GLENN OSSER KA-221—JANE MORGAN		★CO-41194—FOUR LADS CO-41198—GLENN OSSER KA-221—JANE MORGAN	
14		28		39		40		51		63		14		28			
Witch Doctor		A Certain Smile		For Your Love		Baubles, Bangles And Beads		Dottie		Eh Marie, Eh Marie		★LI-55132—DAVID SEVILLE		★LI-55132—DAVID SEVILLE		★LI-55132—DAVID SEVILLE	
★LI-55132—DAVID SEVILLE		AC-6118—SANDY STEWART BI-1012—LENI BARTERI ★CO-41095—JOHNNY MATHIS DE-30670—SUNNY GALE FO-107—HUGO MONTENEGRO LN-5015—JERRY FULLER PT-100—RAY RIVERA VU-405—MILTON SPARKS		★CA-3926—ED TOWNSEND		★CO-41183—KIRBY STONE FOUR & J. CARROLL		★AP-9926—DANNY & JUNIORS		★VI-7265—LOU MONTE		★LI-55132—DAVID SEVILLE		★LI-55132—DAVID SEVILLE		★LI-55132—DAVID SEVILLE	

CODE:

AC—Atco
AE—Ace
AF—Audio Fidelity
AG—Argo
AL—Aladdin
AN—Abner
AO—Apollo

AP—ABC-Paramount
AR—Arrow
AT—Atlantic
AW—Arwin
BA—Baton
BB—Back Beat
BI—Big B
BN—Banana
BR—Brunswick
BT—Bethlehem

CA—Capitol
CB—Cabot
CC—Carlton
CD—Cadence
CG—Challenge
CH—Chess
CK—Checker
CL—Colonial
CM—Cameo
CN—Cancellor

CO—Columbia
CR—Coral
CS—Class
CY—Crystallette
DA—Dana
DC—Decor
DD—Dale
DE—Decca
DI—Disneyland
DL—DeLuxe

DM—Demon
DO—Dot
DT—Dooto
DU—Duke
EB—Ebb
EM—Ember
EN—End
EP—Epic
ER—Era
EX—Excello

FA—Fargo
FE—Federal
FI—Fiesta
FL—Flash
FO—20th Fox
FP—Flip
FR—Fraternity
FS—Felsted
GE—Gee
GL—Glory

GO—Gone
HE—Herald
HY—Hickory
IM—Imperial
JA—Jamie
JU—Jubilee
JZ—Josie
KA—Kapp
KE—Keen
KI—King
LA—Laurie

LI—Liberty
LK—Lark
LN—Lin
LO—London
LU—Luniverse
ME—Mercury
MG—MGM
MO—Modern
NA—Nasco
OJ—OJ

OK—Ok
PA—Paris
PE—Peacock
PH—Sam Phillips
PP—Prep
PT—Patio
RE—Regent
RI—Rip
RM—Rama

RO—Roulette
RP—RPM
RV—Rev
SA—Savoy
SB—Sunbeam
SF—Surf
SP—Specialty
SU—Sun
SW—Swan
TH—Thunderbird
VU—Vulcan

TI—Tico
UA—United Artists
UN—United
UQ—Unique
VE—Verve
VI—RCA Victor
VJ—Vee Jay
VK—Vik
VP—Vip
VU—Vulcan

* INDICATES BEST SELLING RECORD OR RECORDS.

* All labels listed in alphabetical order.

**... JUCKEYS, LIBRARIANS,
PROGRAM DIRECTORS, STATION MANAGERS,**

"'S Wonderful!"

"'S Marvelous!"

**"'S Awful Nice!" ...that you should vote
for me!**



'S Wonderful!

COLUMBIA RECORDS

*My Sincere Thanks
Ray Conniff*

Cash Box D.J. Poll

**MOST PROMISING
UP AND COMING
ORCHESTRA**

1 RAY CONNIFF

- 2. Billy Vaughn
- 3. David Seville
- 4. Ray Ellis
- 5. Lester Lanin

Winner Second Consecutive Year

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

Record Distributors

And The Lines They Handle

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Decca Dist. Corp.
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(Decca; Coral; Brunswick)

R. P. McDavid Co., Inc.
1430 Second Ave. S.
(RCA Victor; Camden)

ARIZONA

PHOENIX

Keynote Music Dist. Co.
Box 5203
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(Allied; Paris; Chevron; Hollywood; Promenade; Flash; Hallmark; Livingston Tapes; San Francisco; Unicorn; Storyville; Fiesta)

M. B. Krupp
1919 N. 16th St.
(Azteca; Colonial; Corona; Falcon; Ideal; Peerless; Coast; Rio; Columbia; Four Star; Imperial; Starday; Sun; Hickory; Roulette; Dot; Kapp; Era; Cameo; Carlton; Fraternity; Glory; United Artists; Aladdin; Apollo; Atlantic; Atco; Baton; Checker; Chess; Combo; Dooto; Dana; Duke; Fantasy; Big; Excello; Herald; Paris; Peacock; RPM; Nashboro; United; Vee Jay; Ember; Fortune; Phillips; Kent; Hollywood; End; Flip; Gee; Luniverse; Swan; Cosmic; Back Beat; Gone; Josie; Challenge; Ebb; Class; Lark; J & S; XYZ; Cobra; East West; Nasco; Rev; Onyx; Old Town; Lapel; Demon; Poplar; Alma; Lamp; Black Mt.; Broadcast; Crystal; Dot; Folkcraft; N. R. Co.; Globe; Hoedown; Hoedown Hall; Guyden; Imperial; Intro; Longhorn; Mack Gregor; Old Timer; Sets In Order; Lloyd Shaw; Western Jubilee; Windsor; Square Dance Books; Westminster; Audio Fidelity; Hi-Fi; GTJ; Pacific Jazz; Rama; Prestige; Tico; Dawn; Waikiki; San Francisco; Seeco; Somerset; Challenge; Kem; Tom Lehrer; Score; Tico; Contemporary; Crown)

Ramco Dist. Co.
3703 N. 7th St.
(Almar; Audiophile; Aqua; Balance; Black Mountain; Blue Star; Bogan; Bel Mar; Broadcast; Canyon; CRG; Crown; Dash; Dale; Decar; Jel Square; Felsted; Folkdancer; Folkcraft; Ford; 49th State Hawaiian; 4 Star; Fun 'n Frolic; Hoedown Hall; Imperial; Square Dance; Intro; Jan; J Bar L; Kismet; Liberty Bell; Living Language; Longhorn; Love; Magic Mirror; MCI; McGregor; Marlinda; Old Timer; Paul Phillips; Promenade; Rainbow; Rip; Rev; Request; Ranch; Rock Candy; Frondo; Russell; Sets In Order; Shaw; Smart; Superior; Starday; Sunny Hills; Tropicana; 20th Fox; TNT; Westminster; Windsor; YPR; Kent; Conversaphone)

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(Decca)

CALIFORNIA

KEYLEY

Music City Dist. Corp.
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(Music City; Delcro; Dub; Jay Jay; Swingtime)

W. M. Van Deren
2806 San Pablo
Folk Dancer; Kismet; Western Jubilee; Windsor; Oceanic; Folkcraft; McGregor; Sets In Order; Russell; Grand Award; Jack & Jill; Hollywood; Recording Guild; Sunny Hills; esign; Colonial)

LA JOLLA

Dammon Dist. Co.
1837 Merced St.
(Keen; Andex; Ensign; Dooto; Aladdin; Ebb; End; Lamp; Orbit; Spry)

LYNDHURST

Music City Dist. Corp.
Box 643
(Music City)

LOS ANGELES

Record Music Sales
W. Pico Blvd.
(Columbia; Dig; Montilla; Seeco; Banner; Columbia of Mexico; End; Tampa; Ford; Dawn; Mardi Gras)

California Vista Dist. Co.
W. Pico Blvd.
(California; Golden)

California Mercury Dist., Inc.
W. Pico Blvd.
(Mercury; Emarcy; Childcraft; Playcraft; Smash; Limelight; Amp-3; Orfeon)

California Record Distributors
3009 W. Pico Blvd.
(Andex; Audiophile; Contemporary; Cook; Fantasy; Folkways; GTJ; Hi-Fi; Holt Languages; Judson; McGregor; GNP; Prestige; Que; Riverside; Tom Lehrer; Tradition; Vanguard; Waikiki; Westminster; World Pacific)

Capitol Records Dist. Corp.
3117 San Fernando Rd.
(Capitol; Angel)

Central Record Sales Co.
2100 W. Washington Blvd.
(Atlantic; Blue Note; Chess; Checker; Class; Epic; Imperial; Nasco; Excello; Nashboro; Bullseye; Bel Canto; Specialty; Cub; Glory; Poplar; Tiara)

Columbia Record Dist., Inc.
2120 S. Garfield Ave.
(Columbia)

Coral Records, Inc.
2102 W. Washington Blvd.
(Coral; Brunswick)

Decca Dist. Corp.
6750 Santa Monica Blvd.
(Decca)

Diamond Record Dist. Co.
2990 W. Pico Blvd.
(ABC-Paramount; Ambassador; Baton; Chancellor; Colonial; Cricket; Design; Dyer Bennett; East West; Explorer; Fargo; Fraternity; MMO; Pet; Rama; Roulette; Russell; San Francisco; Tempo; Tico; Tutor; UTC; Vik; Classic Editions; Proscenium)

Fox Associates
6000 Sunset Blvd.
(Latin America; R & B)

Jaybird Dist.
2907 W. Pico Blvd.
(Labels To Be Announced)

Hart Dist., Inc.
2144 W. Washington Blvd.
(Dot; London; Challenge)

King Records
2646 W. Pico Blvd.
(King; Federal; De Luxe)

Los Angeles Music Sales Co.
2100 W. Washington Blvd.
(Kapp; Liberty; Somerset; Argo; Cameo; Roost; Poplar; Okeh; Lark; Key; Glory; Cub; Delmar; Falcon; Gone)

Milton Phono Record Co.
2817 W. Pico Blvd.
(Aladdin; Carlton; Duke; Peacock; Dooto; Ditto; Back Beat; Combo; Score; Flash; Sound; Tag; Dance Time; Colonial; Standard; Protone; Record; Our; Lin; Superior; Hollywood)

Modern Dist. Co.
2978 W. Pico Blvd.
(Young Peoples; Living Language; Sets; Golden Crest; Cabot; Remington; Radio; Robin; Love; Tender; Kem; Bruno; Crystalet; RnB; Conversaphone; Jay Tone; CRG)

Pacific Record Dist.
2663 W. Pico Blvd.
(Labels To Be Announced)

Polyvox Records, Inc.
8746 1/2 Melrose Ave.
(Vox; Lyricord; Eterna; Esoteric; Counterpoint)

RCA Victor Dist. Corp.
6051 Telegraph Rd.
(RCA Victor; RCA Camden)

Record Merchandising Co.
2580 W. Pico Blvd.
(Apollo; Atco; Cadence; Crown; Dana; Ember; Flip; Gee; Ebb; Grand Award; Herald; Jamie; Josie; Jubilee; Kent; N. R. Co.; Old Town; Phillips; Sun; Swan; Vee Jay; Everlast; Highland; Luniverse; Phonograph; Sage & Sand; Sunbeam; Surf; Winley; Hi; Ardell)

Record Sales Co.
2818 W. Pico Blvd.
(Verve; Savoy; Regent; Era; Keen; Peerless; Tahiti; Southland; Ace; United Artists; Bethlehem; Tops; Big; Arrow)

Stinson Record Dist.
Box 3415
(Stinson)

Sunland Music Co., Inc.
1310 S. New Hampshire Ave.
(Allied; Audio Fidelity; Audio Masterworks; Crest; Lane; MGM; RRT; Rendezvous; Urania; Concert Hall Tapes; Stereotapes; CRG; YPR; LL; Conversaphone)

Sun State Music Dist.
2673 W. Pico Blvd.
(San Francisco; Hallmark; 20th Fox; Fiesta; Hollywood; Promenade; Unicorn; Storyville; Paris; Livingston)

Universe Record Dist., Inc.
2524 W. Pico Blvd.
(Aleph; Bowery; Caedmon; Cavalier; Children's Record Guild; Composers; Concert Disc; Concord; Custom; Davis; Dictation; Dolphin; Electra; Foremost; Haydn Soc.; International; Mardi Gras; Monitor; Onyx; Period; Renaissance; Replica; Request; Scala; Spoken Arts; Stradivari; Tikva; WFB; Zephyr; Concertapes)

OAKLAND

Chatton Dist. Co.
2517 San Pablo Ave.
(Atlantic; Checker; Chess; Era; Fraternity; Imperial; Kapp; Liberty; Specialty; Vik; YPR; Cameo; Audio Fidelity; 20th Fox; Swan; Cub; Nashboro; Keen; Nasco; Excello; Hickory; Mardi Gras; Glory; CGR; LL; Conversaphone; Poplar)

Fanfare Record Dist.
2357 San Pablo Ave.
(Ace; Apollo; Arwin; Baton; Bee; Blue Moon; Bull; Bullseye; Cash; Cavalier; Columbia (Mexican); Debut; Delmar; Dice; Dooto; Ebb; End; Everlast; Falcon; Fiesta; Flash; Fortune; Fury; Goldencrest; Gone; Guyden; Hickory; Hi Class; Hull; Jamie; Kappa; Kem; Lamp; Mark X; Metrol; Music City; Piknik; Rev; Robin; Starla; Tampa; United)

ORANGE

Howard L. Reynolds Dist.
1211 E. Mayfair Ave.
(Polkaland; Artists Life; Rave; Jay Jay; Bowery; TNT)

SAN FRANCISCO

H. R. Basford Co.
235 15th St.
(Columbia)

California Record Dists.
675 45th Ave.
(Andex; Audiophile; Contemporary; Cook; Folkways; GTJ; Hi-Fi; Prestige; Que; Riverside; Tom Lehrer; Tradition; Vox; World Pacific)

Capitol Record Dist. Corp.
512 Brannan St.
(Capitol)

C & C Dist. Co.
1226 Folsom
(Mercury; Emarcy; Amp. 3)

Decca Dist. Corp.
525 Sixth Ave.
(Decca)

Eric Distributors
1251 Folsom
(Savoy; Herald; Gee; ABC-Paramount; Atco; Sun; Ember; Disneyland; Roulette; Regent; Jubilee; Dixieland Jubilee; Seeco; Dawn; Chancellor; Westminster; 49th State; Phillips Int.; Paris; Design; Josie; Sunbeam; Tico; Starday; Hollywood; N. R. Co.; Kent; Lark; Arrow)

Field Music Sales
270 Sixth Ave.
(Aladdin; Vee Jay; Class; Duke; Carlton; Replica; Cabot; Back Beat; East West; Flip; Rhythm; RKO-Unique; International; Zephyr; Peerless; Score; Music Library; Tee Vee; Rendezvous; Rip; Peacock; Intro; Jazz West; Irma; Old Town)

King Records
278 Sixth St.
(King; Deluxe; Federal)

Melody Sales Co.
444 Sixth St.
(Cadence; Epic; Fantasy; MGM; Okeh; Crown; Verve)

Leo J. Meyberg Co., Inc.
33 Gough St.
(RCA Victor; RCA Camden)

New Sound Record Dist., Inc.
50 Julian Ave.
(Bach Guild; Blue Note; Caedmon; Children's Record Guild; Classic Editions; Concert Hall; Counterpoint; Dyer-Bennett; Elektra; EMS; Esoteric; Experiences Anonyms; Golden; Haydn Soc.; Lexington; Listen & Learn; Mode; Monitor; MMO; Period; Philharmonia; Poetry; Proscenium; Renaissance; Scala; Signal; Spoken Arts; Storyville; Unicorn; UTC; Vanguard; Dynatapes; Livingston; Omegatapes; Phonotape; Sonotape; Stereo-craft; YPR; LL; Conversaphone)

Stone Dist., Inc.
1175 Howard St.
(London; Brunswick; Dot; United Artists; Challenge; Jan)

COLORADO

DENVER

Boyd Dist. Co., Inc.
1661 W. Third Ave.
(Capitol; Angel)

Circle Dist.
14 E. Second Ave.
(Arrow; Audiophile; Bethlehem; Cabot; Class; Crown; Elektra; Jade; Kaydan; Kem; Tom Lehrer; Tor; Rendezvous; Spoken Word Dynatapes)

Crown Drug Co.
600 15th St.
(Westminster; Riverside; Judson)

Davis Sales Co.
1724 Arapahoe St.
(ABC Paramount; Aladdin; Atlas; Audio Book; Cadence; Challenge; Contemporary; Crown; Dot; Emarcy; Frontier; Glory; GTJ; London; Mer. Paris; Verve; Wallis; 20th Fox; Jan; Excello; Poplar; East West; Hollywood; Kent; Flash; Cavalier; Big)

Great Western Record Dist. Co.
2806 E. Colfax Ave.
(Ace; Audio Fidelity; Blue Note; Cavalier; Classic Editions; Challengers; Criteria; Dawn; Debut; Dixieland; Lee; Era; Fiesta; Gene Norman Press; International; Kapp; Kandy; Key-erty; Music Minus One; NRC; Roost; San Francisco; Somerset; Tampa; Sunbeam; Sun; Trend; Un-whippet; Zephyr)

Hyde Sales Co.
1341 Cherokee St.
(Concert Hall; Hi Fi Tape; Klipsch tape; Phonotape; Replica; Stereoph; Athon; Uraniatape; Westminster)

Pan American Record Supply
2061 Champa St.
(MGM; Prestige; Vee-Jay; Chess; Young Peoples; Specialty; Fantasy; Children's Record Guild; Jubilee; Dooto; Vox; Ember; Grand Award; Sun; Savoy; Roulette; Cameo; LL; R. Seeco; Carlton; Vanguard; Swan; Josie; Golden Crest; Cub; Design; Conversaphone; Tico; Period; Rama; I King; Federal; Deluxe; Keen; And land; Old Town)

Rhythm Record Shop Dist.
2615 Welton St.
(Duke; Peacock; United; Chart; Back Beat; Cash; Class; Ebb; Peacock)

Walter Slagle & Co.
725 S. Broadway
(Decca)

B. K. Sweeney Co.
1601 Twenty-Third St.
(Columbia; Epic; Okeh)

Ward-Terry Co.
70 Rio Grande Blvd.
(RCA Victor; Vik; RCA Camden)

CONNECTICUT

EAST HARTFORD

Allied Record Dist., Inc.
24 Clark St.
(ABC Paramount; Imperial; Sun; Grand Award; Verve; Prestige; Savoy; Waldorf; United Artist; GTJ; Regent; Golden Crest; Day)

Eastern Records Dist., Inc.
26 Clark St.
(Epic; MGM; Cadence; Okeh; V. Kapp; Mardi Gras; Hickory; V. ary; Pacific Jazz; Paris; Flip; RCA Audio Fidelity; Swan; Riverside; Cub; Kem; Poplar; East West; wood; Phillips Int.; Starday; Flash; Lark; Big)

Radio & Appliance Dist., Inc.
95 Leggett St.
(RCA Victor; RCA Camden)

Roskin Dists., Inc.
275 Park Ave.
(Columbia)

Seaboard Dist. Co.
313 Park Ave.
(Dot; Atlantic; King; Deluxe; Vox; Peter Pan; Carlton; Ember; Fox; Arwin; Atco; Jubilee; Joe; Design; Regent; Disneyland)

HARTFORD

Capitol Records Dist. Corp.
53 Tolland St.
(Capitol; Angel)

Decca Dist. Corp.
252 Farmington
(Decca)

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

Record Distributors

And The Lines They Handle

KENTUCKY

LOUISVILLE

Ewald Dist. Co.
945 S. Floyd St.
(RCA Victor; RCA Camden)

Foster Dist. Co.
409 W. Main St.
(Capitol; Angel)

Peaslee-Gaulbert Corp.
226 N. 15th St.
(Decca)

Sutcliffe Co.
609 W. Main St.
(Columbia)

LOUISIANA

NEW ORLEANS

A-1 Record Dist., Inc.
628 Baronne St.
(Atlantic; Imperial; Specialty; Chess; Flip; Atco; Prestige; Bethlehem; Arcadia; Aladdin; Argo; Sun; Audio-Fidelity; Savoy; Intro; Regent; Westminster; Herald; Ember; Golden Crest; Checker; Era; Lamp; Bullseye; Poplar; Keen; Kent; KRC; Crown; Seeco; Dawn; United Artists; Grand Award; Riverside; Judson; Fantasy; Lark)

Decca Dist. Corp.
517 Canal St.
(Decca; Coral; Brunswick)

Interstate Elec. Co.
3733 Conti St.
(Columbia; Epic; Okeh)

King Records, Inc.
814 Carondelet St.
(King; Federal; Deluxe)

Mallory Dist.
630 Baronne St.
(Capitol; Kapp; Cadence; Angel; N.R. Co.)

R & D Distributors, Inc.
624 Baronne St.
(Mercury; ABC Paramount; MGM; Vanguard; Vox; Electrola; Urania; Vik; Hi-Fi; Disneyland; Living Language; Chancellor; Hunt; Hollywood; Starday; Limelight; West Port; Design; Cricket; Flash; Hummingbird; Allied; Prescott; Radio; Fraternity; Orbit; East West; Castle; Fargo; D; Hickory; Jan; Greenwich; CRG; YPR; Conversaphone)

Record Sales, Inc.
639 Baronne St.
(Arrow; Baton; Big; Brad; Carlton; Coed; Cub; Duke; Ebb; Dooto; Ivy; Class; End; Excello; Gnee; Glory; Falcon; Back Beat; Music City; Nashboro; Nasco; Old Town; Pet; Phillips; Ram; Rip; Roulette; Rama; Jamie; Sandy; Singular; Tip Toe; Vee Jay; Verve; Vin; Paris; Peacock; Gee; Tico; Cosmic; Four Star; Swan; Duk; Ric; Ace)

Other Bros. Co., Inc.
12 Poydras St.
(RCA Victor; Camden; Bluebird; Lyric; Fidelity)

World Wide Dist. Corp.
826 Baronne St.
(Dooto; Contemporary; GTJ; London; West Coast; Hollywood Pacific; Liberty; Cameo; Jubilee; Esquire; Fox; Felsted; Challenge; International; Zephyr; Bel Canto Tape)

SHREVEPORT

Stan's Record Shop
728 Texas St.
(Argo; Atlantic; Atco; Apollo; Ace; Athens; Baton; Cameo; Chess; Checker; Cash; Cadence; Crown; Cobra; Combo; Class; Challenge; Candlelight; Dot; Duke; Dooto; Ember; Ebb; End; Everlast; Era; East West; Four Star; Gotham; Gone; Hollywood; Imperial; Jubilee; King; Kapp; Aladdin; Modern; Kent; Nashboro; Excello; O. J.; Peacock; Phillips; Poplar; Rama; Roulette; RPM; Specialty; Sun; Savoy; States; Swan; Tampa; United; Herald; Nasco; Back Beat; Vee Jay; Flip; Josie; Glory; Tico; Starday; Andex; Old Town)

MAINE

PORTLAND

Commercial Distributors
50 Diamond St.
(RCA Victor; Camden)

Swanton Co., Inc.
919 Congress St.
(Columbia)

MARYLAND

BALTIMORE

Capitol Records Dist. Corp.
2439 W. Baltimore St.
(Capitol)

Columbia Record Dist., Inc.
Aiken St. at Curtain Ave.
(Columbia)

D & H Dist. Co.
2025 Worcester St.
(RCA Victor; RCA Camden)

Decca Dist. Co.
818 Madison Ave.
(Decca)

General Dist. Co.
2329 Pennsylvania Ave.
(Dot; Jubilee; Chess; Sun; Checker; Savoy; Prestige; Josie; CRG; Era; Vee-Jay; Roost; Roulette; Cameo; Dana; Pacific Jazz; Regent; Apollo; Baton; Gone; Swan; Challenge; Class; Paris; Glory; YPR; LL; Conversaphone; Sunbeam; Tico; Keen; Andex; Phillips Int.; Flash; Lark; Old Town; Arrow)

J & F Dist. Co., Inc.
630 W. Baltimore St.
(London; Felsted; Bethlehem; Design; Monitor; Counterpoint; Commentary; Cricket; Colonial; Hallmark; Recorte; Monument; Tara; Key)

Kay-Gee Dist. Co.
211 E. Mt. Royal Ave.
(Fiesta; Dictation; Haydn Society; Bruno; Oceanic; Caedman; Concert Hall; RKO Unique; Vox; Urania)

King Records
208 McMechen St.
(King; Federal; DeLuxe)

Mangold Dist. Co.
638 W. Baltimore
(Imperial; Specialty; Fraternity; Duke; Peacock; Excello; Flip; OJ; Vanguard; Period; Classic Editions; Chancellor; Nasco; Holiday; Back Beat; Everlast; Fury; Paris; Nashboro; MMO; Proscenium; UTC)

Marnel of Md., Inc.
6 E. Mount Royal
(Epic; Okeh; Elektra; Golden Crest; Jan; United Artists; Greenwich; Laurie; Hanover)

Marshall Enterprises, Inc.
636 W. Baltimore St.
(MGM; Disneyland; Hi Fi; Fantasy; Big)

Joseph M. Zamowski Co.
110 S. Paca St.
(Mercury; ABC-Paramount; Emarcy; Chancellor; Cabot; Moon; Hunt; Fargo; Starday)

MASSACHUSETTS

BOSTON

Capitol Record Dist.
18-20 Brighton Ave.
(Capitol; Angel)

Columbia Record Dist., Inc.
36 Cummington St.
(Columbia)

Decca Dist. Corp.
138 Ipswich St.
(Decca)

Dumont Record Dist. Corp.
1280 Tremont St.
(Blue Note; Bullseye; Class; Coed; Cub; Duchess; East West; End; Excello; E.A.; Falcon; Fortune; Gone; Judson; Kent; Nasco; Nashboro; Old Town; Poplar; Prestige; Rendezvous; Riverside; San Francisco; Thunderbird; Vee Jay; Hickory; Flip; Sunbeam; Arrow; Tiara)

Mercury Record Dist., Inc.
259 Huntington
(Mercury)

Music Suppliers of New England, Inc.
263-265 Huntington Ave.
(MGM; Sun; Vox; Kapp; Cameo; Phillips; Ember; ABC-Paramount; King; Verve; Vanguard; Westminster; Savoy; Jubilee; GTJ; Dana; Carlton; Herald; 20th Fox; Back Beat; Paris; Design; Josie; Hollywood; Starday; N.R. Co.; Big)

Mutual Dist., Inc.
1241 Columbus Ave.
(Audio Fidelity; London; United Artists; Crown; Jan; Hi Fi; Cadence; Dot; 49th State; Montilla; Spoken Arts; Golden Crest; Challenge; Counterpoint; MMO; Walco; Big Golden; Classic Ed.; Proscenium)

Records, Inc.
790 Commonwealth Ave.
(Argo; Chess; Checker; Chancellor; Atlantic; Bethlehem; Cabot; CRG; Disneyland; Epic; Event; Fraternity; Contemporary; Grand Award; Imperial; Keen; Liberty; Roulette; Roost; Swan; Tico; Somerset; Vik; World Pacific; YPR; Arwin; Glory; Okeh; LL; Conversaphone; Atco; Lark)

Transdisc Corp. of Boston
615 Albany St.
(Apollo; Duke; Period; Rainbow; Specialty; Urania; United; Oceanic; Fiesta; Mardi Gras; Aladdin; Dooto; Fantasy; Jan; Kem; International; Tampa; Cavalier; Vita; States; Presidential; Peacock; Seeco; Dawn; Elektra; Colonial; Standard; Copely; Concert Hall; Haydn Society; Monarch; Replica; Zephyr; Concertapes; Omegatapes; Blue Hen; Ebb; Flash)

BROOKLINE

Peter M. Fischler
84 Coolidge St.
(Art; Book-Records; Caedman; Contemporary N.Y.; Dyer-Bennet; Eterna; Folkways; Concord; Gregorian Institute; Jay; Lyricord; Opus; Overtone; Poetry; Tenney Walden; Tradition)

CAMBRIDGE

Eastern Co., The
620 Memorial Dr.
(RCA Victor; RCA Camden)

MICHIGAN

DETROIT

Arc Dist. Co.
40 Selden Ave.
(ABC-Paramount; Argo; Audio Fidelity; Cameo; Chancellor; Ember; East West; Elektra; End; Gee; Gone; Grand Award; Imperial; Judson; Kapp; Keen; Lark; Living Language; Riverside; Roulette; San Francisco; Summit; Swan; Tico; Vik; Vox; Swan; Prestige; Jay Jay; Cub; YPR; CRG; Conversaphone; Crown; Jan; N.R. Co.; Old Town; Tiara)

Cadet Dist. Co.
3766 Woodward Ave.
(Ace; Aladdin; Budapest; Cabot; Cadence; Commentary; Contemporary; Debut; Dooto; Epic; Excello; Flip; GTJ; Hickory; Lamp; Tom Lehrer; Liberty; Mardi Gras; Nasco; Nashboro; Okeh; Old Timer; Pacific Jazz; Phillips Int.; Regent; Rendezvous; Savoy; Score; Specialty; Sun; Unique; Vee Jay; World Pacific; Hollywood; Starday)

Capitol Dist. Corp.
18921 Wyoming Ave.
(Capitol; Angel)

Columbia Record Dist., Inc.
7642 W. Chicago Blvd.
(Columbia; Date)

Coral Records, Inc.
85 Selden St.
(Coral; Brunswick)

Cosnat Dist. Detroit Corp.
3727 Woodward Ave.
(Apollo; Arrow; Atco; Back Beat; Bart; Baton; Big; Blue Chip; Borderline; Checker; Chess; Class; Cobra; Dale; Dana; Dawn; Dixieland Jubilee; Duke; Ebb; Era; Everlast; Falcon; Faro; Fargo; Fraternity; Fury; GNP; Glory; Herald; Hi Fi; Holiday; Josie; Jubilee; Kandy; Kem; Orbit; Music City; Paris; Peacock; Prestige; R & B; Rim; Robin Seeco; Singular; Somerset; Stephany; Sunbeam; Whirlin' Disc; Winley)

Decca Dist. Corp.
1301 Lafayette Ave.
(Decca)

Jay-Kay Dist. Co.
3725 Woodward Ave.
(Atlantic; Bethlehem; Dot; Carlton; 20th Fox; Kent; Verve)

King Records
3720 Woodward Ave.
(King; Federal; Deluxe)

Pan American Dist. Co.
3731 Woodward Ave.
(Mercury; Challenge; Golden Crest; Poplar; United Artists; Vanguard; Warner; Design)

Radio Dist. Co.
10035 W. McNichols St.
(London)

RCA Victor Dist. Corp.
7400 Intervale Ave.
(RCA Victor)

S & S Dist. Co.
3957 Woodward Ave.
(MGM; Fantasy; Blue Note; Replica; Disneyland; Unicorn; Mickey Mouse; Experience Anonimes; 49th State; Tampa; Urania; Counterpoint; Flash; Amfile; Cavalier)

quare Dance Specialties Dist.
4416 Grand River
(ismet; Windsor; Western Jubilee; McGregor; aw; Old Timer; Intro; Balance; Folkdancer; ck Mountain; Aqua; Hoedown; Folkdancer; In Order; Folkcraft; Rock Candy; Sunny; Accent; Ranch; Cole; Marlinda; Blue St. Bel-Mar; Fun & Frolic; J-Bar-L; Bogan; Phips; Del-Square; Dash)

GRAND RAPIDS

Repic Dist. Co.
19-25 Grave Ave., S.E.
(Decca)

MINNESOTA

MINNEAPOLIS

Capitol Records Dist. Corp.
3543 Grand Ave.
(Capitol; Angel)

Coda Dist. Co.
47 Glenwood Ave.
(Audiophile; Apollo; Caedman; Cricket; Crown; Cub Dawn; Esoteric; Counterpoint; 49th State; Int; Old Town; Radio; Rendezvous; Roost; Seeco; Stereocraft; Stereophony; Tip Top)

Columbia Midwest
31 Glenwood Av.
(Columbia)

Decca Dist. Corp.
17-19 E. Hennepin Ave.
(Decca)

F. C. Hayer Co.
250 Third Ave. N.
(RCA Victor; Camden)

Heilicher Bros., Inc.
119 N. Ninth St.
(Amp-3; Baton; Blue Hen; Borderline; Bullseye; Cabot; Carlton; Cole; Dana; Deluxe; De-mon; Epic; Emarcy; Eva; Event; Everlast; Fantasy; Federal; Flying Saucer; Gala; Glory; GTJ; Grand Award; Imperial; International; Josie; Jubilee; Kandy; Kem; King; Liberty; Laurie; Limelight; Listen & Learn; Mercury; Okeh; Peter Pan; Somerset; Livingston; Concertapes; Sonar; Wallis; Winley; Zephyr)

Jather Dist. Corp.
21 E. Hennepin Ave.
(ABC-Paramount; Aladdin; Andex; Arrow; Barnett; Big; Bull; Cameo; Casa Grande; Chancellor; Children's Record Guild; Colonial; Conversaphone; Dale; Del Fi; Ebb; Ember; End; Fargo; Fidelity Sound; Flash; Folkcraft; Gone; Herald; Hollywood; Hunt; Judson; Keen; Little Golden; Living Language; McGregor; Magic Mirror; Mirrosonic; Paris; Phillips; Pogo LP; Polkaland; Promenade; Rev; Riverside; Savoy; Score; SRC; Starday; Starlite; St. Olaf Choir; Storyville; Sun; Sunbeam; Tom Lehrer; Unicorn; Verve; Waikiki; Westminster; Windsor; Young People's Records; XYZ)

H. N. Lieberman Co., Division One
257 N. Plymouth Ave. No.
(Dot; London; Specialty; Contemporary; East West; Summit; Conversaphone)

H. N. Lieberman Co., Division Two
257 Plymouth Ave. No.
(Cadence; Golden Crest; Hi Fi; Vox; Design; Vanguard; United Artists; World Pacific; 20th Fox; Fraternity; Nasco; Nashboro; Excello; N.R. Co.)

Sandel Co.
40 Glenwood Ave.
(MGM; Kapp; Chess; Checker; Audio Books; Disneyland; Bethlehem; Atlantic; Argo; Vik; Roulette; Cook; Elektra; Swan; Audio Fidelity; Bel Canto; Prestige; Challenge; Peacock; Duke; Back Beat; Flip; Poplar; Jan; Atco; East West; Tico; Lark; Tiara)

Star Dist. Co.
436 University Ave.
(Jay Jay; Dooto; Vee Jay; Hickory)

MISSOURI

KANSAS CITY

Capitol Record Dist. Corp.
1527 McGee St.
(Capitol; Angel)

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

Record Distributors

And The Lines They Handle

Choice Records Dist. Co.
1113 1/2 Broadway
(King; Federal; Deluxe; Choice; Westport; Phillips Int.; Sun; Gee; Roulette; Gone; Tico; Dawn; Reserve; Hickory; Seeco; End; Old Town; Fortune; Fleetwood; Jay Jay; Cavalier)

Columbia Records Dist., Inc.
3230 Roanoke Rd.
(Columbia)

Commercial Music Co.
709 E. 31st St.
(Aladdin; Amp; Baton; Big; Cabot; Cameo; Carlton; Children's Record Guild; Cub; Contemporary; Conversaphone; East West; Dale; Epic; Falcon; Gee; Glory; Golden Children LP's; Golden Crest; GTJ; Hickory; Living Language; Young People's; Mercury; N.R. Co.; Pacific Jazz; Paris; Phillips; Prep; Okeh; Onyx; Orbit; Rama; Roulette; Somerset; Starday; States; Sun; Swan; Tico; Unique; United; United Artists; Vee Jay; Warner; Word; World Pacific)

Decca Dist. Corp.
3004 Holmes
(Decca)

Flemington Dist. Inc.
2560 Holmes St.
(Cardinal; MGM; Century; Key; Mardi Gras; Panart; Fantasy; Brunswick; Urania; Fiesta; Montilla; Puchito; Jan; Concord; Tempo; Toreador)

ST. LOUIS

Capitol Records Dist. Corp.
2201 59th St.
(Capitol; Angel)

Choice Dist. Co.
2112 Olive St.
(King; Federal; Deluxe; Old Town; Mound City; Westport)

Columbia Record Dist., Inc.
1611 Washington Ave.
(Columbia)

Commercial Music Co.
2338 Olive St.
(Aladdin; Amp; Baton; Big; Cabot; Cameo; Carlton; CRG; Cub; Contemporary; Conversaphone; East West; Dale; Epic; Falcon; Gee; Glory; Golden Children LP's; Golden Crest; GTJ; Hickory; Living Language; Hollywood; Young People's; Mercury; N.R. Co.; Pacific Jazz; Paris; Phillips; Prep; Okeh; Onyx; Orbit; Rama; Roulette; Somerset; Starday; States; Sun; Swan; Tico; Unique; United; United Artists; Vee Jay; Warner; Word; World Pacific)

Decca Dist. Corp.
701 N. 16th St.
(Decca)

Gay Record Dist. Co.
1906 Washington Ave.
(Atlantic; Dot; Ebb; Liberty; London; Roost; Savoy; Golden Crest; 20th Fox; Jan; Arrow)

Interstate Supply Co.
4445 Gustine Ave.
(RCA Victor; RCA Camden)

La Mar Dist. Co.
2642-44 Olive St.
(ABC-Paramount; Chancellor; Dana; Vanguard; Ruth Wallis; Westminster; 49th State; Flash)

Midwest Dist. Co.
2642-44 Olive St.
(Ace; Atco; Audio Fidelity; Back Beat; Bethlehem; Borderline; Cadence; Checker; Chess; Crown; Duke; Elektra; Exello; Grand Award; Hi-Fi; Hollywood; Imperial; Josie; Jubilee; Tom Lehrer; Mode; Nasco; Nashboro; Peacock; Specialty; Summit; Vik; Walco; Flip; Kent)

Recordit Dist. Co.
5903 Southwest Ave.
(MGM; Brunswick; Fantasy; Seeco; Dawn; Urania; Replica)

Roberts Record Dist.
1722 Washington Ave.
(Argo; Blue Note; Challenge; Design; Disneyland; Ember; End; Era; Fraternity; Herald; Kapp; Keen; Prestige; Riverside; Tampa; Verve; Judson; Class; Paris; Kem; Cricket; Dooto; Poplar; Sunbeam; Hollywood; Lark; Tiara)

St. Louis Record Dist.
4058 S. Grand Ave.
(Jay Jay; Blue Hen)

MONTANA

BILLINGS

Central Dist. Co.
Box 1551
(Capitol; Liberty; Disneyland; Jay Jay; Contemporary; GTJ; Rendezvous; Cricket; Design; World Pacific)

Heald Supply Co.
2112 Fourth Ave. N.
(RCA Victor; Camden; Children's Bluebird)

BUTTE

E & R Dist. Co.
15 E. Granite St.
(Decca; Coral; Brunswick)

GREAT FALLS

Music Service Co.
204 S. Fourth St.
(ABC-Paramount; Audio Book; Chancellor; Challenge; Cadence; Cameo; Dot; Epic; End; Ember; Gee; Imperial; Jubilee; Kapp; Keen; London; Mercury; MGM; Okeh; Phillips; Roulette; Sun; Verve; Grand Award; Peter Pan; Swan; Nasco; Aladdin; Lamp; Elektra; Herald; United Artists; Cub; Nashboro; Exello; Josie; Tico; Hollywood; Starday)

NEBRASKA

OMAHA

Choice Record Dist.
1206 Farnon
(Seeco; Dawn; Prestige; Phillips Int.; Sun)

Decca Dist. Corp.
911 Douglas St.
(Decca)

Sidles Co.
7302 Pacific
(RCA Victor; RCA Camden)

NEW HAMPSHIRE

MANCHESTER

Tri-State Record Dist.
825 Elm St.
(Marvel; University; Granite; Collegiate; Marveltone; State)

James N. Parks, Amer. Rep. for Australia W. & G. Record Processing Co. Pty. Ltd.
825 Elm St.
(ABC-Paramount; Advance; Aladdin; Balboa; Collegiate; Cricket; Diamond; Double A; Electrone; Esoteric; Fraternity; Granite; Hudson; Intro; Kent; Key; Majar; Marvel; Marveltone; Motif; Old Tyme Jamboree; Orfeo; Pal; Pickwick; Plymouth; Point; Record Corp. of America; Remington; RKO Unique; Score; Standard Phono; State; University; W & G Selected Releases; Westminster)

NEW JERSEY

NEWARK

All-State New Jersey, Inc.
87 Stecher St.
(London; MGM; Mercury; Kapp; Verve; Fiesta; Golden Crest; Design; United Artists; Felsted; 20th Fox)

Ascot Record Sales, Inc.
10 Fenwick St.
(Cricket; Judson; Riverside; Sunbeam)

Capitol Records Dist. Corp.
83 Lock St.
(Capitol; Angel)

Columbia Record Dist.
350 Halsey St.
(Columbia; Harmony; Date)

Cosnat Dist. Corp.
415 Halsey St.
(All Star; Anchor; Apollo; Arrow; Atco; Bald Eagle; Big; Borderline; Bruno; Bullseye; Cadence; Carlton; Casa Grande; Class; Cub; Dana; Domme; Dot; Dove; Eclipse; Ember; Era; Fargo; Fraternity; Gene Norman; Gig; Glory; Herald; Hi Fi; J; Jade; Josie; Jubilee; Kandy; Kem; Lance; Lark; Luniverse; Lyric; M & B; Mark; Neptune; Onyx; Peek-A-Boo; Planet; RNB; Rim; Robin; Ro-Nan; Pre; Satellite; Somerset; Vanguard; Whippet; Whirling Disc; Winley; X-tra; Port; Blue Chip)

Dance Record Dist.
1161 Broad St.
(Alamar; Balance; Bel-Mar; Black Mountain; Blue Star; Crystal; Folkraft; Harmonia; Hoedown; Hoedown Hall; J-L; Kismet; Long Horn; McGregor; Marlinda; Ranch; Rock Candy; Rondo; Old Timer; Sets In Order; Smart; Sonart; Sunny Hills; Shaw; Western Jubilee; Windsor; Aqua; ASP; Balkan; Bogan; Dash; Kolo Festival; Pan Piper; Balkan)

Decca Dist. Corp.
81 Emmet St.
(Decca)

Essex Dist.
10 Fenwick St.
(Aladdin; Atlantic; ABC-Paramount; Bethlehem; Checker; Chess; Deluxe; Duke; Epic; Federal; Gee; Imperial; King; Liberty; Mardi-Gras; Okeh; Pacific Jazz; Peacock; RKO-Unique; Savoy; Specialty; Stella; Tico; Vee-Jay; Prestige; Old Town; Rama; Sun; Exello; Roost; Baton; Nashboro; Cameo; Disneyland; Gone; Roulette; Vik; Contemporary; GTJ; Intro; Lamp; Regent; Paris; Dooto; Flip; Atlas; MMO; Argo; Audio; Swan; End; East West; Challenge; Chancellor; Ace; Back Beat; Keen; Nasco; Cricket; Ebb; Poplar; Crown; UTC; Hollywood; Starday; N.R. Co.; Flash; Fortune; Phillips Int.; Tiara)

Krich-New Jersey, Inc.
428 Elizabeth Ave.
(RCA Victor; RCA Camden)

Laredy Record Dist. Corp.
46 Green St.
(Grand Award; Waldorf; Vox; Elektra; Living Language; CRG; YPR; Golden; Fantasy; Toreador; Cook; Aleph; Seeco; Dawn; Commentary; Lane; Barb; Conversaphone; Arc; Des; Dictation)

Sherman Sales Co., Inc.
255 Sherman Ave.
(Bell; Golden LP's)

PERTH AMBOY

Majestic Record Dist.
272 Madison Ave.
(Colonial; Standard; Tikva; Rivoli; Allo; Parakeet Lessons; Japan Song; Storyville; Unicorn; B & B; B & F Budapest; Sun-Shine; Rave; Rita; Chicago-International; Southland; Rendezvous; International; Zephyr; Bartone; Audiart; Tropicana; Jazzology; Delmar; Manhattan Stereo Tapes; Monitor; Zodiac)

NEW YORK

ALBANY

Decca Dist. Corp.
320 Broadway
(Decca)

RTA Dist., Inc.
991 Broadway
(RCA Victor; Vik; RCA Camden)

Roskin Albany, Inc.
1827 Broadway
(Columbia)

Leonard Smith, Inc.
30 N. Third St.
(Ace; Aladdin; ABC-Paramount; Andex; Back Beat; Bethlehem; Big; Cadence; Carlton; Challenge; Chancellor; Checker; Chess; CRG; Class; Conversaphone; Cook; Cricket; Criterion; Dawn; Deman; Design; Dolphin; Dot; Duke; Ebb; Elektra; Epic; Era; Exello; Fargo; Fiesta; Flash; Fraternity; Flip; Gee; Glory; Grand Award; Greenwich; Hickory; Hollywood; Imperial; Ivy; Judson; Kapp; Keen; Kem; Lark; Lehrer; Liberty; Living Language; Mardi Gras; MGM; Monarch; Mac Gregor; Nashboro; Nasco; GNP; Okeh; Pacific Jazz; Paris; Peacock; Pet Recording; Phillips; Pickwick; Poplar; Prestige; Rama; Replica; Riverside; Roulette; Roost; Seeco; Specialty; Starday; Stella; Summit; Sun; Tico; 20th Fox; RKO Unique; Vanguard; Vee Jay; Verve; Waldorf; Wallis; Young People's)

Seaboard Dist. Co.
312 Broadway
(Argo; Atco; Atlantic; Cameo; Contemporary; Dana; Deluxe; Disneyland; East West; Ember; Federal; Herald; Josie; Jubilee; King; Angletone; Arrow; Baton; Blue Chip; Christy; Dale; End; Everlast; Fleetwood; Fortune; Future; Gone; J & S; Jamie; MMO; N. R. Co.; Old Town; Cub; Paris; GTJ; R&B; Stephany; Proscenium; United Artists; Winley; Blue Note; Somerset; Swan; UTC; Vox; Criteria; Aristaphone; Gala; Kandy; Regent; Savoy; Westminster; Hi Fi; Sunbeam; Fantasy)

BUFFALO

Capitol Records Dist. Corp.
769 Main St.
(Capitol; Angel)

Decca Dist. Corp.
1235 Main St.
(Decca)

Faysan Dist. Inc., Dot Record Division
506-20 Seventh St.
(Dot)

Harmony Dist. Inc.
636 Washington St.
(Roulette; Tico; Gee; Dana; Rama; Pet; Laurie; Jubilee; Josie; Demon; Port; Big; 20th Fox)

King Records
814 Main St.
(King; Federal; Deluxe)

Lyric Dist. Corp.
1349 Main St.
(Brunswick; Cameo; Epic; Fraternity; Grand Award; Vik; Challenge; Okeh; Tico; Tiara)

Melody Dist. Corp.
1349 Main St.
(Cadence; Chess; Kem; Modern; RPM; Regent; Savoy; States; United; Dooto; Cabot; Crown; Kent; Felsted; Mardi Gras; Hollywood; Starday; Lark; Arrow)

M & N Dist. Co.
620 Washington St.
(London; MGM; Kapp; Disneyland; Unicorn; President; Sun; Phillips; Ember; Herald; Specialty; Design; Nasco; Nashboro; Checker; Argo; Swan; Trend; Coed; Ebb; Atco; Ex-cello)

Metro Dist. Co.
861 Washington St.
(Mercury; Audio Fidelity; Verve; Imperial; Liberty; Golden; Golden Crest; LL; E-W; Paris; United Artists; Recoton; CRG; YPR; Conversaphone; East West)

RCA Victor Dist. Corp.
1680 Walden Ave.
(RCA Victor; RCA Camden)

Scan Record Dist.
10 Allen St.
(Gone; End; Class; Era; Ace; Back Beat; Falcon; Ivy; Combo; Jan; N.R. Co.; Singular; APT; Big Top; Glory; Poplar; Baton; Bullseye; Bow; Old Town; Sunbeam; Fortune)

Seaway-Columbia, Inc.
730 Main St.
(Columbia)

Tracy-Mitchell Div.
506-520 Seventh St.
(ABC-Paramount; Aladdin; Andex; Apollo; Arwin; Atlantic; Vanguard; Vee Jay; Bethlehem; Blue Note; Bowery; Bronjo; California; Candle-Vox; Westminster; Carlton; Chancellor; Classic Editions; Cobra; Contemporary; World Pacific; Cook; Counterpoint; Cub; Dawn; Debut; Duke; Elektra; Esoteric; XYZ; Falcon; Fantasy; Fargo; Fiesta; Flip GTJ; Greenwich; Hickory; Hi Fi; Hunt; Intro; Jay Jay; Judson; Keen; Key; KRC; Monitor; MMO; Orbit; Pacific Jazz; Pacifica; Peacock; Pikknik; Prestige; Proscenium; Rainbow; Replica; Rendezvous; Rev; Rip; Riverside; Roost; Rozanna; Seeco; SFM; Somerset; Starlite; Stereo; Tampa; Transworld; Urania)

NEW YORK CITY

Affiliated Publishers, Inc.
630 Fifth Ave.
(Bell, Golden)

Alpha Dist. Co.
457 W. 45th St.
(Atco; Cadence; Chancellor; Checker; Chess; Duke; Eb; Ember; Exello; Fraternity; Golden Crest; Imperial; Keen; Nasco; Nashboro; N.R. Co.; Peacock; Phillips; Specialty; Standard; Sun; Vik; Poplar; Crown; Hollywood; Starday; Cavalier; Arrow; Tiara)

Bruno-New York, Inc.
460 W. 34th St.
(RCA Victor; RCA Camden)

Capitol Records Dist. Co.
321 W. 44th St.
(Capitol; Angel)

Columbia Record Dist., Inc.
353 Fourth Ave.
(Columbia; Harmony; Date)

Coral Records, Inc.
50-15 Queens Blvd.
(Coral, Brunswick)

Record Distributors

And The Lines They Handle

Cosnat Dist. Corp.
315 W. 47th St.
(Atlantic; Class; Dana; Dot; Herald; Fidelity Recordings; Fraternity; GNP; Glory; Hi Fi; Holiday; Jubilee; Josie; Kem; Somerset; Trans-World; Whirlin' Disc; Winley; Whippet; Vanguard)

Decca Dist. Corp.
51-11 Queens Blvd.
(Decca)

Fiesta Dist. Co.
1619 Broadway
(Fiesta)

Ideal Records Products
549 W. 52nd St.
(MGM; Disneyland; Urania; Bethlehem; Cook; Riverside; Folkway; Judson; Challenge; Flash)

King Records, Inc.
146 W. 54th St.
(King; Federal; Deluxe)

London Record Dist. Co.
207 W. 25th St.
(London)

Malverne Dist., Inc.
424 W. 49th St.
(Wallis Original; Fantasy; Liberty; Kapp; Mardi-Gras; Grand Award; Verve; Contemporary; GTJ; ABC-Paramount; Cameo; Westminster; Onyx; World Pacific; Swan; Cub; 20th Fox; Jan)

Melody Record Supply Co.
693 10th Ave.
(Seeco; Dawn; Design; Allegro-Ultraphonic; Living Language; Conversaphone; Golden LP's; Little Golden; Candle; Young People's; Children's Record Guild; Cricket; Concertone; Dictation Records; Parakeet; Canary)

Mercury Record Dist.
549 W. 52 St.
(Mercury; Emarcy; Amp-3)

Pocket Books, Inc.
630 Fifth Ave.
(Bell)

Polyvox Records, Inc.
236 W. 55th St.
(Vox)

Portem Distributing
733 11th Ave.
(Aladdin; Blue Note; Baton; Experiences Anonymous; Epic; Debut; Flip; Era; Gotham; Okeh; Money; Cash; Storyville; Prestige; Unicorn; Regent; Roost; Savoy; Starlite; United; Intro; Westminster; Paris; Big; Mirrosonic; Cabot; Sunbeam; East West; Lark; United Artists)

Stanley-Lewis Dist. Co.
740 10th Ave.
(Aelian Skinner; Bach Guild; Boston; Caedmon; Classic Editions; Composers Recordings; Concert Hall; Counterpoint; Dyer Bennet; Elektra; EMS; Esoteric; Eterna; Folkways; Flicker; Haydn Society; Heritage; Lyricchord; Monitor; Montilla; Music Library; MMO; Off Beat; Over-tone; Period; Poetry; Puchito; Renaissance; Replica; Scala; Spa; Spoken Arts; Spoken Word; Stinson; Stradivari; Student Companion; Toreador; Tradition; Urania; Vanguard; Walden; Washington; Westminster; Yale Whiffenpoof)

Superior Record Sales Co., Inc.
767 Tenth Ave.
(Argo; Vee Jay; Gone; End; Mark; Old Town; Ace; Tampa; Promenade; Co-Ed; Gem; Arwin; Jamie; Cosmic; Singular; Brad; Blue Chip; Porter; Kent; Cindy; Bullseye; Vin; Dub)

Tico Dist. Co.
659 10th Ave.
(Gee; Dooto; Rama; Roulette; Tico; Spanart; Aristiphone; Fleetwood; Good; Back Beat; Mus-art; Thunderbird; Multilingua; Bel Canto)

SYRACUSE

Bru-Cyn Dist.
2361 James St.
(Mode; Promenade)

Morris Dist. Co.
1153 W. Fayette St.
(RCA Victor; RCA Camden)

Onondaga Supply Co., Inc.
344 W. Genesee St.
(Columbia)

UTICA

Mid-State Record Dist.
700 Lafayette St.
(Class; Back Beat; Mark; Accent; Vee Jay; Jay Jay; Robbins; Nu-Clear; Duke; Dooto; Fortune; Falcon; Bana; Pep; Banana; Lyric; Web; Hi-Q; Vesta)

NORTH CAROLINA

CHARLOTTE

Arnold Dist.
2704 Freedom Dr.
(Brunswick; Disneyland; ABC-Paramount; Cameo; International; Ebb; Atco; Chancellor; East West; Prestige; Riverside; Elektra; Seeco; Unicorn; Urania; Tampa; RKO-Unique; Mode; Crown; Hollywood; End; Dawn; Cub; Poplar; Flash; Arrow)

Bertos Sales Co.
2214 W. Morehead St.
(Mercury; Chess; Checker; Clef; Excello; United; Nashboro; States; Okeh; Epic; Josie; Emarcy; Cadence; Starday; Vee-Jay; Fraternity; Verve; Ember; Jubilee; Herald; Hollywood; Grand Award; Audio-Fidelity; Tetra; Gone; Lamp; Argo; Paris; UTC; United Artists; Robbins; Athens; Falcon; Nasco; Design; Cricket; Dana; Keen)

Capitol Records Dist. Co.
614 W. Morehead St.
(Capitol; Angel)

Carol Dist. Co.
124 W. Morehead St.
(Decca)

F & F Enterprises
2704 Freedom Dr.
(Apollo; Bethlehem; Kapp; Liberty; Regent; Baton; Gee; Atlantic; Rama; Savoy; Roulette; Westminster; Vox; Fantasy; Duke; Peacock; Back Beat; Tico; Trend; Roost; Pet; KRC; Riverside; Judson; Lark; Atco; Glory; Kent; Tiara)

King Record Dist.
2706 Freedom Dr.
(King; Federal; Deluxe)

Mangold Dist. Co.
2212 W. Morehead St.
(Dot; MGM; London; Sun; Imperial; Specialty; GTJ; Pacific Jazz; Contemporary; Hi Fi; Vik; Aladdin; Era; Carlton; Vanguard; Swan; Challenge; Phillips; 20th Fox; N.R. Co.; Old Town; Cavalier; Big)

Southern Bearings & Parts Co.
500 N. College St.
(Columbia)

Southern Radio Co.
1625 W. Morehead St.
(RCA Victor; Camden)

GREENSBORO

Southland Music Mds. Co.
526 South Elm St.
(Young People's; Children's Record Guild; Peter Pan; Audio Book Records; Living Language; Caedmon; MMO; Little Golden; Classic Edition; Promenade; From; Word; Conversaphone)

OHIO

CINCINNATI

A & I Record Dist. Co.
1000 Broadway
(Aladdin; Prestige; Savoy; Okeh; United; Rama; Pacific Jazz; Tico; Fortune; Vee Jay; States; RPM; Epic; Gee; Vik; Westminster; Bethlehem; Dolphin; Glory; Hi Fi; Roulette; Baton; Golden Crest; International; Piv; Elektra; Riverside; Judson; Flip; Jan; Kent; Flash; Lark; Old Town; Cavalier; Zephyr; Arrow; Tiara)

Capitol Records Dist. Corp.
3715 Spaeth St.
(Capitol; Angel)

Columbia Record Dist., Inc.
3745 Spaeth St.
(Columbia)

Decca Dist. Corp.
Daylight Bldg.
Sixth & Court Sts.
(Decca)

Hit Record Dist. Co.
1043-1045 Central Ave.
(Blue Note; Cadence; Dot; GTJ; Contemporary; Lehrer; London; Disneyland; Liberty; Audio Fidelity; United Artists; 20th Fox; Judson; Grand Award; Class; Jubilee; Josie; Poplar; Sunbeam; Keen; Andex; Big)

King Records, Inc.
1540 Brewster Ave.
(King; Federal; Deluxe)

Ohic Appliances, Inc.
804-808 Sycamore St.
(RCA Victor; RCA Camden)

Jimmie Skinner, Music Center
222 E. 5th St.
(Blue Hen; Cross Country; Excellent; Starday; Sage; Hickory; Wheeling; Event)

State Record Dist.
12 W. Court St.
(Fraternity; Chess; Checker; Argo; Imperial; Sun; Atlantic; Atco; Kapp; Nashboro; Excello; Herald; Ember; RKO Unique; Gone; Specialty; End; Ace; Challenge; Phillips Int.; Cub; Nasco; Paris; Ebb; Hollywood; Starday)

Supreme Dist. Co.
1000 Broadway
(Mercury; Verve; Emarcy; Carlton)

Whirling Disc Dist. of Ohio
1189 Gilbert Ave.
(MGM; ABC Paramount; Cameo; Swan; Duke; Peacock; Vanguard; Design; Chancellor; Fargo; Back Beat; Paris; Era; N.R. Co.; Seeco; Dawn; Falcon; Living Language; XYZ; Ember; Herald; CRG; YPR; Conversaphone)

CLEVELAND

Benart Dist. Co.
327 Frankfort Ave.
(Aladdin; Blue Note; Cadence; Challenge; CRG; Contemporary; Disneyland; Dot; EBB; Era; Flip; GTJ; Grand Award; Hickory; Imperial; International; Judson; Lamp; Paris; Pogo; Riverside; Roost; Swan; Vanguard; Verve; Wallis; Warner; Word; Waldorf; World Pacific; 20th Fox; Jan; Zephyr)

Capitol Records Dist. Corp.
1027 E. St. Clair Ave.
(Capitol; Angel)

Concord Dist. Co.
620 Frankfort Ave.
(ABC-Paramount; Ace; Aladdin; Andex; Arwin; Atco; Cabot; Cameo; Chancellor; Commentary; CRG; Demon; Design; End; Falcon; Gone; Kapp; Keen; Liberty; LL; Mardi Gras; Mode; Poplar; Prestige; Regent; Savoy; Score; Sunbeam; YPR; Zodiac; Arrow)

Coral Records, Inc.
1400 E. 30th St.
(Coral; Brunswick)

Cosnat Dist. Corp.
1233 W. 9th St.
(Apollo; Atlantic; Big; Borderline; Bruno; Blue Chip; Carlton; Chess; Class; Cole; Cosmic; Criteria; Crown; Cub; Dana; Dawn; Delta; Duke; Back Beat; Peacock; Ember; Herald; Fargo; Fraternity; Glory; Hi Fi; Kem; Josie; Jubilee; Winley; Port; Somerset; Kandy; Tom Lehrer; GNP; Pet; R & B; Roulette; Rama; Seeco; Summit; Tico; United Artists; Amburg Files)

Custom Dist., Inc.
1231 W. 9th St.
(Epic; Westminster; Vik; Specialty; Bethlehem; Urania; Fantasy; Lark; Argo; Baton; Okeh; Key; Vee Jay; Sonotape; Replica; RKO; Tampa; Excello; Nashboro; Nasco; East West; Phillips; Bullseye; Rip; Greenwich; Caedman; Elektra; Esoteric; Stereotape; Budapest; Debut; Oceanic; Standard; Colonial; Dooto; Kem; Hollywood; Starday; Flash)

Decca Dist. Corp.
746 W. Superior Ave.
(Decca)

King Records
1714 Chester Ave.
(King; Federal; Deluxe)

Main Line Cleveland, Inc.
1260 E. 38th St.
(RCA Victor; RCA Camden)

Mercury Record Dist., Inc. of Ohio
1737 Chester
(Mercury; Emarcy; Amp-3)

Sanborn Music Co.
1301 Superior Ave.
(London; Vox; Dolphin; Golden Crest; Unicorn; Storyville; Audio-Fidelity; Audio Book; Que; Experiences Anonymes)

Seaway Columbia of Ohio, Inc.
3142 Prospect Ave.
(Columbia)

Sterling Record Dist.
2928 Prospect Ave.
(MGM; Sun; Golden Crest; Southland; Jay Jay; Musale; Stinson; Folkways; Regent; Old Town; Dale; Laurie; Fleetwood; Hanover; Bel Canto; Stereocraft; Checker; Singular; Gotham; Castle; Fortune; Kent; N.R. Co.; Quintet; Savoy; Tiara)

Tower Record Dist., Co.
1231 W. 9th St.
(Urania; Treasure; Fiesta; Utc; Proscenium)

TOLEDO

Commercial Electric Co.
3300 Summit St.
(Columbia)

Main Line Dist., Inc.
380 S. Erie St.
(RCA Victor; RCA Camden)

Ben Rubin Dist., Inc.
1034 Grand Ave.
(Decca)

OKLAHOMA

OKLAHOMA CITY

A-1 Record Dist.
602 N. Hudson
(Atlantic; Fraternity; Specialty; Vee Jay; Aladdin; Prestige; Jubilee; Josie; Ace; Flip; Imperial; Chess; Checker; Argo; Savoy; Seeco; Dawn; Fantasy; Cobra; Regent; Ebb; Audio Fidelity; Gone; Lamp; Herald; Ember; Class; Golden Crest; Nashboro; Nasco; Excello; Poplar; Crown; Jan; East West; Vin; Bullseye; Greenwich; Phillips Int.; Keen; Port; End; OS; Kent; Old Town; Lark; Bethlehem; Lark)

B & K Dist. Co.
608 N. Hudson
(MGM; ABC-Paramount; Liberty; Disneyland; Atco; Gee; Roulette; Cameo; Excello; Cricket; Apollo; Swan; Vox; Blue Note; Chancellor; Design; Duke; Peacock; Back Beat; Tico; Living Language; Cub; Paris; Hickory; CRG; YPR; Conversaphone; N.R. Co.; Flash; Arrow)

Calmar Dist. Co.
408 N. W. 7th St.
(London; Epic; Westminster; Verve; GTJ; Contemporary; World Pacific; Vanguard; Riverside; Felsted; Somerset; Hi Fi; Unicorn; Okeh; Judson)

Capitol Record Dist. Co.
25 N. W. 41st St.
(Capitol; Angel)

Decca Dist. Corp.
807 N. Hudson
(Decca; Coral; Brunswick)

Dulaney Dist. Corp.
100 N. W. 44th St.
(RCA Victor; RCA Camden)

King Records
612 N. Hudson
(King; Federal; Deluxe)

Miller-Jackson Co.
111-115 E. California St.
(Columbia)

Oklahoma Record & Supply Co.
512 N. Hudson
(Cadence; Challenge; Glory; Dot; Kapp; Mercury; Vik; Sun; Era; Grand Award; 20th Fox; Carlton; United Artists; Big)

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

Record Distributors

And The Lines They Handle

OREGON

PORTLAND

B. G. Record Service
337 N. W. 6th Ave.
(Ace; Aeolian Skinner; American Radio Warblers; Apollo; Aragon; Argo; Atco; Atlantic; Audio Fidelity & Rarities; Baton; Bell Authentic Hawaiian; Bethlehem; Black Mountain; Broadcast; Cameo; Candlelight; Cardinal; Chart; Checker; Chess; CRG; Class; Coast; Cobra; Coda; Crest; Crown; Crystalette; Dawn; Dauntless International; Dee Gee; Dig; Discourisities; Dolphin; Dot; Duke; Excello; Fantasy; Flip; 4 Star; 49th State; Garre; Glory; Golden Gate; Gotham; Harmony; Hollywood; Hull; Jay; Kapp; Kem; Key; King Jazz; Tom Lehrer; Mars; Modern; Musart; Money; Music City; Nashboro; Northwestern; Old Town; Orbit; Parakeet; Parrot; Peacock; Pearl; Peerless; Prestige; Prince; Rainbow; Regent; Riverside; Robt. Rheims; Roost; RPM; Savoy; Sims; SMC; Southland; Specialty; SRC; Standard; Starway; States; Storyville; Sun; Seeco; Tampa; Tradition; United; Wallis; Willie Nelson; Yodel Melody; Young People's Records; Zodiac; Audio Books; Back Beat; Big; Composers; Elektra; Greenwich; Grand Award; Lexington; Judson; Living Language; Nasco; Phillips Int.; Request; Singular; Swan; Trend; Vanguard; Ebb; Conversaphone; Poplar; East West; Starday; Kent)

North Pacific Supply Co.
2950 N. W. 29th Ave.
(RCA Victor; RCA Camden)

PENNSYLVANIA

BETHLEHEM

Rave Dist. Co.
938 Sullivan St.
(Jay Jay; Banana; Bowery; Artist's Life; Rave; Jan; Glo; Chicago; Dart; Pageant; Musicale; Piknik; Star; Hamtramck; Jolly; Ozark; Rita; Rendezvous; Mel-o-tone)

HARRISBURG

Decca Dist. Corp.
63 S. 10th St.
(Decca)

D & H Dist. Co.
2535 N. 7th St.
(RCA Victor; RCA Camden)

PHILADELPHIA

Edw. S. Barsky, Inc.
2522 N. Broad St.
(MGM; Liberty; YPR; CRG; Golden; Verve; Word; LL; RRT; Promenade; Conversaphone)

Buena Vista Dist. Co.
1235 Vine St.
(Disneyland; Vista; Mickey Mouse)

Capitol Records Dist. Corp.
1343 W. Cumberland St.
(Capitol)

Chips Dist. Co., Inc.
1415 N. Broad St.
(Roulette; Somerset; Felsted; Carlton; Swan; Herald; Jay Jay; Cub; 20th Fox; Fraternity; Class; Peacock; Duke; Sunbeam; East West; Moon; Fantasy; Apollo; Limelight; Space; Tico; Wallis)

Columbia Record Dist., Inc.
919 N. Broad St.
(Columbia)

Cosnat Dist. Co.
1710 North St.
(Dot; Atlantic; Jubilee; Dana; Glory; Josie; Hi Fi; Kom; Sun; Whippet; Summit; GNP; Dixieland Jubilee; Winley; Kandy)

Decca Dist. Corp.
50 N. 6th St.
(Decca)

King Records
1242 N. Broad St.
(King; Federal; Deluxe)

Lesco Dist.
17 S. 21st St.
(Aeolian Skinner; Aleph; Allo; Aristophone; Audiophile; Avoca; Bach Guild; Barnett; Baton; Canary Bird; Candle; Cole; Colonial; Commentary; Concord; Cook; Copley; Dublin; Ember; Harian; Japan Song; Judson; Lexington; Monitor; Music Library Recordings; Offbeat; Parakeet; Riverside; Sabra Parakeet; Sounds of our Times; Spoken Arts; Supraphone; Standard; Thunderbird; Tikva; UTC; Washington; Vanguard; Vox; Stereotape; Bel Canto; Hallmark; Hi Fi; Livingston; Manhattan; Period; Stereocraft; Vanguard; Pop Records; Ace; Baton; Big; Ember; Excello; Flash; Hallmark; Lark; Nasco; Nashboro; N.R. Co.; Rose; Stepheny)

Mainline Dist. Co.
1510 Fairmount Ave.
(Tampa; Old Town; Back Beat; Falcon; Everlast; Dooto; Casino; Pet; Herald; Holiday; Audio Books; Fortune; Fury; Bull; Rep Top; Tiara)

Marnel Dist.
1622 Fairmount Ave.
(Epic; Bethlehem; Okeh; Audio Fidelity; Savoy; Cameo; United Artists; Imperial; Specialty; Regent; Blue Note; Roost; Elektra; Unicorn; Fiesta; Cabot; Arrow; Safari; Golden Crest; Prestige; Period; Arrow)

Mercury Dist. of Philadelphia, Inc.
835 N. Broad St.
(Mercury; Emarcy; Playcraft; Childcraft)

Musicart Records
1715 Chestnut St., Dept. 204
(Musicart; Reliance; Bingo)

David Rosen, Inc.
855 N. Broad St.
(ABC-Paramount; Kapp; Chess; Checker; Vee Jay; Grand Award; Westminster; Mardi Gras; Chancellor; Challenge; Design; Cricket; Trend; Hunt; Tico)

Raymond Rosen & Co.
Parkside Ave. at 51st St.
(RCA Victor; Camden)

J. H. Sparks
1618 N. Broad St.
(London)

Universal Record Dist.
1330 W. Girard Ave.
(Andex; Aladdin; Argo; Atco; Arwin; Cadence; Counterboy; Contemporary; Classic Ed.; Crown; Dawn; Del Fi; Ebb; Era; End; Flip; Guyden; Gone; GTJ; Hickory; Jamie; Jan; Kent; Keen; Lamp; Laurie; Jazz West Coast; MMO; Paris; Phillips Int.; Poplar; Oceanic; Singular; Puchito; Score; Seeco; Vin; Vik; Urania; Unique; World Pacific)

PITTSBURGH

Astor Records, Inc.
1901 Fifth Ave.
(MGM; Liberty; Disneyland; Atlantic; Chess; Checker; Carlton; Score; Ace; Dooto; Poplar; Class; Ember; Vee Jay; Bullseye; Old Town; Laurie; Herald; Peacock; Duke; Back Beat; Mardi Gras)

Capitol Records Dist. Corp.
110-120 St. Joseph St.
(Capitol; Angel)

Decca Dist. Corp.
923 Pennsylvania Ave.
(Decca)

East Coast Dist.
633 Liberty Ave.
(Ad Lib; Blue Note; Contemporary; Debut; GTJ; GNP; Mardi Gras; MMO; Replica; Progressive; Prestige; Totten; Riverside; San Francisco; Starlite; Storyville; Tampa; Transition; Classic Editions; Monitor; Pacifica; Sunset; Onyx; Cole; Windsor; Russell; Staller; Velmo; Dance; Stepping Tones; Kimbo; Whippet; Proscenium; UTC; World Pacific; Dictation; Commentary; Key; Hi Fi; Replica; Omega-tape; Concertape; Stereotape; Stereophony; Manhattan; Audiotape; Judson)

Eckhardt & Co., Inc.
5989 Centre Ave.
(Columbia)

Forbes Record Dist.
908 Forbes St.
(Crown; Fantasy; Seeco; Dawn; Disneyland)

Hamburg Bros.
213 Galveston Ave.
(RCA Victor; RCA Camden)

King Records, Inc.
30 Pride St.
(King; Federal; Deluxe)

Bill Lawrence, Inc.
1409 5th Ave.
(ABC-Paramount; Allied; Algonquin; Apollo; Arrow; Canary; Chancellor; Coed; Counterpoint-Esoteric; Demon; Devere; East West; Ebb; Fargo; Felsted; Flash; Fox; Gallo; Hickory Hunt; Lark; Mirrosonic; NRC; Nasco; NUClear; N.R. Co.; Parakeet; Pearl; Phillips Int.; President; Prescott; Regent; Rendezvous; Reserve; Robin; Ruth Wallis; Savoy; Specialty; Summit; Unicorn; Vik; Wheeling; Zest)

Leslie In Pa., Inc.
908 Federal St.
(Vanguard)

Mercury Record Dist. of Pa.
1316 5th Ave.
(Mercury; Emarcy; Verve; Amp-3; Smash; Lime-light; Look; Walco; Case Mate; Quip)

R B S Dist. Co.
2014 5th Ave.
(Aladdin; Jay Jay; Old Town)

Record Dist.
908 Federal St.
(Audio Fidelity; Brunswick; Coral; Dana; Hi Fi; Somerset; Caedmon; Elektra; United Artists; Challenge; Golden Crest; Kem; CRG; VPR; LL; Conversaphone; Tiara)

Remlee Sales Corp.
1711 5th Ave.
(20th Fox; Fraternity; Design; Jubilee; Josie; Phillips)

Standard Disi. Co.
1705 5th Ave.
(Argo; Atco; Baton; Cabot; Cadence; Cameo; Dot; Era; Flip; Grand Award; Imperial; Kapp; Keen; Paris; Peter Pan; Roulette; Sun; Swan; Tico; Waldorf; Glory; Sunbeam; Jan; Andex)

Top Dist.
910 Federal St.
(Epic; Golden Crest; Living Language; Children's Record Guild; Roost; Vanguard; Gone; End; Okeh; Cub)

RHODE ISLAND

PROVIDENCE

Decca Dist. Corp.
244 Broad St.
(Decca)

Eddy & Co., Inc.
43 Hospital St.
(RCA Victor; RCA Camden)

TENNESSEE

GALLATIN

Randy's Record Dist.
321 W. Main St.
(Atlantic; Dot; Jubilee; Peacock; Josie; Duke; Atco; Apollo; Checker; Chess; Imperial; Sun; Gotham; Modern; Hollywood; RPM; United; States; Vee Jay; Savoy; Aladdin; Score; Herald; Nashboro; Excello; Specialty; Dooto; Ember; Old Town; Baton; Argo; Challenge; Roulette; Kent; Ace; Keen; End; Nasco; Back Beat; Ebb)

KNOXVILLE

McClung Appliances
310 Georgia St.
(RCA Victor; Camden)

MEMPHIS

Capitol Records Dist. Corp.
786 Madison Ave.
(Capitol; Angel)

King Records
1092 Union Ave.
(King; Federal; Deluxe)

McDonald Bros. Co., Inc.
Box 2845
994 S. Bellevue
(RCA Victor; RCA Camden)

Music Sales Co.
1117 Union Ave.
(ABC-Paramount; Fraternity; Cadence; Herald; Imperial; Baton; MGM; Savoy; Specialty; Sun; Vee Jay; Verve; Bethlehem; Atco; Kapp; Vik; Gee; Glory; Roulette; Regent; Ember; Golden Crest; Gone; Onyx; Mercury; Chess; Checker; Argo; Epic; Okeh; Cameo; Chancellor; Flip; Ebb; Tico; Elektra; Audio Fidelity; Hi Fi; Phillips Int.; United Artists; Grand Award; Cub; 20th Fox; Nashboro; Excello; Class; Peacock; Duke; Back Beat; Paris; Aladdin; Hickory; Design; Cricket; Hollywood; Starday; Keen; Flash; Arrow)

Record Sales Corp.
1070 Union Ave.
(Atlantic; Contemporary; Dawn; Dot; GTJ; Jubilee; Liberty; LL; London; Seeco; Vanguard; Vox; Challenge; Demon; Dub; Felsted; Jan; Josie; Kent; N.R. Co.; Old Town; Swan; CRG; YPR; Conversaphone; Poplar; Atco; East West)

Stratton-Warren Hardware Co.
37 E. Carolina Ave.
(Decca; Coral; Brunswick)

Woodson & Bozeman, Inc.
733 So. Somerville St.
(Columbia)

NASHVILLE

Buckley Dist. Co.
1707 Church St.
(Vee Jay; Specialty; Jubilee; Josie; Keen)

Ernie's Record Mart
179 3rd Ave. N.
(Hollywood; Herald; Savoy; Vee Jay; Aladdin; Peacock; Duke; Specialty; Lamp; Regent; Ember; Phillips; Back Beat; Jubilee; Josie; Keen; Old Town)

Music City Records Dists., Inc.
127 Lafayette St.
(Ace; ABC-Paramount; Aladdin; Atco; Argo; Arrow; Atlantic; Baton; Back Beat; Big; Cadence; Cameo; Chancellor; Checker; Chess; Dot; Duke; Ebb; Ember; End; East West; Excello; Fantasy Jazz; Fraternity; Falcon; Gee; Gone; Herald; Hickory; Hollywood; Imperial; Josie; Jubilee; Kapp; Keen; Old Town; Kent; Mercury; Nasco; Nashboro; Pacific Jazz; Peacock; Phillips; Rama; Roulette; Specialty; Starday; Sun; Swan; Tico; 20th Fox; United Artists; Vee Jay; Verve; Westminster)

TEXAS

DALLAS

Adleta Co.
1914 Cedar Springs Ave.
(RCA Victor; RCA Camden)

Big State Dist. Co.
1550 Edison St.
(Dot; Glory; Cadence; Atlantic; Okeh; Sun; Specialty; Nashboro; Excello; Hickory; Aladdin; Fantasy; Vik; Epic; Grand Award; Vee Jay; London; Challenge; 20th Fox; Nasco; Phillips Int.; Jubilee; Josie; Sunbeam; N.R. Co.; Kent; Old Town)

Capitol Records Dist. Corp.
2360 Irving Blvd.
(Capitol; Angel)

Century Dist., Inc.
137 Glass St.
(Little Golden; Arrow; Authentic; Baton; Bethlehem; Big; Blue Chip; Borderline; Bronjo; Bull; Cabot; Caedmon; Cavalier; Caribbean Latin; Conversaphone; Carlton; CRG; Counterpoint; Cub; Joe Davis; Dawn; Debut; Dixieland Jubilee; Dooto; Ebb; Ember; En-boy; Esoteric; Experiences Anonymous; Fiesta; Fleetwood; Flip; Four Stars; Fraternity; Fury; Golden Crest; Golden L.P.; Herald; Jaytone; Kapp; Dub; Kem; Lark; Liberty; LL; Magic Mirror Childrens; M & B; MGM; Mardi Gras; Minor; Mode Monarch; Montilla; GNP; Off Beat; O.J.; Party; Prescott R & B; Rainbow; Regent; Rendezvous; Replica; Savoy; Seeco; Soma; Southland; Swan; Tampa; CRG; Trend Riverside; Judson; Toreadore; Tropicana International; United Artists; Verve; Ruth Wallis; Warner; Washington Whippet; YPR; Rio Columbia (Mexican) Corona (Mexican)

Record Distributors

And The Lines They Handle

Daily Bros. Dist.
2200 Irving Blvd.
(ABC-Paramount; Allied; Andex; Atco; Audio Book; Audio Fidelity; Back Beat; Cameo; Chancellor; Class; Contemporary; Cricket; Design; Disneyland; Duke; East West; End; Electra; Era; Emarcy; Flash; GTJ; Gone; Greenwich; Hi Fi; Hollywood; Hunt; International; Jan; Keen; Mercury; MMO; Paris; Peacock; Poplar; Roulette; Starday; Tico; T-N-T; Urania; Vanguard; Vox; Zephyr)

Decca Dist. Corp.
139 Cole St.
(Decca; Brunswick)

King Records, Inc.
1632 Irving Blvd.
(King; Federal; Deluxe)

Straus-Frank Co.
8401 Ambassador Row
(Columbia)

EL PASO

Boyd-Harbaugh, Inc.
808 829
(Capitol; Angel)

Frontier Dist. Co.
7042 Highway 80 East
(MGM; Grand Award; Liberty; ABC-Paramount; Riverside; Motif; Brunswick; Key; Cricket; Joe Davis; Rendezvous; Criterion; Mardi Gras; Hawaiian Village; Music City; Keen; Judson; Chancellor; Design; Colonial; Fargo; Andex)

M. B. Krupp Dist.
309 So. Santa Fe St.
(Azteca; Colonial; Corona; Falcon; Ideal; Peerless; Coast; Rio; Columbia; 4 Star; Imperial; Starday; Sun; Hickory; Roulette; Dot; Kapp; Era; Cameo; Carlton; Fraternity; Glory; United Artists; Aladdin; Apollo; Atlantic; Atco; Baton; Checker; Chess; Combo; Dooto; Dana; Duke; Fantasy; Big; Exello; Herald; Paris; Jubilee; Peacock; RPM; Nashboro; United; Vee Jay; Ember; Fortune; Phillips; Kent; Hollywood; End; Flip; Gee; Luniverse; Swan; Cosmic; Back Beat; Gone; Josie; Challenge; Ebb; Class; Lark; J & S; XYZ; Cobra; East West; Nasco; Rev; Onyx; Old Town; Lapel; Demon; Poplar; Alma; Lamp; Black Mt.; Broadcast; Crystal; Dot; Folkcraft; N. R. Co.; Globe; Hoedown; Hoedown Hall; Gygden; Imperial; Intro; Longhorn; McGregor; Old Timer; Sets in Order; Lloyd Shaw; Western Jubilee; Windsor; Square Dance Books; Westminster; Audio Fidelity; Hi Fi; GTJ; Pacific Jazz; Rama; Prestige; Dawn; Waikiki; Peerless; San Francisco; Seeco; Somerset; Challenge; Kem; Tom Lehrer; Score; Kem; Tico; Contemporary; Crown)

Albert Mathias Co.
113 S. Mesa
(Columbia)

Midland Specialty Co.
500 W. Paisano Dr.
(RCA Victor; RCA Camden)

Momsen, Dunnegan, Ryan Co.
800 E. Overland St.
(Decca)

Sunland Supply Co.
1200 E. Missouri St.
(London; Wallis Original; Specialty; King; Federal; Deluxe; Cadence; Bethlehem; Peter Pan; Epic; Tampa; FSR; Savoy; Okeh; Regent; Vox; Vanguard; Young People's; LL; CRG; Conversaphone)

HOUSTON

Acme Dist. Co.
1902 Leeland Ave.
(GTJ; Contemporary; Riverside; Bethlehem; Fantasy; Soma; Parakeet; Fiesta; Montilla; Puchito; Layos; Golden; T-N-T; Debut; Enrichment; Summit; Lyricbird; San Francisco; Disneyland; Southland; Blue Note; Singular; Old Town; Del Fi; 4 Star; Omegatape; Jay Jay; Old Town)

Century Dist., Inc.
1908 Leeland Ave.
(Blue Chip; Arrow; Borderline; Bull; Cabot; MGM; Caedman; Counterpoint; Dawn; Dooto; Whippet; Thunderbird; Chock; Esoteric; Experiences Anonymous; Fleetwood; Envoy; Orbit; Jackpot; Tickua; Tender; Global; Fury; Golden Crest; Jaytone; Kem; LL; M&B; Brad; Bethlehem; Montilla; Toreadore; Puchito; R & B; GNP; Off Beat; O.J.; Cub; Party; Seeco; Riverside; Judson; Comet; Mode; Tampa; CRG; YPR; United Artists; Warner; Washington; Aeolian Skinner; Mexican-Columbia; Arwin; Dixieland Jubilee; Sunbeam; Rip; Mark; Southland; Conversaphone)

H. W. Daily
314 E. 11th St.
Box 7473
(Americana; Art; Apollo; Atco; Audio; Audio Fidelity; Bornand; Cricket; Discusiosities; Epic; Flash; Grand Award; Hickory; Irma; Hollywood; Humming Bird; Japan Song; Tom Lehrer; Mercury; MGM; Musart; Okeh; Period; Prestige; Rivoli; Renaissance; Scala; Starday; States; Unicorn; United; RKO-Unique; Vik; Vee Jay; Cadence; Swan; Class; Hi Fi; Design; N.R. Co.; London; Vox; Vanguard; Elektra; Verve; Savoy; Regent; Fraternity; Paris; Ebb; Jan; Lark; Big)

Decca Dist. Corp.
1311 Jefferson St.
(Decca)

Gulf Records
2206 Cullen Blvd.
(Hi-Fi)

King Records
1904 Leeland Ave.
(King; Federal; Deluxe)

Straus-Frank Co.
4000 Leeland St.
(Columbia)

United Record Dist.
1613 St. Emanuel
(Atlantic; Peacock; Jubilee; Josie; Sun; Kapp; Herald; Specialty; Ember; Aladdin; Nashboro; Exello; Duke; ABC-Paramount; Ace; Dot; Argo; Chess; Checker; Liberty; Glory; Roulette; Cameo; Carlton; Chancellor; United Artists; Challenge; 20th Fox; Nasco; Back Beat; Phillips; Aladdin; Kem; Poplar; East West; Tico; Keen; Kent; Arrow)

J. A. Walsh & Co.
4301 Gulf Freeway
Box 1657
(RCA Victor; Camden)

SAN ANTONIO

Decca Dist. Corp.
906 Nolan St.
Box 688
(Decca)

Santone Sales Co.
412 S. Main St.
(Capitol; Angel; World Pacific; Bowery; Audio Book)

The Perry Shankle Co.
1801 So. Flores St.
(RCA Victor; Camden)

Straus-Frank Co.
162 Coliseum Dr.
(Columbia)

SAN BENETO

Rio Grande Music Co.
Box 861
(Ideal; Peerless; Torero; Rio; Colonial; Azteca; Columbia Mexican; Sombrero)

UTAH

SALT LAKE CITY

Cordova's
543 W. 3rd North
(Orbit; Montilla; Del Valle; Accent; Torero; Hickory; Panart; Tico; Seeco; Colonial; Peerless; Zenda; Corona; Columbia Mexican; Dori; Ideal; Falcon; Azteca)

Decca Dist. Corp.
160 S. 4th W. St.
(Decca; Coral)

Flint Dist. Co.
316 W. 2nd St.
(RCA Victor; Vik; Camden)

Great Western Dist.
910 E. 4th South
(Kapp; Imperial; Specialty; Roulette; Sun; Gee; Chess; Gone; Hi Fi; Liberty; Audio Fidelity; Urania; Peter Pan; Promenade; Parade; Somerset; Design; Tampa; Criteria; Seeco; Lark; Challenge; Zephyr; International; Argo; Rama; Jubilee; Tico; Multilingua; 49th State; Gene Norman; Bonnie; Ace; Lance; Lark; Tip Top; Josie; XYZ; Checker; Swan; Herald; Old Town; Orbit; Rev; Popular; Cosmic; Phillips; Allied; Cameo; Ember; Ebb; End; Carlton; Specialty; Flip; N.R. Co.; Seeco; Dawn; Sunbeam; Flash)

E. E. Pritchett
Box 1865
(Capitol)

Standard Supply Co.
225 E. 6th So. St.
(Columbia; Epic; Okeh)

VIRGINIA

RICHMOND

Allen Dist. Co.
3409 W. Leigh St.
(Dot; Jubilee; London; Savoy; Sun; Imperial; Duke; Vee Jay; Checker; Chess; Nashboro; Exello; Specialty; Era; ABC-Paramount; Roulette; Cameo; Gone; World Pacific; Chancellor; Swan; Prestige; Challenge; 20th Fox; Fraternity; Nasco; Class; Peacock; Phillips; Back Beat; Paris; Blue Hen; Design; Cricket; Glory; Flip; Josie; Tico Fantasy; Keen; Flash; Old Town; Arrow)

B. T. Crump Co.
1310-34 E. Franklin
(Columbia)

Decca Dist. Corp.
3118 W. Leigh St.
(Decca; Coral; Brunswick)

Wyatt-Cornick, Inc.
1705 Brook Rd.
(RCA Victor; RCA Camden)

WASHINGTON

SEATTLE

Acosta Sound, Inc.
3131 Western
(Caedmon; Colonial; Concert Hall; Dawn; Esoteric; Flip; Hollywood; Hallmark; Monitor; Period; Replica; Scala; Seeco; Storyville; Unicorn; Urania; Bel Canto; Livingston)

Capitol Records Dist. Corp.
620 Eastlake Ave.
(Capitol; Angel)

C & C Dist. Co.
708 Sixth Ave. N.
(Dot; Prestige; Argo; Checker; Class; Contemporary; End; Era; Jubilee; London; Cameo; Vik; Swan; Ember; Herald; Keen; King; Liberty; Nasco; Roulette; Sun; Vee Jay; Vik; Federal; Deluxe; GTJ; 20th Fox; Phillips Int.; Nashboro; Exello; Paris; Ebb; Josie; Dooto; Poplar; Crown; UTC; Tico; Kent)

Columbia Record Dist., Inc.
2718 Second Ave.
(Columbia)

Decca Dist. Corp.
3131 Western Ave.
(Decca)

Fidelity Electric Co.
960 Republican St.
(RCA Victor; RCA Camden)

Huffine Dist.
3131 Western Ave.
(Epic; Okeh; Kapp; Fiesta; United Artists; Grand Award; Challenge; Kem; Flash)

Stanley Dist. Co.
235 Westlake North
(Mercury; Verve; Imperial; Specialty; Hi Fi; Pacific Jazz; Fantasy; Fraternity; Westminster; N. R. Co.)

N. W. Tempo Dist. Co.
923 Westlake North
(Cadence; MGM; ABC-Paramount; Atlantic; Carlton; Chancellor; Cub; Aladdin; Design; Glory; Atco; Disneyland; Lark)

SPOKANE

Columbia Elec. Mfg.
East 3420 Ferry Ave.
(Columbia)

WEST VIRGINIA

CHARLESTON

Galperin Music
17 Capitol St.
(Bowery)

WISCONSIN

MADISON

Tell Music Dist. Co.
2702 Monroe St.
(Epic; Golden Crest; Old Tyme Jamboree; Dana; Key; Challenge; Disneyland; Okeh; Prestige; United Artists)

MILWAUKEE

Capitol Records Dist. Corp.
1434 N. Farwell Ave.
(Capitol; Angel)

Decca Dist. Corp.
321 E. Chicago St.
(Decca)

Demo Records Man. & Dist.
Box 1807
(Circus Calliope Music; Music Box Music; Nickelodeon Music; Carusel Music; Medicine Show Band Music; Minstrel Show Band Music)

Major Dist. Co., Inc.
626 E. Ogden Ave.
(Mercury; Emarcy; Hi Fi; Carlton; Blue Note; Tampa; Conversaphone; Starday; Faro; Hanover; Window; CRG; YRP; LL)

Morely-Murphy Co., Inc.
5151 W. State St.
(Columbia)

Records Unlimited, Inc.
1716 N. 3rd St.
(Ace; Arrow; Atco; Audio Book; Authentic; Barnett; Banana; Back Beat; Bullseye; Candlelight; Colonial; Combo; Concert Disc; Dooto; Duke; Ebb; Falcon; Fortune; Halifax; Heartbeat; Hickory; Jay Jay; Kem; Mono; OJ; Parade; Peacock; Peter Pan; Promenade; Rambler; Soma; Sun; Vee Jay; Waukee)

Sherco Dist.
3803 N. Port Washington Rd.
(Audiophile; Big; Cabot; Concord; Everlast; Hollywood; Marvella; Monitor; Moon; Pro-tone; Recotape; Storyville; Unicorn; WFB; Zodiac; Audiophile; Bel Canto; Concerthall; Concertape; Stereotape; Hallmark; Hi Fi; Irish; Livingston; Manhattan; Recotape; Period; Stereo-craft; Urania)

Taylor Electric Co.
4080 N. Port Washington Rd.
(RCA Victor; RCA Camden)

SHEBOYGAN

Polkaland Records
1210 N. 8th St.
(Polkaland)

WYOMING

RIVERTON

Fremont Music
221 E. Main St.
(RCA Victor)

CANADA

CALGARY, ALBERTA

T. H. Peacock
216 12th Ave. W.
(Coral; Brunswick; Apex; Decca; Cadence)

Taylor, Pearson & Carson, (Calgary) Ltd.
308 Fifth Ave. W.
(Mercury; MGM; Quality; Dot; Reo; Jubilee)

LACHINE, QUEBEC

Compo Company, Ltd.
2377 Remembrance
(Decca; Coral; Brunswick; Apex; Mignon)

MONTREAL, QUEBEC

Bouthillier Musique
6405 Rue St-Hubert
(Kismet; Folk Dancer; Folkcraft; ASP; Israel)

Canadian Music Sales Corp., Ltd.
3303 St. Catherine St. E.
(See Canadian Music in Toronto)

Capitol Records Dist. of Canada Ltd.
155 Port Royal West
(Capitol)

Custom Sound & Vision Ltd.
402 3rd Ave. Verdun
(Verve; Westminster; Hi Fi; Dyer Bennet; Golden Crest; Harlequin; International; Monitor; Rozanna; Summit; Spoken Art; Tico; San Francisco; Professional; Zephyr; Fidelity)

Erpol Music Ltd.
110 St. Catherine St. W.
(Austroton (Elite); Bartok; Blue Note; Classic Editions; Composer Serie; CRS; La Comedie Francaise; Discus; Elite; Esoteric; Eterna; Festival; Heimat; Herald; Jugoton; Melodisc; Montilla; Music; New Records; Odeum; Panart; Period; Puchito; REB; Renaissance; Request; Scala; SPA; Stella; Stradivari; Thomastik Strings; Viennolo; Visaphone Language Courses; Philips Records; Telefunken)

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

Record Distributors

And The Lines They Handle

London Records of Canada, Ltd.
3550 Forbishev St.
(London; London Int.; London Liberty; Era; Imperial; Telefunken; Ducretet Thomson; Rodeo; Atlantic; Liberty; Durlum; Atco; Keen; Beltona; Aragon; Tetra; Marlinda; XYZ; R & B; Cameo; East West; Felsted; London Longhorn)

Musimart of Canada, Ltd.
901 Bleury St.
(Angel; Vox; Vanguard; Bach Guild; Urania; Caedmon; Pantheon; Parlophone; Pathe; German Odeon; French Odeon; Haydn Society; Lyrichord; Stinson; Dana; Request; Composers Recordings; Promenade; Hollywood; Golden LP's; Phonotapes; Peter Pan; CRG; YPR; Little John; Disque Pierrot; Robin Hood; LL; Conversaphone; Language Courses; Pfanstiehl; Meritone; Hal-Mar; Emitex; Casecraft; BSR-Monarch; Goldring-Lenco; Goldring)

Phonodisc, Ltd.
5153 Western Ave.
(Regency; Delta; Kapp; Specialty; King; Ember; Herald; Carlton; Old Tyme Jamboree; Duke; Peacock; Back Beat; Regis; Class; Kem; Trend; Federal; Deluxe; Vee Jay; Bullseye; Music Hall; Vedettes; Vedettes-Vogue)

Quality Records, Ltd.
5016 Sherbrooke St. W.
(MGM; Mercury; Reo; Quality; Dot; Jubilee; United Artists)

ONDON, ONTARIO

Sparton of Canada, Ltd.
Box 5035
(Sparton; ABC-Paramount; Challenge; Disneyland; Grand Award; Nashboro; Oriole-England)

UTREMONT, QUEBEC

Pocket Books of Canada, Ltd.
1090 Pratt Ave.
(Bell)

ORONTO, ONTARIO

Apex Records, Ltd.
670 Richmond St. W.
(Coral; Brunswick; Apex)

Canadian Music Sales Corp., Ltd.
58 Advance Rd.
(Allied; Alma; Audio Fidelity; Audio Masterworks; Balkan; Beaver; B & F Budapest; Boston; Classic Ed; Colonial; Criterion; Delyse; Dominion; Elektra; Experiences Anonymous; Ficker; 49th State; Investigator; Jay; Kismet; McGregor; MMO; Scottish Clan; Standard; Thistle; Tradition; Unicorn; UTC; Waikiki; All Square Dance Labels)

Capitol Records of Canada, Ltd.
635 Queen St. E.
(Capitol)

Columbia Records of Canada, Ltd.
15 Yorkville Ave.
(Columbia; Epic)

Custom Sound & Vision, Ltd.
390 Eglinton Ave. W.
(Verve; Epic; Hi Fi; Golden Crest; International; Westminster; Monitor; Spoken Arts; Tico)

MacKay Record Dist. Ltd.
30 Duncan St.
(London; Imperial; Atlantic; Liberty; Keen; Felsted; Rodeo; Longhorn; Beltona; International; Durlum; Telefunken; Aragon)

Morris Dist. Agency
1580 Queen St. W.
(Riverside; GTJ; Contemporary; Fantasy; Gene Norman; Savoy; Debut; Roost; World Pacific; Prestige; Judson; Whippet; Dixie Jubilee; Foremost; Cavalier)

Ontario Sales Div., Quality Records Ltd.
380 Birchmont Rd.
(Mercury; MGM; Quality; Reo; Dot; Jubilee)

Phonodisc Ltd.
355 King St. W.
(Regency; Delta; Kapp; Specialty; King; Ember; Herald; Carlton; Old Tyme Jamboree; Duke; Peacock; Back Beat; Regis; Class; Kem; Trend; Federal; Deluxe; Vee Jay; Bullseye; Music Hall; Vedettes; Vedettes-Vogue)

Quality Records, Ltd.
380 Birchmont Rd.
(MGM; Mercury; Dot; Sun; Fraternity; Seeco; Chess; United Artists; Chancellor; Aladdin)

Gordon V. Thompson, Ltd.
32 Alcorn Ave.
(Gavotte; Holiday Ranch)

VANCOUVER, B.C.

Aragon Sales
615 W. Hastings St.
(ABC-Paramount; Accordia; Contemporary; Fantasy; GTJ; Grand Award; Harmony; Hi Fi; Pacific Jazz; San Francisco; Spartan; Verve; Wallis; Cavalier; RKO-Unique; Intro; Criterion; International; Golden Crest; Disneyland; 49th State; Hallmark; Classic Editions; MMO; Whippet; GNP; Dixieland Jubilee; UTC; Proscenium; Golden Crest; Elektra; Tradition; Riverside; Judson; Zephyr; Challenge; Stereo Records)

Hygrade Radio
955 Richards St.
(Capitol)

Johnson Appliances, Ltd.
5239 Victoria Drive
(Coral; Brunswick; Cadence; Decca; Apex; Roulette; Tico)

Taylor, Pearson & Carson (BC) Ltd.
1006 Richards St.
(MGM; Mercury; Quality; Reo; Emarcy; Dot; Bethlehem; Jubilee; United Artists)

Texal Ltd.
1132 Burrard St.
(London; Imperial; Liberty; Atlantic; Epic; Aragon; Rodeo; Beltona; Durlum; Old Timer; Windsor; Hoedown; Western Jubilee; Marlinda; Longhorn; Black Mountain; Telefunken)

WINNIPEG, MAN.

Electrical Supplies, Ltd.
306 Ross Ave.
(Capitol)

Phonodisc Ltd.
869 Bannerman Ave.
(Regency; Delta; Kapp; Specialty; King; Ember; Herald; Carlton; Old Tyme Jamboree; Duke; Peacock; Back Beat; Regis; Class; Kem; Trend; Federal; Deluxe; Vee Jay; Bullseye; Music Hall; Vedettes; Vedettes-Vogue)

Quality Records, Ltd.
Midwest Sales Div.
4th F. Galt Bldg.
(Mercury; Dot; MGM; Quality; Reo; Emarcy; Jubilee; Bethlehem)

Thomas Rathwell, Ltd.
575 Roseberry St., St. James
(Coral; Brunswick; Apex)

HAWAII

HONOLULU

Honolulu Electrical Product Co. Ltd.
630 Piikoi St.
(Decca; Bel Canto)

Honolulu Paper Co., Ltd.
Ala Moana at South St.
Box 3256
(Columbia)

Microphone Music
222 N. Bretania
(Dot; Kapp; Imperial; Roulette; Atlantic; Disneyland; Chess; Ember; Cameo; Specialty; Sun; Argo; Atco; Checker; Keen; Nasco; Jubilee; Swan; Duke; Class; Doot; Vee Jay; Ebb; Gone; Ace; Glory; End; Phillips; Tico; Seeco; CRG; YPR; Nippon Columbia; Herald; Nashboro; Excellor; Peacock; Back Beat; Kem; Glory; Flip; Josie; Dana; Atco; Mardi Gras; Andex; Old Town; Cavalier; Arrow)

Musical Dists.
1420 S. Beretania
(London; Aladdin; Hi Fi; ABC-Paramount; Savoy; Regent; Chancellor; Challenge; King; Federal; Deluxe; Sonotape; Westminster)

Music Craft Dist. of Hawaii
3705 Waiiala Ave.
(Grand Award)

Nylen Bros. Ltd.
P. O. Box 2958
(Capitol; Angel)

Polynesian Dists. Ltd.
820 S. Beretania St.
(Audio Books; Audio Fidelity; Bethlehem; Bradley's; Carlton; Casecraft; Concertape; Contemporary; Criterion; Cub; Era; Freedman Artcraft; GNP; GTJ; Hawaiian Village Records; International Records; Intro; Jupiter; Kaydan; Key; Kirsch Record Accessories; Liberty; Livingston; Olympic; MMO; Omegatape; Orbit; Pacific Jazz; Panart; Polyvox; Prestige; Quarto Dist.; Real Hawaiian; Reptogle Globes; Request; Storyville; Event; Unicorn; Time; Tradewinds; Tropicana; UTC; United Artists; Vox)

Radio-TV Corp.
777 Ala Moana
Box 3920
(RCA Victor; Vik; RCA Camden; Bluebird)

AUSTRALIA

MELBOURNE

W & G Record Processing Co. Ltd.
185 a Beckett St.
(ABC-Paramount; Advance; Aladdin; Balboa; Collegiate; Cricket; Diamond; Double A; Electrone; Esoteric; Fraternity; Granite; Hudson; Intro; Kent; Key; Major; Marvel; Marveltone; Motif; Old Tyme Jamboree; Orfeo; Pal; Pickwick; Plymouth; Point; Record Corp. of America; Remington; RKO Unique; Score; Standard Phono; State; University; W & G Selected Releases; Westminster)

PYRMONT

Festival Records Pty., Ltd.
223-227 Harris St.
(Coral; Brunswick)

SYDNEY

Carina Co.
Rawson Pl.
(Dana)

Ember Records
151 Bayswater Rd.
(Ember)

BELGIUM

ANTWERP

Moonglow Records
70 Van Schoonhovenstraat
(Pyramid)

Ronnex Rec.
70 Van Schoonhovenstraat
(Cavalier; Atlas)

BRUSSELS

Societe Nouvelle Siemens S. A.
116 Chaussee De Charlerais
(Coral; Brunswick)

Schott Freres
30 Rue-St. Jean
(MMO; Classic Ed.)

BRAZIL

RIO DE JANEIRO

Som, Industria e Comercio
Avenida Rio Branco 47.20 And.
(Coral; Brunswick)

BRITISH WEST INDIES

JAMAICA

Savoy Record Shop
17 N. Parade
(Pyramid)

CHILE

SANTIAGO

Industrias Electricas y Musicales Odeon
Casilla 186-D
(Coral; Brunswick)

CHINA

HONG KONG

D. E. Levy
10 Ice House St.
(Classic Editions; Music Minus One)

CUBA

HAVANA

La-Discooteca
Ly 23, Vedado
(Kapp)

DENMARK

COPENHAGEN

Nordisk Polyphon A.S.
Ostergade 26-B
(Coral; Brunswick)

ENGLAND

LONDON

Decca Record Co. Ltd.
1-3 Brixton Rd.
(Coral; Brunswick)

Herald Ember
140a Shaftsbury Ave.
(Herald; Ember)

Orbis, (Polonia) Ltd.
38 Knightsbridge
(Dana)

FRANCE

PARIS

President Records
30, Rue P. Semard
(MMO; Classic Ed.)

Vogue PIP
54 Rue D'Hauteville
(Coral; Brunswick)

GERMANY

HANOVER

Deutsche Grammophon Gesellschaft
75 Podbielskistrasse
(Coral; Brunswick)

GUAM

ANGA

Guam Service Games
Adelup Point
(Coral; Brunswick)

HOLLAND

THE HAGUE

Nederlandsche Siemens
Maatschappij N.V.
Huygenspark 38/39.
(Coral; Brunswick)

ITALY

GENOA

Armonia E. Ritmo
Via Garibaldi, 14R
(MMO; Classic Ed.)

MILANO

Siemens Societa Per Azioni
Via Fabio Filzi, 29
Casella Postale 3397
(Coral; Brunswick)

JAMAICA

KINGSTON

Phonodisc Ltd.
129 King St.
(Herald; Ember)

JAPAN

TOKYO

Cosdel, Inc.
Room 525, The Nikkatsu International Bldg.
No. 1 Chome, Yuraku-cho Chiyoda-Ku
(Sun)

G. T. Folster & Assoc.
423 Nikkatsu International Bldg.
1, 1 Chome, Yurakucho Chiyoda-Ku
(Fraternity)

Nippon Gramophone
No. 57, 6-Chome
Aoyamakita-machi
(Coral; Brunswick)

MEXICO

MEXICO, D. F.

Compania Importadora de Discos S.A.
Tenayuca 475-F
(Coral; Brunswick)

Discos Columbia De Mexico
San Bartolo, Naucalpan
(Columbia)

Trans Radio Disc
S. A. Artículo 123-127-5
(Kapp; Vanguard; Classic; Ed; Proscenium; Period)

NORWAY

OSLO

Proton S.A.
Rosengrantzgaten 11
(Coral; Brunswick)

PHILIPPINES

MANILA

Regtar Records
634 Rixal Ave.
(Coral; Brunswick)

PUERTO RICO

SAN JUAN

Juan Martinez Vela, Inc.
P. O. Box 2027
358 San Francisco
(Mardi Gras; United Artists; Golden Crest)

SOUTH AFRICA

JOHANNESBURG

Gallo Africa, Ltd.
161 President St.
(Coral; Brunswick)

SWEDEN

SUNDBERG

Svenska Siemens Aktiebolag
Jarnvagaasten 12
(Coral; Brunswick)

SWITZERLAND

ZURICH

Edition Eulenburg
Stockerstrasse 27 GmbH
(Classic Editions; Music Minus One)

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Lowenstrasse 35
(Coral; Brunswick)

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(PLUS THE NEXT 25)

		Pos. Last Week
1	PURPLE PEOPLE EATER SHEB WOOLEY MG-12651—Sheb Wooley	1
2	ALL I HAVE TO DO IS DREAM EVERLY BROS. CD-1348—Everly Bros.	2
3	SECRETLY JIMMIE RODGERS RO-4070—Jimmie Rodgers	5
4	JENNIE LEE JAN & ARNIE AW-108—Jan & Arnie LI-55186—Billy Ward & Dominoes	3
5	RETURN TO ME DEAN MARTIN CA-3894—Dean Martin	4
6	DO YOU WANNA DANCE BOBBY FREEMAN JZ-835—Bobby Freeman	8
7	YAKETY YAK COASTERS AC-6116—Coasters	10
8	BIG MAN FOUR PREPS CA-3960—Four Preps	7
9	WITCH DOCTOR DAVID SEVILLE LI-55132—David Seville	6
10	TWILIGHT TIME PLATTERS ME-71829—Platters	9

11. ENDLESS SLEEP. 12. PADRE. 13. WEAR MY RING AROUND YOUR NECK. 14. CHANSON D'AMOUR. 15. SUGAR MOON. 16. NO CHEMISE PLEASE. 17. LOOKING BACK. 18. PATRICIA. 19. WHEN. 20. CHA-HUA-HUA. 21. ENCHANTED ISLAND. 22. JOHNNY B. GOODE. 23. I WONDER WHY. 24. FOR YOUR LOVE. 25. DON'T GO HOME. 26. SPLISH SPLASH. 27. HE'S GOT THE WHOLE WORLD IN HIS HANDS. 28. HIGH SCHOOL CONFIDENTIAL. 29. KEWPIE DOLL. 30. PRETTY BABY (IT'S BEEN A LONG TIME). 31. YOU NEED HANDS. 32. ONE SUMMER NIGHT. 33. RUMBLE. 34. A CERTAIN SMILE. 35. FOR YOUR PRECIOUS LOVE.

CODE

AC—Atco	CD—Cadence	DO—Dot	GL—Glory	NA—Nasco	SP—Specialty
AG—Argo	CG—Challenge	DT—Dooto	HE—Herald	OK—Okeh	SU—Sun
AL—Aladdin	CH—Chess	DU—Duke	IM—Imperial	PE—Peacock	SW—Swan
AO—Apollo	CK—Checker	EM—Ember	JU—Jubilee	PH—Sam	TH—Thunderbird
AP—ABC-	CM—Cameo	EP—Epic	JZ—Josie	Phillips Int.	TI—Tico
Paramount	CO—Columbia	ER—Era	KA—Kapp	UN—United	UO—Unique
AR—Arrow	CR—Coral	EX—Excella	KI—King	RE—Regent	VE—Verve
AT—Atlantic	CS—Class	FS—Four Star	LI—Liberty	RO—Roulette	VI—Rca Victor
AW—Arwin	CY—Cryсталette	FE—Federal	LO—London	SA—Savoy	VJ—Vee-Jay
BR—Brunswick	DA—Dana	FI—Fiesta	ME—Mercury	MG—MGM	VK—Vik
BT—Bethlehem	DE—Decca	FR—Fraternity	MO—Modern	SE—Seeco	
CA—Capitol	DL—DeLuxe	GE—Gee			

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ABC PARAMOUNT RECORDS

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CORAL RECORDS

NBC-TV

SUNDAYS 8-9 P. M.

JULY 13-AUG. 31



Record Reviews

A DISK & SLEEPER

B VERY GOOD

C FAIR

B+ EXCELLENT

C+ GOOD

D MIOCRE

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

DEE GILLESPIE & PORCUPINES
(Buena Vista 100)

B+ "PORCUPINE" (2:03) [Reynolds & Anthony ASCAP—White] The new Disneyland subsid makes a strong debut with a cute rock and roll novelty giving the Purple People-Witch Doctor treatment to the well known animal friend, the Porcupine. Dee Gillespie handles the lead vocal as the Porcupines fashion the 78 rpm singing. Novelty has the beat and gimmick to make the grade.

B "LODDY DODDY DO" (2:27) [Reynolds & Anthony ASCAP—White] Young Miss Gillespie chants a pretty rock-a-ballad item on this end, coming off with a side the teeners will appreciate.

CONNIE & LEE
(Gone 5035)

B "MAYBE YOU'LL BE MINE" (2:25) [Rayven BMI—Mollomo] The twosome provides infectious harmony on a rhythmic number right in the teen groove. Combo proceedings, in a calypso-ish vein, is a strong feature of the pressing. Dynamic session.

C+ "COOL, COOL, BABY" (2:53) [Rayven BMI — Mollomo] Deft beat production by the girls.

MONTENEGRO
(20th Fox 107)

B "A CERTAIN SMILE" (2:38) [Miller ASCAP—Webster, Fain] The oft-recorded title tune from the 20th Century Fox flick is richly read by the Montenegro ork-chorus, and offers deejays and purchasers an opportunity to be supplied with an orchestral leaning toward the song.

B "LITTLE SERENADE" (2:26) [Peter Maurice ASCAP—Amurri, Turner] A melody strong in Europe, on the charts here, is invitingly fashioned by the ork-chorus. Happy affair.

DON HELLER
(Mercury 71324)

B "TOO LATE TO BE SORRY" (2:35) [B. F. Wood ASCAP—Carr, David] An expressive, straightforward interpretation by the artist of a let's-find-away romancer. Effective soft ork beat, and high register chanting by a thrush, adds color to the deck. Convincing vocal issue.

C+ "AS FAR AS I'M CONCERNED" (2:27) [Earl ASCAP—Shuman, Shuman] Similar arrangement on another moody love-song.

GLENN OSSER & ORCH.
(Columbia 41198)

B "ENCHANTED ISLAND" (2:50) [Korwin ASCAP—Stillman, Allen] Glenn Osser leads his string-filled orchestra thru a lush and lovely mood instrumentation of the high riding Four Lads vocal hit. Billy Butterfield excels on the trumpet solo. Good dee jay change-of-pace disk.

B "WHEN YOU USED TO DANCE WITH ME" (3:15) [Korwin ASCAP—Hayes] A soft, romantic composition from the pen of comic Peter Lind Hayes, is smoothly executed by Osser and Butterfield.

The Cash Box Disk of the Week

"THE WAITING GAME" (3:08) [Korwin ASCAP—Hilliard Allen]
"AIN'T THAT LOVE" (2:28) [Progressive BMI—Charles]

HARRY BELAFONTE (RCA Victor 7289)



HARRY BELAFONTE

● Harry Belafonte is headed for the winner's circle once again with one of the most beautiful recording efforts of his career. Titled "The Waiting Game", the song is a touching tale about a lad who's brooding because he realizes too late that he should have wed the girl who loved him. Superb performance of a great love song. Belafonte performs the number with a folk feeling that can bring a tear to the eye. Flip finger-snappin' pop reading of an R & B hit.

"COME CLOSER TO ME" (2:46) [Peer Inter'l BMI—Farres, Stewart]

"NOTHING IN THE WORLD" (2:38)
[Sweco-Eden BMI—Otis, Benton, Hendricks]

NAT "KING" COLE (Capitol 4004)



NAT "KING" COLE

● The "King", completing a long and most successful run with his smash "Looking Back", takes hold of a wonderful oldie we'll be seeing on the charts again in short order. The ballad is the favorite "Come Closer To Me" which Nat croons to a soft latin mood backdrop. Beautiful performance. Chorus singing in Spanish adds color to the performance. Flip, "Nothing In The World" is another top-notch warbling job by Cole. Tender love tune that rates.

"CAROLINA MOON" (2:30)

[Cromwell ASCAP—Davis, Burke]

"STUPID CUPID" (2:00)

[Aldon BMI—Sedaka, Greenfield]

CONNIE FRANCIS (MGM 12683)



CONNIE FRANCIS

● The "Who's Sorry Now" lass, Connie Francis, couples something old with something new and hands in another winning disk teeners and adults will take to. The oldie is "Carolina Moon" beautifully executed to a slow rock-a-ballad beat by the canary. Her multiple track harmony on this end is superb. Equally strong is the colorful new ditty "Stupid Cupid", a swinging handelapper that'll have the kids rockin'. Two extremely commercial efforts.

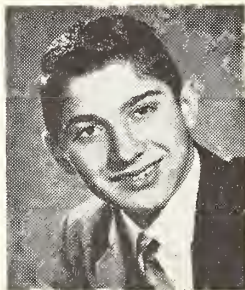
"MIDNIGHT" (1:55)

[Spanka BMI—Anka]

"VERBOTEN" (2:37)

[Leo Feist ASCAP—Sukman, David]

PAUL ANKA (ABC-Paramount 9937)



PAUL ANKA

● Paul Anka, ABC-Paramount's most consistent hit producer, has two goodies back-to-back on his latest release. And both have ingredients needed to make the charts. "Midnight" is a swinging rock and roller that cuts along at a good dance clip. And the echo effect used thruout is exciting. "Verboten" is the dramatic title song of an up-coming RKO pic. Lovely ballad chanted with feeling by the young star. Take your pick. They're both terrific.

ANN WELDON

(Universal-International 7422)

B "YOU'RE HURTING ME" (2:37) [Argo ASCAP—Cole] Ann Weldon, a lark with a rich, deep and stirring voice, chants a beautiful new rock-a-ballad for her debut. Potent offering that grows on you with each listen. Vocal group assists. Ann has a unique sound.

C+ "OLD MAN RIVER" (2:04) [T. B. Harms ASCAP—Kern] The oft recorded Jerome Kern classic, gets an exciting treatment from the husky-voiced songstress. Ann sings moderately against a high speed instrumental backdrop.

THE REDJACKS

(Oklahoma 5005)

B "BIG BROWN EYES" (2:16) [Melody Trails BMI—Bartel] The Redjacks, a good new rock and roll vocal combo, sign in with a solid rhythm rocker that has potential. Good delivery of an item right up the teeners' alley.

C+ "TO MAKE YOU MINE" (2:25) [Melody Trails BMI—Bartel] A pretty rock-a-ballad is chanted with feeling by the group. Boys have a very attractive blend.

THE ELGINS

(MGM 12670)

B "MA DEMOISELLE" (2:03) [Rush BMI—Perkins, Washington, Wiggins] The Elgins, a smooth sailing vocal group, come over strongly on their debut disk. Free swinging jumper the kids'll like.

C+ "A PICTURE OF YOU" (2:30) [Rush BMI—Perkins, Washington, Wiggins] A latin tempo rock-a-ballad comes over well under the group's control.

THE JACKS AND JILLS

(MGM 12671)

B "I CAN'T FORGET" (2:21) [Leo Feist ASCAP—Lucas, Wiltshire] The songsters with Darlene O'Connor in sweet r&r lead, respond with proper r&r ballad harmony on a better-than-average teen softy. Perfect for a slow-dance interlude at youngster parties or deejay record hops.

C+ "RED DOG" (2:07) [Leo Feist ASCAP—Lucas, Wiltshire] Frankie Leas is the lead voice on a driving big-beat number.

THE ORIGINAL CASUALS

(Back Beat 514)

B+ "IT'S BEEN A LONG TIME GIRL" (2:15) [Lion BMI—Mears] A medium-tempo rocker is taken by the vocalists, Gary Mears out in front, with a hearty rock 'n roll feel. Several good instrumental spots, too. Group clicked with "So Tough."

C+ "THREE KISSES PAST MIDNIGHT" (2:03) [Lion BMI—Mears] The boys turn on the beat-ballad switch. Mears again at the vocal helm.

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Dot
RECORDS



Record Reviews

A DISK & SLEEPER

B VERY GOOD

C FAIR

B+ EXCELLENT

C+ GOOD

D MEDIOCRE

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**THE WILD BEES—
THE "BUGS" BOWER GROUP**
(RCA Victor 7275)

B+ "DOCTOR ROCK" (2:14)
[World ASCAP—Pockriss, Shuman] The disk offers a refreshing view of the r&r-cha-cha tie-in with delightful harmony from the femme, Wild Bees vocal team, and joyful cha-cha ork work from the "Bugs" Bower crew. Engaging work that could make noise.

B "BAMBOOZLED" (2:29) [World ASCAP—Pockriss, Shuman] A real wild r&r affair from the same cast heard on the top-half.

HUELYN DUVALL
(Challenge 59014)

B "THREE MONTHS TO KILL" (2:14) [Golden West BMI—Wolfe] The rockabilly artist raps out a sizzling rocker about the last school-day before summer vacation. Duvall displays strong rockability here.

B "LITTLE BOY BLUE" (2:09) [Golden West BMI—Arnold, Turner] Emotional reading of a heart-felt, slow-beat opus. Effective side.

JOHNNY HARTMAN
(Herald 522)

B+ "NO TEARS TOMORROW" (2:30) [Angel BMI—Simon] Hartman, who has made several jazz-blues appearances on various packages, relates a wistful blues-beat item partially delivered in multi-track voicing. Feelingful interpretation that could find its way around the charts.

B "YOU GOTTA BELIEVE (AND BE HAPPY)" (2:30) [Angel BMI—Bowser] The artist picks up the beat considerably on a rhythmic inspirational set to a rocking-spiritual-like format.

DON GEORGE
(ABC-Paramount 9936)

B "HOLIDAY IN BRUSSELS" (2:30) [Ricki ASCAP—Allen, George] The George ork-chorus renders a pretty waltzer about love in the city currently playing host to the World's Fair. Title melody from a forthcoming film. The Brussels theme should help the effort along.

C+ "OFF THE COAST OF CAPRI" (2:16) [Ricki ASCAP—Walker, George] A sentimental entry, whose plot is laid in another colorful locale.

TOMMY PAYNE
(Felsted 8531)

B "I GO APE" (2:01) [Conley BMI—Crew, Slay] Tommy Payne, assisted by a vocal group, rocks thru a good novelty R&R ditty built around a popular teenage expression. Side mentions a number of popular song titles in the lyric.

C+ "TROUBLE AND PAIN" (2:13) [Conley BMI—Crew, Slay] Another cute teenage rhythm item colorfully set to a good up-beat dance tempo by the lad.

The Cash Box Sleeper of the Week

"LITTLE STAR" (2:37) [Keel BMI—Venosa, Picone]

"GETTING DIZZY" (2:10)

[Keel BMI—Moschella, Romano, Picone, Venosa, Tardogna]

THE ELEGANTS (APT 25005)



ELEGANTS

● The Young APT label has a sleeper smash in a sensational side dubbed "Little Star" which features a new group called the Elegants. The lyrics are from the well known kiddie standard "Twinkle Twinkle Little Star," but the melody is new and excellent for the rock and roll disk buying set. Lead voice wends his way smoothly thru this lovely latin beat rock-a-ballad. Keep an eye on this one. It's already starting to kick up a fuss. Flip is a rocker.

"SCHOOLBOY CRUSH" (2:24) [Hallowell Music—Schroeder, Silbert]

"BORROWED DREAMS" (2:40)

[Champion & T. J. BMI—Malekar, Testa]

BOBBY HELMS (Decca 30682)



BOBBY HELMS

● Bobby Helms is back on the winning track once again as he intros a delightful new teenage item "Schoolboy Crush." It's a light and refreshing romantic jumper with a good rock and roll beat and a most pleasant teen lyric. Bobby's natural country twang adds a wonderful quality to the happy tune. Watch this one closely. "Borrowed Dreams" is an emotional rock-a-ballad read with heart by the popular songster. Touching number.

"SOON I'LL WED MY LOVE" (2:20) [Aztec ASCAP—Fallon]

"SOUTH OF THE BORDER" (2:25)

[Maurice P. & Shapiro-Bernstein ASCAP—Beresford, Kennedy]

GALE STORM (Dot 15783)



GALE STORM

● Gale Storm's prettiest side in a long while is "Soon I'll Wed My Love." It's a tender folk flavored ballad describing a young lady's happy frame of mind just before her wedding. Beautifully written love tune that could slowly develop into another "Tammy." Top notch performance. Flip is a strong up-to-date rock-a-ballad delivery of the evergreen "South Of The Border."

"THE FREEZE" (2:16) [Warman BMI—Saraceno, Savonne]

"GONNA GET A LITTLE KISSIN' TONIGHT"

[Hilliary BMI—Saraceno, Savonne]

TONY AND JOE (Era 1075)

● Era has a potential smash in a great new rock and roll novelty item dubbed "The Freeze." Featuring two lads on the vocal, Tony and Joe, the idea of the number is best described as a musical version of the kids' game Statues. It's a cute dance item that rocks along at a good dance clip and "freezes" (or

pauses) every few bars. The gimmick is that dancers have to stop in their tracks when the number "freezes." TV dee jays oughta have a picnic with this clever gimmick novelty. Tony and Joe could do for "The Freeze" what the Diamonds did for "The Stroll." Watch the kids pick this one up. Flip is an ok jumper.

RENE TOUZET
(GNP 135)

B+ "CUBAN PURPLE PEOPLE EATER" [Cordial BMI—Wooley] Rene Touzet sets America's #1 tune to a cha-cha beat and comes off with a delightful dance tempo novelty that should enjoy a successful run. Good juke box material for dancers' locations. Cute vocal too.

C+ "TA - PUM TA - PUM" [E. H. Morris ASCAP—Mandel, Mary] An infectious merengue ditty is happily danced thru by the aggregation. Ray Vasquez and a chorus again handle the vocal chores.

BRENDA LEE
(Decca 30673)

B "RING-A-MY-PHONE" (2:00) [Shapiro—Bernstein ASCAP—Morris, Lee] The spirited little Brenda Lee leans into a torrid reading of a hot rock and roll item. Swinging stuff the teeners will appreciate.

B "LITTLE JONAH" (2:20) [Go-day BMI—Kay] The lark doesn't let up for one second, but continues to rock right thru another hot jumper. Two solid offerings by the versatile youngster.

ANN RICHARDS
(Capitol 3995)

B "NOBODY KNOWS THE TROUBLE I'VE SEEN" (2:05) [Beechwood BMI—Adap: Cavanaugh] A favorite spiritual item is revamped for the pop market and delivered with a swinging rhythm by Ann Richards. Strong debut disk for the canary.

C+ "I'D DO IT ALL AGAIN" (2:19) [Beige BMI—Simonin] Ann and a chorus shuffle thru a pleasant romantic lilt. Inviting ditty jockeys should enjoy programming.

BOB CARROLL
(United Artists 129)

B "HI YO SILVER" (2:31) [United Artists ASCAP—Baxter, Adelson] A rousing reading by Carroll on the feature theme from an upcoming flick, "The Lone Ranger And The Lost City Of Gold." Disk is housed in an eye-catching sleeve. Solid attraction for the kids.

C+ "TONTON THE BRAVE" (2:10) [United Artists ASCAP—Baxter, Hoyt, Schaefer, Freiwald] The faithful partner of the Lone Ranger comes into play in this exciting opus.

DICK D'AGOSTINO
(Dot 15773)

B "AFRAID TO TAKE A CHANCE" (2:01) [McSwinger BMI—D'Agostino] D'Agostino is willing to take a chance in any dangerous situation, but is afraid to take a chance with the gal. The artist dresses this situation in fast-moving rock 'n roll garb.

C+ "NANCY LYNNE" (2:00) [McSwinger BMI—D'Agostino] The performer wears the same r&r clothing as on the top half.

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Record Reviews

A DISK & SLEEPER

B VERY GOOD

C FAIR

B+ EXCELLENT

C+ GOOD

D MEDIOCRE

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

CARL McVOY
(Phillips 3526)

B+ "YOU ARE MY SUNSHINE" (2:22) [Peer International BMI—Davis, Mitchell] The favorite community sing item never sounded like this before, but under McVoy's control the song stands a good chance of becoming a teenage hit all over again. Rockin' handclapper loaded with hit ingredients.

C+ "TOOTSIE" (2:26) [Peer International BMI—Cantrell, Claunch] Another solid swinger that drives along at a torrid dance tempo. McVoy's style makes your toes tap.

THE STROLLERS
(Aladdin 3421)

B "LITTLE BITTY PRETTY ONE" (1:52) [Recordo BMI—Byrd] The Strollers hand in a refreshing, jazzified arrangement of an R & R smash of a few months ago. Cool treatment with a flute and bass in the spotlight. Free-swinging instrumental. Good conversation disk for jockeys.

C+ "FLUTE CHA-LYPSO" (1:35) [Aladdin BMI—Palmer, Johnson, Mesner] The flute is again front-and-center for the crew's smooth delivery of a pleasant cha cha item. Hoofers will appreciate this tasty tidbit.

OCIE SMITH
(Citation 1031)

B+ "SLIM JIM JOSIE" (2:15) [Dreyer ASCAP—Twoomey, Fields] Smith's second effort for Citation could be the one to put the talented performer in the chart limelight. The material asks for lots of drive, and gets it from Smith to great r&r advantage. Sizzling pressing.

B "THIS BREAKING HEART" (2:31) [Raleigh BMI—Hill, Stevenson] Slow beat emotions skillfully rendered by Smith.

(COUSIN) HERBERT HENSON
(Tally 120)

B "LOSE MY MIND" (1:24) [Lu-Tal BMI—Henson, Woods] In from the country field for a pop showing, Henson and the vocal-combo crew take the rocker in a carefree, entertaining r&r way. Pressing works up a storm.

B "WALKIN' ON EASY STREET" (1:58) [Lu-Tal BMI—Richardson, Owens] Henson cheerfully approaches this inviting, uptempo sparkler.

RONNIE DRAPER
(Ensign 4019)

B "YOU GOT ME WHISTLING" (2:14) [B-Flat BMI—Fuller, Jones] Draper vocalizes and whistles through a relaxed, cowboy-like opus that ambles along to a good-sounding arrangement. A flute intensifies the lazy afternoon pace here. Worth deejay attention.

B "WA-ATCH (THE GIRLS STRUT BY)" (2:25) [Hermosa BMI—Adler, Alpert] Draper, with male vocal support, suggests this summer idea: "take a seat, forget the heat and wa-atch the girls strut by." Cute jumper.

The Cash Box

Sleeper of the Week

"ROCKABYE IN BEARLAND" (2:25) [Korwin ASCAP—Allen]

"THE KEY (To Your Heart)" (2:30)
[Columbia Pies ASCAP—Stillman, Arnold]

MITCH MILLER (Columbia 41203)



MITCH MILLER

● Where flutes were used on such instrumental clicks as "Swinging Shephard Blues" and "Little Pixie", Mitch Miller employs his oboes as he introduces a delightful new instrumental rhythm item "Rockabye In Beardland". The side has a contagious melody, and a most refreshing, cool sound. Multiple tracking for the oboes is most effective. Flip is a film title tune fashioned by a chorus and sax.

"LOVE SONG from 'HOUSEBOAT'" (2:14)
[Paramount ASCAP—Livingston, Evans]

"LOU'S BLUES" (2:51) [Judy ASCAP—Robinett]

RALPH MARTERIE (Mercury 71338)



RALPH MARTERIE

● The beautiful "Love Song" from the forthcoming Paramount pic "Houseboat" (starring Sophia Loren and Cary Grant) is wonderfully interpreted by the Ralph Marterie Orchestra. Set to a smooth shuffle-beat fox trot tempo, the haunting mood item should appeal to the many who enjoyed "The Third Man Theme". Side grows on you. Flip is a good instrumental jumper that should go great guns on "Bandstand" shows and hops.

"SUSIE DARLIN'" (2:30) [Congressional ASCAP—Luke]

"LIVING'S LOVING YOU" (2:30) [Congressional ASCAP—Luke]

ROBIN LUKE (Dot 15781)

● Dot has picked up an exciting rock-a-ballad master that could blossom into a national favorite. It's Robin Luke's latin beat reading of a strong teenage item dubbed "Susie Darlin'". The song is currently one of the biggest hits in Hawaii and could be equally hot here on the mainland. Watch this lad. He's got potential. And this record could send him on the road to the top. Flip is a slow, heavy rock-a-ballad.

"TOM FOOLERY" (2:20)

[Arc & Keel BMI—Sherlock]

"ZOMBI" (1:57)

[Arc & Keel BMI—Monotones]

MONOTONES (Argo 5301)

● The Monotones, still on the charts with their "Book Of Love" smash, could repeat with this two-sided threat. (See R & B Reviews)

The Cash Box

Best Bets

- ★ "YOU ARE MY SUNSHINE" Carl McVoy Phillips 3526
- ★ "DOCTOR ROCK" Wild Bees & Bugs Bower RCA Victor 7275
- ★ "SLIM JIM JOSIE" Ocie Smith Citation 1030
- ★ "IT'S BEEN A LONG TIME GIRL" Original Casuals Back Beat 514
- ★ "PORCUPINE" Dee Gillespie Buena Vista 100

THE BEAU-BELLES

(Arrow 729)

B "HONKY TONK HOP" (2:28) [Crestwood BMI—Kornegay] Hop throwing jocks can use this one to advantage at the affair. The gals really romp on the ditty, and so does the all-important combo. A record-hop wowser.

B "WONDERFUL YOU" (2:21) [Navarre BMI—Navarre, Castaldi] The girls turn warmly to a slow-beat ballad. Capable harmony.

THE PETITES

(Spinning 6003)

B "BLESSED ARE THEY" (2:16) [E. H. Morris ASCAP—Steele, Fulton] The Petites, four gals and a guy, come up with an attractive vocal blend as they swing thru a cute jump item set to the music of the Barcarolle. Easy-to-remember rocker that could catch on.

C+ "MARGUERITE" (2:13) [E. H. Morris ASCAP—Holbrook] A cute rhythm "name tune" about a high school freshman, is handled colorfully by the combo.

5 GLOW TONES

(Jax 101)

B "AT A DANCE" (2:35) [Jaca BMI—Paternoster] The 5 Glow Tones make an impressive first showing singing a lovely rock-a-ballad that grows prettier with each listen. Lead has a rich, warm, commercial voice. And group sets up a good Four Aces type doo-wah doo-wah backdrop. Could catch on.

C+ "QUIET VILLAGE" (2:40) [Baxter Music—Baxter] The group displays its instrumental ability as it fashions a moody latin beat opus.

DICK CONTINO

(Mercury 71334)

B "AMAPOLA" (2:38) [E. B. Marks BMI—Lacalle] Accordion virtuoso Dick Contino glides thru a lovely latin tempo arrangement of a charming oldie. Orchestra supplies a lush showcase for the talented performer. Solid programming material.

B "TANGO OF THE ROSES" (2:35) [E. B. Marks BMI—Schrier, Bottero] Another top drawer latin evergreen is interpreted to a tango rhythm by Contino and ork.

Pretty dance music. Juke boxes oughta add this to their standard list.

RAY RIVERA

(Patio 100)

B "A CERTAIN SMILE" (2:15) [Miller ASCAP—Fain, Webster] A pleasantly relaxed, tenderly phrased version of the oft-recorded flick melody by the vocalist. The Wade Denning ork backdrop is softly in tune with Rivera's rendition, and the song's sentiments.

C+ "A MIRACLE" (2:20) [Miller ASCAP—Stutz, Lindeman] Rivera swings through a conventional item geared for teen consumption.

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Record Reviews

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

JACKIE WALKER
(Imperial 1559)

B "GOOD, GOOD FEELIN'" (1:47) [Alan—Edwards BMI—Burnette, Burnette] An Imperial teen attraction, Walker socks out a catchy beat hand-clapper. Solid steady-beat from the combo support. Effort has good teen appeal.

C+ "ETERNALLY (WANTING YOU, NEEDING YOU)" (1:55) [Marquis BMI] A heart-felt vocal by Walker on a beat-ballad.

JIMMY DEAN
(Columbia 41196)

B "SCHOOL OF LOVE" (2:08) [Alamo ASCAP—Dee, Weisman] Dean recites a cute lilter that should meet with the approval of the kids, both juke-box and sales wise. A happy teen charmer invitingly fashioned.

C+ "YOU SHOULD SEE TENNESSEE, MAM'ELLE" (2:29) [Meridian BMI — Coleman] As the title may indicate, this portion is country-directed, but the Ray Ellis ork-chorus work contains a general pop flavoring. Novel rebuttal to "How Ya Gonna Keep 'Em Down On The Farm?"

THE TUNE WEAVERS
(Casa Grande 4040)

B "THERE STANDS MY LOVE" (2:13) [Donna BMI — Sylvia] The group, of "Happy, Happy Birthday, Baby" fame presents an inviting, soft-beat romancer. One of the gals solos the lyrics, while the others supply the vocal chanting. Pretty side.

C+ "I'M COLD" (2:27) [Donna BMI — Sylvia] A strong blues-flavored opus is the offering here by the vocalists. Once again, lead singing with vocal support.

LARRY DEAN AND THE LENNON SISTERS
(Brunswick 55075)

B "BUBBLE GUM" (2:10) [Chatham ASCAP—Rugg, Lee, Barr] The Lawrence Welk regulars team on a happy tribute to a favorite youngster pastime. Novel jumper with a good kiddy-teen theme.

C+ "HAVE YOU EVER BEEN LONELY (HAVE YOU EVER BEEN BLUE)" (2:14) [Shapiro Bernstein ASCAP—De Rose, Brown] The artists add a little beat to the sentimental oldie.

DAVID HOUSTON
(NRC 005)

B "ALL I HAVE TO DO IS DREAM OF YOU" [Robbins ASCAP—Brown, Freed] This is country-pop artist David Houston's initial issue for the diskery after a stay at Victor. The oldie comes in for an interesting, sometimes banjo strumming r&r reading from the artist. A side the jocks will want to show-off.

C+ "WAITED SO LONG" [Lowery Music—Welch, Lounsbury] Lots of tricks of the r&r trade in this exciting rocker.

'THE VALETS
(Vulcan 135)

B "SHERRY (I REALLY LOVE YOU SO)" [M. O. & R.—Sampson BMI—Scott] A good natured r&r blend by the male vocal team on a pleasing uptempo romancer. Side moves along at a slick r&r pace.

C+ "YOU AND YOU ALONE" [M. O. & R.—Sampson BMI—Scott, Williams, Lowe] The Valets voices are put through a reading of a dramatic beat-love-song.

JOE CHITWOOD
(De'Besth 1115)

B "IT'S ALL OVER" (2:26) [De Besth BMI—Chitwood] The songster sings this tune of regret with due wistfulness plus an occasional use of multi-track wizardry. R&R pleaser.

C+ "VISION OF LOVE" (2:06) [De Besth BMI — Chitwood] More multi-tracking and far-away echo chamber voicing by Chitwood on a folk-flavored romancer.

BARRY MARTIN
(Liberty 55137)

B "WHEN YOU'RE SMILING" (1:50) [Mills ASCAP — Shay, Fisher, Goodwin] Martin brings the oldie up to r&r date by providing it with a hand-clapping beat. For a generation more or less unfamiliar with the tune, this is the logical way for the melody to be introduced.

B "HELLO LOVE" (1:53) [Arctic BMI—Kohen] Solid reading from Martin and a la-la-la gal group on a good teen-trade number.

DEAN BEARD
(Atlantic 1182)

B "HOLD ME CLOSE" (2:17) [Willet—Progressive BMI—Willet] The country artist calls a strong rockabilly tune with this fast-moving opus. Side should appeal to both a country and r&r audience.

C+ "TAKE TIME TO LOVE ME" (2:05) [Willet-Progressive BMI —Doggett, Willet] Emotional voicing by the artist on a dramatic romancer.

DAVID CARROLL
(Mercury 71335)

B "THE GLOW WORM" (2:46) [E. B. Marks ASCAP—Mercer, Lineke, Robinson] Carrol and the ork plus the whistling of Elmo Tanner take the oldie in a lightly swinging vein. Bubbling orchestral pressing. Deejays will like.

C+ "LET'S DANCE" (1:45) [E. B. Marks ASCAP—Stone, Bonime, Baldrige] A bouncy, gimmick loaded dance-band item from Carroll's "Let's Dance" package.

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A List of Most of The Records Which Have Topped The Million Mark

Ames Brothers	Sentimental Me (Rag Mop) You You You	Coral 1950 Victor 1953	South America, Take It Away	Decca 1946
Anderson, Leroy	Blue Tango	Decca 1951	with Gary Crosby Play A Simple Melody	Decca 1950
Andrews Sisters	Rum And Coca-Cola I Can Dream, Can't I	Decca 1944 Decca 1949	with Grace Kelly True Love	Capitol 1957
Anka, Paul	Diana	ABC-Paramount 1957	with Fred Waring Whiffenpoof Song	Decca 1950
Austin Gene	Ramona	Victor 1928	Dalhart, Vernon Prisoner's Song	Victor 1924
Autry, Gene	Silver Haired Daddy Rudolph The Red-Nosed Reindeer	Columbia 1939 Columbia 1950	Damone, Vic You're Breaking My Heart	Mercury 1949
Barron, Blue	Cruising Down The River	MGM 1949	Danny & Juniors At The Hop	ABC-Paramount 1958
Barton, Eileen	If I Knew You Were Comin' I'd Of Baked A Cake	National 1950	Day, Doris Secret Love Whatever Will Be, Will Be	Columbia 1954 Columbia 1956
Baxter, Les	Poor People Of Paris	Capitol 1956	Del-Vikings Come Go With Me	Dot 1957
Bennett, Tony	Because Of You Cold Cold Heart Rags To Riches Stranger In Paradise	Columbia 1952 Columbia 1952 Columbia 1953 Columbia 1954	Diamonds Little Darlin' The Stroll	Mercury 1957 Mercury 1958
Boone, Pat	Ain't That A Shame Love Letters In The Sand I Almost Lost My Mind Don't Forbid Me Why, Baby, Why April Love	Dot 1955 Dot 1957 Dot 1956 Dot 1957 Dot 1957 Dot 1958	Doggett, Bill Honky Tonk	King 1956
Boyd, Jimmy	I Saw Mommy Kissing Santa Claus	Columbia 1952	Dorsey, Jimmy Maria Elena Green Eyes So Rare	Decca 1946 Decca 1946 Fraternity 1957
Brewer, Teresa	Till I Waltz Again With You Ricochet	Coral 1952 Coral 1953	Dorsey, Tommy Marie Boogie Woogie There Are Such Things	Victor 1937 Victor 1938 Victor 1942
Britt, Elton	There's A Star-Spangled Banner Waving Somewhere	Victor 1942	Draper, Rusty Gambler's Guitar	Mercury 1953
Brown, Les	Sentimental Journey	Columbia 1945	Eckstine, Billy I Apologize	MGM 1951
Buchanan & Goodman	Flying Saucer	Luniverse 1956	Everly Bros. Bye Bye Love Wake Up Little Susie All I Have To Do Is Dream	Cadence 1957 Cadence 1957 Cadence 1958
Calloway, Cab	Jumpin' Jive	Columbia 1939	Faith, Percy The Song From Moulin Rouge	Columbia 1953
Cavallaro, Carmen	Polonaise (by Chopin)	Decca 1945	Fiedler, Arthur Jalousie	Victor 1938
Champs	Tequila	Challenge 1958	Fisher, Eddie Anytime I'm Walking Behind You Oh My Papa I Need You Now	Victor 1951 Victor 1953 Victor 1953 Victor 1954
Chordettes	Mr. Sandman	Cadence 1954	Fitzgerald, Ella & The Ink Spots Into Each Life Some Rain Must Fall	Decca 1944
Clooney, Rosemary	Come On-A My House Hey There	Columbia 1951 Columbia 1954	Ford, Tennessee Ernie Sixteen Tons	Capitol 1955
Coasters	Searchin'	Ateo 1957	Four Aces Tell Me Why Love Is A Many-Splendored Thing	Decca 1951 Decca 1955
Cole, Nat "King"	Nature Boy Mona Lisa Too Young	Capitol 1948 Capitol 1949 Capitol 1951	Four Lads Moments To Remember No Not Much	Columbia 1955 Columbia 1956
Como, Perry	Temptation Hubba Hubba Till The End Of Time Prisoner Of Love When You Were Sweet Sixteen Because Don't Let The Stars Get In Your Eyes Wanted Hot Diggity Round And Round Catch A Falling Star	Victor 1945 Victor 1945 Victor 1945 Victor 1946 Victor 1947 Victor 1948 Victor 1952 Victor 1954 RCA Victor 1956 Victor 1957 Victor 1958	Francis, Connie Who's Sorry Now	MGM 1958
Cooke, Sam	You Send Me	Keen 1958	Freberg, Stan St. George And The Dragonet	Capitol 1953
Crew Cuts	Sh-Boom	Mercury 1954	Gibbs, Georgia Kiss Of Fire Tweedlee Dee Dance With Me Henry	Mercury 1952 Mercury 1955 Mercury 1955
Crickets	That'll Be The Day	Brunswick 1957	Glahe, Will Beer Barrel Polka	Victor 1938
Crosby, Bing	Silent Night Sunday, Monday, Or Always I'll Be Home For Christmas Swinging On A Star Too-Ra-Loo-Ra-Loo-Ral I Can't Begin To Tell You Dear Hearts And Gentle People New San Antonio Rose MacNamara's Band Sweet Leilani White Christmas Now Is The Hour Galway Bay	Decca 1942 Decca 1943 Decca 1943 Decca 1944 Decca 1944 Decca 1945 Decca 1946 Decca 1946 Decca 1946 Decca 1946 Decca 1946 Decca 1946 Decca 1946 Decca 1948	Gleason, Jackie Melancholy Serenade	Capitol 1953
with Andrews Sisters	Pistol Packin' Mama Jingle Bells Don't Fence Me In	Decca 1943 Decca 1943 Decca 1944	Godfrey, Arthur Too Fat Polka	Columbia 1947
			Grant, Gogi Wayward Wind	Era 1956
			Haley, Bill Shake, Rattle And Roll Rock Around The Clock	Decca 1955 Decca 1955
			Harris, Phil The Thing	Victor 1950
			Hayes, Bill Davy Crockett	Cadence 1955
			Haymes, Dick You'll Never Know Little White Lies	Decca 1943 Decca 1948
			Heidt, Horace Deep In The Heart Of Texas	Columbia 1941
			Helms, Bobby My Special Angel	Decca 1957
			Herman, Woody Laura Woodchopper's Ball	Columbia 1945 Decca 1947
			Holly, Buddy Peggy Sue	Coral 1958
			Hunt, Pee Wee 12th Street Rag Oh	Capitol 1951 Capitol 1953
			Hunter, Tab Young Love	Dot 1957

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

THE MILLION - SELLER RECORDS

A List of Most of The Records Which Have Topped The Million Mark

Ink Spots	To Each His Own The Gypsy	Decca 1946 Decca 1946	Mills Brothers	You Always Hurt The One You Love Paper Doll The Glow-Worm	Decca 1944 Decca 1948 Decca 1952
James, Harry	Ciribiribin One O'Clock Jump You Made Me Love You	Columbia 1939 Columbia 1941 Columbia 1946	Mitchell, Guy	My Heart Cries For You Singing The Blues	Columbia 1950 Columbia 1957
James, Joni	Why Don't You Believe Me Your Cheating Heart Have You Heard	MGM 1952 MGM 1953 MGM 1953	Monroe, Vaughn	Racing With the Moon There I've Said It Again Ballerina Riders in the Sky	Victor 1941 Victor 1945 Victor 1947 Victor 1949
James, Sonny	Young Love	Capitol 1957	Mooney, Art	Four Leaf Clover	MGM 1948
Jenkins, Gordon with The Weavers	Maybe You'll Be There Goodnight, Irene	Decca 1947 Decca 1950	Morgan, Russ	Cruising Down the River	Decca 1949
Jolson, Al	April Showers b/w Swanee California Here I come b/w Rockabye Your Baby You Made Me Love You b/w Ma Blushin' Rosie Sonny Boy b/w My Mammy Anniversary Song	Decca 1945 Decca 1946 Decca 1946 Decca 1946 Decca 1946 Decca 1946	Morse, Ella Mae	Blacksmith Blues	Capitol 1952
Jones, Spike	Cocktails For Two All I Want For Christmas	Victor 1944 Victor 1948	McCoy, Clyde	Sugar Blues	Decca 1946
Jordan, Louis	Choo Choo Ch'Boogie	Decca 1946	Nelson, Ricky	Teenager's Romance Be Bop Baby Stood Up	Verve 1957 Imperial 1958 Imperial 1957
Justis, Bill	Raunchy	Phillips Int 1958	Page, Patti	Tennessee Waltz I Went To Your Wedding Doggie in the Window Changing Partners Cross Over the Bridge	Mercury 1950 Mercury 1952 Mercury 1952 Mercury 1953 Mercury 1954
Kallen, Kitty	Little Things Mean A Lot	Decca 1954	Paul, Les & Mary Ford	How High the Moon Mockin' Bird Hill The World Is Waiting for the Sunrise Vaya Con Dios	Capitol 1947 Capitol 1949 Capitol 1949 Capitol 1953
King, Pee Wee	Slow Poke	Victor 1951	Platters	Only You The Great Pretender My Prayer Twilight Time	Mercury 1955 Mercury 1955 Mercury 1956 Mercury 1958
Knight, Evelyn	A Little Bird Told Me	Decca 1948	Prado, Perez	Cherry Pink and Apple Blossom White	Victor 1955
Kyser, Kay	Three Little Fishes Jingle Jangle Jingle Praise The Lord Strip Polka Who Wouldn't Love You Woody Woodpecker	Columbia 1941 Columbia 1942 Columbia 1942 Columbia 1942 Columbia 1942 Columbia 1948	Presley, Elvis	Heartbreak Hotel All Shook Up Don't Be Cruel/Hound Dog I Want You, I Need You, I Love You Love Me Tender Too Much Teddy Bear/Loving You Wear My Ring Around Your Neck Jailhouse Rock Don't	RCA Victor 1956 Victor 1957 Victor 1957 Victor 1956 Victor 1956 Victor 1957 Victor 1957 Victor 1958 Victor 1957 Victor 1958
Laine, Frankie	That's My Desire Shine Mule Train Lucky O' Sun Jezebel I Believe Moonlight Gambler	Mercury 1947 Mercury 1948 Mercury 1949 Mercury 1949 Columbia 1951 Columbia 1953 Columbia 1957	Ray, Johnnie	Cry	Columbia 1951
La Rosa, Julius	Eh Cumpari	Cadence 1953	Rays	Silhouettes	Cameo 1958
Lanza, Mario	Be My Love Loveliest Night of the Year	Victor 1950 Victor 1951	Reynolds, Debbie	Tammy	Coral 1957
Lee, Peggy	Manana	Capitol 1948	Riddle, Nelson	Lisbon Antigua	Capitol 1955
Lewis, Jerry	Rock-A-Bye Your Baby With A Dixie Melody	Decca 1956	Rodgers, Jimmie	Honeycomb Kisses Sweeter Than Wine	Roulette 1957 Roulette 1958
Lewis, Jerry Lee	Whole Lot of Shakin' Going On Great Balls of Fire	Sun 1958 Sun 1957	Sands, Tommy	Teen Age Crush	Capitol 1957
Lombardo, Guy	Third Man Theme Humoresque Easter Parade	Decca 1944 Decca 1946 Decca 1947	Seville, David	Witch Doctor	Liberty 1958
with Andrews Sisters	Christmas Island	Decca 1946	Shaw, Artie	Begin the Beguine Star Dust Summit Ridge Drive	Victor 1938 Victor 1940 Victor 1940
London, Laurie	He's Got The Whole World	Capitol 1958	Shore, Dinah	Buttons and Bows	Columbia 1948
Long, Johnny	Shanty Town	Decca 1940	Silhouettes	Get A Job	Ember 1958
Lowe, Jim	Green Door	Dot 1957	Sinatra, Frank	Young at Heart	Capitol 1954
Lund, Art	Mam'selle	MGM 1947	Smith, Kate	Rose O'Day	Columbia 1941
Lynn, Vera	Auf Weidersehn	London 1955	Stafford, Jo	Temptation Make Love to Me	Capitol 1948 Columbia 1954
Mangano, Sylvana	Anna	Mgm 1953	Starr, Kay	Wheel of Fortune Rock And Roll Waltz	Capitol 1952 RCA Victor 1955
Marterie, Ralph	Caravan Pretend	Mercury 1952 Mercury 1953	Stoloff, Morris	Moonglow & Picnic Theme	Decca 1956
Martin, Dean	That's Amore Memories Are Made Of This	Capitol 1953 Capitol 1955	Tucker, Orrin	Oh, Johnny	Columbia 1939
Martin, Freddy	Piano Concerto in B Flat White Christmas	Victor 1941 Victor 1942	Waring, Fred	'Twas the Night Before Christmas	Decca 1942
Mathis, Johnny	Chances Are It's Not For Me To Say	Columbia 1957 Columbia 1957	Weavers, The	On Top of Old Smoky	Decca 1951
McGuire Sisters	Sincerely Sugartime	Coral 1955 Coral 1958	Weber, Joan	Let Me Go Lover	Columbia 1954
Miller, Glenn	American Patrol In The Mood Little Brown Jug Sunrise Serenade Pennsylvania 6-5000 Tuxedo Junction Chattanooga Choo Choo Kalamazoo	Victor 1939 Victor 1939 Victor 1939 Victor 1939 Victor 1940 Victor 1940 Victor 1941 Victor 1942	Weems, Ted	Heartaches	Decca 1950
Miller, Mitch	Yellow Rose Of Texas	Columbia 1955	Whiteman, Paul	Whispering Three O'Clock in the Morning	Victor 1920 Victor 1922
			Whitfield, David	Cara Mia	London 1956
			Whiting, Maggie	The Tree in the Meadow	Capitol 1948
			with Jimmy Wakely	Slipping Around	Capitol 1949
			Williams, Billy	I'm Gonna Sit Right Down	Coral 1957
			Williams, Roger	Autumn Leaves	Kapp 1955
			Winterhalter, Hugo	Canadian Sunset	Victor 1956



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Anderson, Ralph—KNOG—Nogales, Ariz. (All the time)
Anderson, Bob—KYA—S. F., Calif.
Anderson, Terrol L.—WETZ—New Martinsville, W. Va. (5 Days a week 9-10 & 1-4)
Atwater, Russell W.—WYBC—New Haven, Conn. (6 days a week, 2-6 P.M.)

B

Brown, Dick—WBLU—Salem, Va. (Mon.—Fri. 9 A.M. to 1 P.M.; Sun. 4-7 P.M.)
Barton, Fred—WANE—Ft. Wayne, Ind. (All music programs)
Bircher, Bill—WTNJ—Trenton, N. J.
Buerry, Jr., Joe—WMYR—Ft. Myers, Fla. (Sun.—Fri. 8:15-9:15 A.M.; 12:30-3 P.M.)
Blanchard, Happy—WDEN—Sweetwater, Tenn. (Mon.—Sat. 3-5 P.M.)
Bradley, Wayne—KLYR—Clarksville, Ark. (Mon.—Sat. various times)
Barrett, Art—WSIG—Mt. Jackson, Va. (Mon.—Fri. 8-8:30 A.M.; 5-5:30 P.M.)
Bradley, Dick—WIDE—Biddeford, Maine (Mon.—Fri. 3-6 P.M.)
Baker, Gordie—WSPR—Springfield, Mass. (various times)
Bell, "Boots"—WBUZ—Fredonia, N. Y. (Mon.—Fri. 1-5:30 P.M.)
Blanchard, Lowell—WNOX—Knoxville, Tenn. (7-10 daily)
Bailey, Wayne—WBSM—New Bedford, Mass. (12:15-2 P.M.; 4-6 P.M.)
Bartlow, Johnny—KOAM—Pittsburg, Kan. (Mon.—Fri. 4:05-5:30 P.M.)
Burford, Don—KBSF—Springfield, La. (Entirely, 7 days a week)
Branson, Terrill M.—WIBR—Baton Rouge, La. (Mon.—Fri. 8 P.M.-1 A.M., Sat. 9 A.M.-1 P.M., 4-7 P.M.)
Bozarta, Sid—WEBQ—Harrisburg, Ill.
Bennett, John—WNNJ—Newton, N. J. (Mon.—Fri. 4-6 P.M.)
Borrell, Joe—WCOY—Columbia, Penn. (Mon.—Fri. 2-4 P.M.)
Breim, Ray—KING—Seattle, Wash. (3 hrs. every day)

C

Curtis, Bill—WHAT—Phila., Penn. (Mon.—Sat. 6-9 A.M.; 5-7 P.M.)
Carlisle, Jim—WLAG—LaGrange, Ga. (Mon.—Fri. 4-5 P.M.; 9-10 P.M.)
Cook, Mal—WAUG—Augusta, Ga. (5-6 P.M.)
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D

Davis, Tony—WJOE—Port St. Joe, Fla. (Mon.—Fri. 4-5 P.M.; Sat. 1-5 P.M.)
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E

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F

Fields, Bill—WAGS—Bishopville, S. C. (Sat. 11 A.M.-12 Noon)
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Fairchild, Johnny—KELP—El Paso, Tex. (Mon.—Fri. 3-6 P.M.; Sun. 6 P.M.-Midnight)

G

Grace Jr., Preston—KBTA—Batesville, Ark. (7-11 P.M.)
Gates, Bill—KAGT—Anacortes, Wash. (Wed. 8 P.M.)
Garland, Ken—WPOR—Portland, Ore. (Mon.—Fri. 1-6 P.M.)
Gregory, Al—WUHL—U.C. Tenn.
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H

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Hale, Milt—KDYL—Salt Lake City, Utah (Mon.—Sat. Various hours)

I

Irving, Bob—WHIY—Orlando, Fla.

J

Joye, Tommy—WDKD—Kingstree, S. C. (Mon.—Fri. 5-6)
Justus, Tex—WBNL—Boonville, Ind. (Sun. 3-5 P.M.)
January, Bob—WSRS—Cleveland, Ohio (4-7 P.M.)
Johnson, Cal—WAGS—Bishopville, S.C. (Mon.—Sat. 1-7 PM.; 1:30-2:30; 3:5; 6-7)

K

Katzman, Gertrude B.—WPEN—Phila., Pa. (Sun. 7-11 P.M. yes & no)
King, Wally—WJW—Cleveland, Ohio (Mon.—Fri. 1-6 P.M. (used as a reference)
Klein, George—WHEY—Memphis-Millington, Tenn. (6 days as reference)
Konner, Carl Jon—WISL—Shamokin, Pa. (Partly)
Keep, Barney—KEX—Portland, Ore. (At various times)
Kirton, Donn—KBOE—Oskaloosa, Iowa (Mornings & 4-6 P.M.)
Katsaris, Tim—WSUN—St. Petersburg, Fla. (Sat. 11 A.M.-1 P.M.)
Korte, Jane—WCKY—Cincinnati, Ohio
Kaye, Barry—WAMP—Pitts., Penn.

L

Larson, Tony & Scott, Ralph—KUDY—Denver-Littleton, Ohio (Every day)
Lankford, Bob—WJMW—Athens, Ala. (Mon.—Fri. 3-4 P.M.; Sat. 1-4 P.M.)
Lacey, Brad—WMYR—Ft. Myers, Fla. (Mon.—Sat. 6-6:45 P.M.; Sat. 10:30-noon. 9:30-10 P.M.)
Libutti, George—WVET—Roch., N. Y. (Mon.—Fri. 3-6 P.M.)
Layton, Lanny—WTHE—Spartanburg, S. Carolina (6 days weekly)

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Lloyd, Bob—KZEY—Tyler, Texas (2 days a week 6 A.M.-6:45 P.M.)
Lane, Chris—KAKC—Tulsa, Okla.
Lee, Jerry—KTRN—Wichita Falls, Tex. (Refer to it often)
Lucier, Rod—KVOX—Moorhead, Minn. (Off & on throughout the day)
Lee, Jerry—WASF—Decatur, Ala. (Mon.—Fri. 5-8 A.M.; Sat. 6-12 P.M.)

M

Moran, Dick—WBLU—Salem, Va. (Mon.—Fri. 1-4 P.M.; Sat. 3-7 P.M.)
Magnus, Johnny—KGFJ—Hollywood, Calif. (Mon.—Fri. 12 noon-5 P.M.)
Morse, Jack—WINR—Binghamton, N. Y. (Mon.—Fri. 3-6 P.M.)
Mergen, Dave—WSWW—Platteville, Wis. (Sat. & Sun. 5 P.M.)
Markle, Tiny—WAVZ—New Haven, Conn. (Every day 2-6 P.M.)
McPadden, J. Mumbles—WCFR—Springfield, Vt. (Mon.—Fri. 3-6 P.M.)
Mac Kinnon, Don—KABC—L. A. Calif. (Mon.—Fri. 2-6 P.M.; Sat. 4-7 P.M.)
Mahoney, Marvin—WPKY—Princeton, Ky. (Sat 10-11 A.M.)
McDonnell, Danny—KNDY—Marysville, Kans. (4-5:30 P.M.)
Mills, Don—KGNO—Dodge City, Kan. (Mon.—Fri. 4:30-6 P.M.)
Michaels, Frank—WBUZ—Fredonia, N. Y. (6 days, 6 A.M.-6 P.M.)
Morris, Jean—WFIA—Tampa, Fla. (Mon.—Sat. 5:45-10)
Michael, Jay—WCAE—Pittsburgh, Pa. (Sun. 2-5:30 P.M.)
Marshall, Jerry—WMGM—N.Y.C., N. Y. (Sat. 10 A.M.-1 P.M.)
Myers, Earl M.—KRTR—Thermopolis, Wyo. (Mon.—Fri. 7 A.M.-10 P.M.)
Miller, Lou—KOMA—Okla. City, Okla. (Every day 5 A.M.-12 A.M.)
Morgan, Ron—WESX—Salem, Mass. (Mon.—Fri. 11:05-12 P.M. in part)
Makin, Robert—WNBT—Wellsboro, Pa. (Mon.—Sat. 4-5:30 P.M.)

N

Newton, Doug—WSLS—Roanoke, Va. (Mon.—Fri. 4-5 P.M.)
Nance, Bob—KNAL—Victoria, Texas (Every day — All day)
Nash, Wesley—KPST—Preston, Idaho
Nungester, Harry—KREO—Indio, Calif. (Fri. 8-11 A.M.)
Nelson, Art—KABC—Hollywood, Calif. (Mon.—Sat. 12-2 P.M.)
Nickson, Nick—WBBF—Rochester, N. Y.

O

O'Callaghan, Thomas—KYSM—Mankato, Minn. (2:45-4 P.M.; 10:20-12:30 P.M.)
Odom, Ray—KMOP—Tucson, Ariz.

P

Plankhorn, Fred—WMPT—Williamsport, Pa. (9 & 12 P.M.; 7-8 A.M.)
Picard, Ronald—WDCF—Dade City, Fla. (Mon.—Sat. 4:05-6 P.M.)
Parmalee, Charles—WPSD—Toledo, Ohio, (Mornings 7-9:30)
Parks, Bob—WEKR—Fayetteville, Tenn. (Weekdays 4-6 P.M.; 8-9)
Padgett, Mattie—WIRC—Hickory, N. C. (Daily 4-5 P.M.)
Popkins, George—WXGI—Richmond, Va. (Mon.—Fri. 10:15-11 A.M.)
Patrick, Pat—WNAV—Annapolis, Maryland (Sun. 7:30 A.M.-12 P.M.)
Parmley, Tom—KSOK—Ark City, Kans. (Mon.—Sat. 4:05-5:30 P.M.)

R

Rase, Bill—KCRA—Sacramento, Calif. (In Part, varied)
Rapp, Doug—WISK—St. Paul, Minn. (All day, Every day)
Rutz, Bob & Bravine, Tony—WBKB-TV—Chicago, Ill. (Daily 11-12 P.M.; Sat. 4-6 P.M.)
Reynolds, Johnny—WCNT—Centralia, Ill. (1-4 P.M.)
Robbins, Rob—KRIZ—Phoenix, Ariz (24 Hours a day)

Reed, B Mitchel—KFWB—Hollywood, Calif. (Sunday 4-7 P.M.)
Rowe, Johnnie—KASL—Newcastle, Wyo. (5 Days weekly)
Robinson, Gene—WTLG—Toledo & Bowling Green, Ohio (Sat. 4-5 P.M.)
Rogers, Jerry—KZEY—Tyler, Texas (6 A.M.-6:45 P.M.)
Reynolds, Jack—KATR—Corpus Christi, Tex. (All the time)

S

Simon, Jim—KRIG—Odessa, Texas (Every day — All day)
Story, Carl—WLOS—Asheville, N. C. (Mon.—Fri. 3-5 P.M.)
Sheppard, Verne Lotz—KOTA—Rapid City, S. Dakota (Sat. 2-4 P.M.)
Sarlo, Mike—WPME—Punxsutawney, Pa. (Sat. 2-3)
Schreengost, Tom—WACB—Kittanning, Pa. (Sat. 1:30-5:30 P.M.)
Shaw, Gordon—KKEY—Vancouver, Wash. (Mon.—Fri. 7:30-9 A.M.; 11 A.M.-12 P.M.; 1-2 P.M.)
Steinbeck, Dick—KWBW—Hutchinson, Kans. (3-5 P.M.)
Scott, Ken—WHHY—Montgomery, Ala. (Mon.—Fri. 9:30 A.M.-12 Midnight)
Sam and Denzil—WCHS—Charleston, W. Va. (Partly. Mon.—Sat. 6-10 A.M.)
Schneider, Earnest—KCOW—Alliance, Neb. (Mon.—Fri. 9-10 P.M.; Tues. 7-8 P.M.; Sat. 10-11 A.M.)
Smith, Ray—WKTG—Thomasville, Ga. (Mon.—Sat. 6:15-9:30 A.M.)
Shannon, Gene & DAVIS, Dick—KYES—Roseburg, Ore.
Schoenkopf, Sandra—KSON—San Diego, Calif. (6 A.M.-6 P.M.)
Sandstrom, Day—WWRI—West Warwick, R. I. (9 A.M.-6 P.M.)
Stevens, Jerry—KNOG—Nogales, Ariz (All the time)
Sparrow, Jim—KRVX—Phoenix, Ariz. (24 Hours a day)
Sawyer, Bud—WAAB—Worcester, Mass. (Weekdays)
Shields, Johnny—KRLW—Walnut Ridge, Ark. (Mon.—Fri. 4-6 P.M.; Sat. 1-6 P.M.)
Sexton, Earroll—WCRS—Greenwood, S. C. (Sat. 8:30-10 A.M.)
Schusterman, L.—WCBN—Ann Arbor, Mich.
Starr, Lonny—WNEW—N. Y., N. Y. (Daily 2-4 P.M.)
Scott, Lee—WGS—Ephrata, Pa. (Sat. 1-3 P.M.)
Stevens, "Slim Jim"—WLLH—Lowell, Mass. (Tues. & Wed. 4-6, Thurs.—Sat. 2-4)

T

Tharpe, Douglas—KCHE—Cherokee, La. (Mon.—Fri. 4:05-6 P.M.)
Tucker, George Washington—WEKR—Fayetteville, Tenn.
Thornton, Wally—KKEY—Vancouver, Wash. (Mon.—Sat. 9-11 A.M.; 12-1 P.M.; 2-5 P.M.)

V

Vainrib, Stan—KEEM—Alb, N. M.
Vinson, Barney—KRIO—McAllen, Texas (Mon.—Sat.)
Van Oss, Juke—WHTC—Holland, Mich. (Sat. 10:05-10:55)
Virzi, Thomas—KNX—Hollywood, Calif.
Vaughn, Jack WNAX—Yankton, S. D. (All programming based on Cash Box Lists)
Vaughan, Mike—KNOG—Nogales, Ariz. (All the time)

W

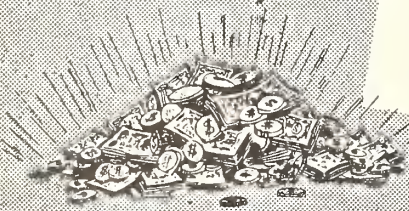
Wilms, Heinz—KLEM—Le Mars, Iowa (Every day 8:30-9:45 A.M.; 11-11:50 A.M.; 4-5:30 P.M.)
Wallace, Ross P.—WACO—Waco, Tex. (All day long)
Wilson, Happy—WJAZ—Albany, Ga. (Mon.—Sat. 6:15-7 P.M.)
Weegman, Vern—KEVE—Minneapolis, Minn. (Every day 3-8 P.M.)
Wilson, Larry—WTIX—New Orleans, La. (All the time)
Wilson, Bob—KOIL—Omaha, Neb. (Frequently)
Wood, Clay S.—KQRS—Rock Springs, Wyo. (Mon.—Fri. 5:30 P.M.)
Waide, Kermit—KORT—Grangeville, Idaho (Sat. 1-5 P.M.)
Watson, Ben—KTTS—Springfield, Mo. (6-9 A.M.)

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- The Cash Box lists are carried by Associated Press to over 1400 radio and television stations in the United States and Canada.
- The syndicated columns of the National Weekly covers the record field by reprinting The Cash Box charts.



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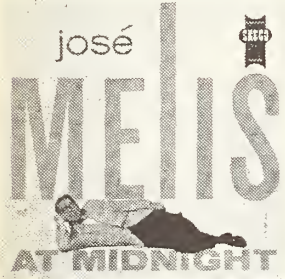
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Album Reviews

POPULAR



"MELIS AT MIDNIGHT"—Jose Melis, His Piano And Strings—Seeco CELP-414 (1-12" LP)

The waxing assumes prime dealer importance due to the chart success of Melis' previous Seeco issue, "Tonight." Under the rich, melodic influence of the artist's keyboard and ork are such notable love potions as "Have You Met Miss Jones," "Deep Purple," and "Sweet And Lovely" and such vivid items as "Street Scene," "Cuban Concerto," and "Bright Lights Of Brussels."



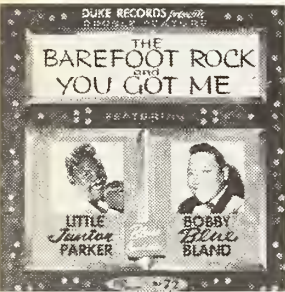
"PARDON MY DOO-WAH"—Neal Hefti And His Orchestra, Featuring The Neal Hefti Singers—Epic LN 3481 (1-12" LP)

Twelve Hefti band originals, five now sporting lyrics by Steve Allen or Jon Hendricks, are performed in a delightful vocal-instrumental light. Hefti possesses one of the keenest swing approaches today, and his work here is again indicative of such an accolade. The songsters, when not singing the special lyrics, play the part of vocal instruments invitingly. Deejays are gonna love this package.



"A GUY IN LOVE"—Guy Mitchell—Glenn Osser And His Orchestra—Columbia CL 1155 (1-12" LP)

Here's a warm vocal view of the performer, who is usually cast in a Pittsburgh, Pennsylvania-Singing The Blues role. With a resonant, Bing Crosby-like delivery, Mitchell meanders over such sentimental items as "Pennies From Heaven," "East Of The Moon," "Allegheny Moon," and "Under A Blanket Of Blue." The issue will be getting lots of deejay play. Could be a chart click.



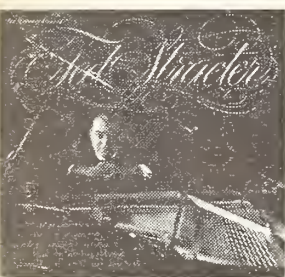
"THE BAREFOOT ROCK AND YOU GOT ME"—Little Junior Parker—Bobby Blue Bland—Duke DLP 72 (1-12" LP)

Two blues shouters with solid r&b chart stature share this Duke entry in reprises of their single efforts. Little Junior Parker occupies one side with such successes as "That's Alright" and "Next Time You See Me" plus his latest r&b fling, "Barefoot Rock." On the flip side Bobby Blue Bland gets a strong vocal hold on "Farther Up The Road," "You Got Me (Where You Want Me)," and his new winner, "Loan A Helping Hand." Sure-fire r&b shelf issue.



"UNDER WESTERN SKIES"—George Melachrino And His Orchestra—RCA Victor LPM-1676 (1-12" LP)

This collection of melodic "westerns" hands Melachrino a program that requires more in the way of descriptive arrangements than one would find in an ordinary mood music bill. The British maestro skillfully captures the gait, and score of the selections, three his own. Tunes include "Wagon Wheels," "Tumbling Tumbleweeds," "Red River Valley," etc. Picturesque mood issue.



"THE ROMANTIC PIANO OF TED STRAETER"—Columbia CL 1154 (1-12" LP)

His second time-out for Columbia, the fine pop pianist-vocalist provides supple, melody-first keyboard-only readings of songs in the stellar class of "All The Things You Are," "September Song," "Falling In Love With Love," and "Laura." String backing emphasizes the mood approach, but keeps just the right distance to allow Straeter a hearing in the last row. Top-drawer mood stylings.



"PATTERNS"—Frank Comstock And His Orchestra—Columbia CL 1156 (1-12" LP)

As with Comstock's "A Young Man's Fancy," this is another opportunity to hear bright and breezy ork arrangements sans vocals from such stars as the Hi-Lo's, Doris Day, and Rosemary Clooney, whom Comstock usually accompanies. The arranger-ork leader and his ork take a swinging, all-in-fun view of things on the likes of "Sometimes I'm Happy," "Small Fry," "Love Is Just Around The Corner," and nine other ditties. Listening is a pleasure here.



"NORTH AND SOUTH OF THE BORDER"—Percy Faith And His Orchestra—Vocalion VL 3600 (1-12" LP)

Faith is another name attraction to appear on Decca's \$1.98 Vocalion issues. One side of the disk is devoted to rich arrangements of six Latin favorites ("La Cumparsita," "Tico Tico," "Amor"), while the flip portion is a sweeping ork view of six north-of-the-border gems. ("Long Ago And Far Away," "Embraceable You," "Star Dust"). Excellent mood buy.



"THINGS TO DO ON A RAINY NIGHT"—The Ray Charles Chorus—Somerset P-6000 (1-12" LP)

An outstanding \$1.98 Somerset buy, the disk features the distinguished vocal ensemble on some of the most haunting ballads ever written. The general theme is getting-away-from-it-all, and supporting this escapism are the likes of "April In Paris," "Far Away Places," "Beyond The Sea," and "Moon Of Mana Kooro." A beautiful choral presentation.



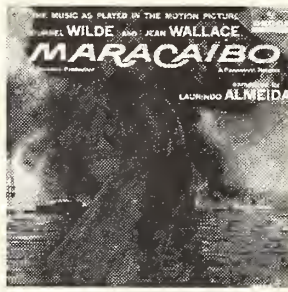
"JUST FOR VARIETY" (Vol. 16)—Capitol T 1018 (1-12" LP)

The disk is another in the now vast Capitol series of disks whereby twelve of the diskery's performers take a single vocal-instrumental turn. Some of the best just-for-variety selections here include such previous work by Nat "King" Cole ("Love Letters"); Glenn Gray ("Sunrise Serenade"); Joe "Fingers" Carr ("Lucky Pierre"); Margaret Whiting ("I Hadn't Anyone Till You") and Harry James ("Carnival"). Fine omnibus name value.



"ME AND MY BANJO"—Eddie Peabody—Dot DLP 3112 (1-12" LP)

Peabody has already brightened the banjo catalogue with four previous Dot issues, and here the veteran banjoist employs the instrument to its most dazzling upbeat function. One side even reaches a rock 'n roll beat on no less than the sentimental oldie, "Till We Meet Again." On the whole, however, this is banjo work in the old tradition. All-evergreen, fourteen tune bill.



"MARACAIBO"—The Music As Played In The Motion Picture—Decca DL 8756 (1-12" LP)

The score to the Jean Wallace-Cornel Wilde starrer was penned by composer-guitarist Laurino Almeida, who with the demands of the Venezuelan locale and the guitar has composed music rich in Latin rhythms, and beautifully suited to the instrument. Jean Wallace vocals on the lovely "Maracaibo Moon" theme. Movie music that stands on its own well.



"COFFEE BREAK"—Reg Owen And His Orchestra—RCA Victor LPM-1582 (1-12" LP)

For the third time on Victor, the British mood music man displays his know-how in the soft and sweet area. Naturally highlighting his strings, the Owen touch is nicely relaxed, occasionally jaunty as with "Twenty Four Hours Of Sunshine," and "When Hearts Are Young." One of the tunes here includes the neglected Arthur Schwartz-Leo Robins effort, "Oh But I Do." Fine mood entry.



"HAIFA IN HI-FI"—Shoshana Damari—Seeco CELP-415 (1-12" LP)

Miss Damari is a ton Israeli singer-actress, who has made various U.S. appearances in concert-and-film ("Hill 24 Doesn't Answer"). On her U.S. disk debut, Miss Damari expressively delivers a program of songs rich in the rhythmic and haunting tradition of Israeli folk music. The direction by Moshe Wilensky of a full orchestra beautifully captures the spirit of the selections. First-rate folk presentation.



Album Reviews



"LEARN TO SQUARE DANCE"—Slim Jackson And The Promenaders—Epic LN 3471 (1-12" LP)

For those wishing to familiarize themselves with the dance, Jackson offers narrative instruction plus square dance calls on eleven numbers. In addition to the disk presentation, the book-type sleeve contains photos and diagrams of basic square dance positions. The package is a solid educational-party fun issue.



"THE VIRTUOSO GYPSY"—Edi Csoka And His Gypsy Orchestra—Vanguard VRS 9033 (1-12" LP)

On his fourth effort for Vanguard, violinist Csoka and his group give out with the schmaltz and sparkle that make Gypsy music Gypsy music. The fourteen melodies are amply melodic, and easily adaptable to the ways of the performers. Try "Rumanian Canary," and "Rumanian Srba" for some spanking good effects. Excellent sound. Good folk-shelf issue.



SABICAS

"FESTIVAL GITANA"—Sabicas And Los Trianeros—Elektra 149 (1-12" LP)

The famed flamenco guitarist, joined by the Los Trianeros instrumentalists plus two singers and two additional guitarists, offers an unusually colorful and spontaneous pressing to his folk following. A "fiesta gitana" involves a musical bond between instruments-dancers-singers resulting in exciting and emotional flamenco performances. Nine authentic flamenco numbers are employed here.

JAZZ



"PRELUDE TO A KISS"—Jeri Southern—With Orchestra Directed By Gus Levene—Decca DL 8745 (1-12" LP)

There are some of Miss Southern's finest jazz whispering in this collection from her days with Decca. With lush ork, and sometimes chorus backing, the thrush reaches the heart of such pensive standards as "I Don't Want To Walk Without You Baby," "Try A Little Tenderness," "Close As Pages In A Book," plus the haunting disk title song. Should be around for the jazz crowd.



"SOUTH PACIFIC IN HI-FI"—Chico Hamilton Quintet—World Pacific PJ-1238 (1-12" LP)

The brilliant Rodgers-Hammerstein score goes to jazz in one of the most delightful jazz approaches to a Broadway score yet. The Rodgers music has enough variety to challenge any jazzist, and the Hamilton crew invests it with an ingratiating air of swinging and Polynesian-like effects. Spin "Bali Ha'i" as a sparkling example, catch the beauty of the openings of "Younger Than Springtime" and "This Nearly Was Mine" (both songs turn into brightly swinging sessions).



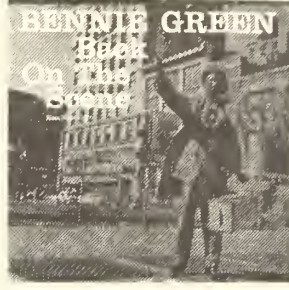
"THE MOST HAPPY FELLA"—The Jazz Modes—Atlantic 1280 (1-12" LP)

This is the first strictly modern-jazz reading of the recent Broadway hit. The Frank Loesser score, which spoke both in musical comedy and operatic terms, has lots of meat for some jazz twists, and the quintet swings with charming ingenuity on nine of its melodies. A feature of the group's jazz activities is the fine uptempo-warm texture of Julius Watkins' French horn. A most happy jazz light for the "Happy Fella" selections.



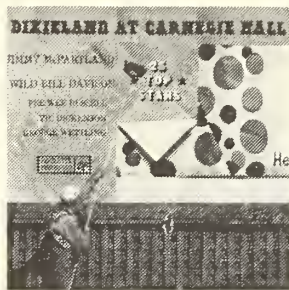
"DELICATE JAZZ"—Paul Smith—Capitol T 1017 (1-12" LP)

The disk is Smith's fifth jazz venture for Capitol, a deft display of skilled, swing-underlined affairs. Pianist Smith likes light-hearted counterpoint fun with his men (a sextet here), and occasional goes at a fugue. It all adds up to genially paced, freely inventive sessions. Two Smith originals accompany the mainstay program. A bright jazz format.



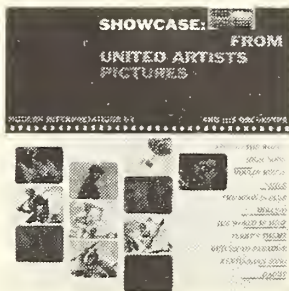
"BACK ON THE SCENE"—Bennie Green—Blue Note 1587 (1-12" LP)

This is the veteran, oft-recorded trombonist's initial starring package for Blue Note, a six tune, quintet survey that makes many everescent swing stabs plus a couple of warmly relaxed points. Effectively sitting in with Green are drummer Louis Hayes; pianist Joe Knight; tenor saxist Charlie Rouse; and bassist George Tucker. Work that will perk up many a jazz ear.



"DIXIELAND AT CARNEGIE HALL"—Jimmy McPartland, Wild Bill Davison, Pee Wee Russell, George Wettling—Roulette R-25038 (1-12" LP)

Actually recorded at a Carnegie Hall gate, the disk boasts a remarkable assemblage of Dixieland-jazz names. The work of the twenty five jazzists who took alternating parts in the presentation reflect Dixieland at its most ebullient and contagious best. Ten mostly Dixieland classics ("High Society," "When The Saints Go Marchin' In," and "Basin Street Blues"). Audience reaction adds to the spontaneity of the work. Fine sound. A great Dixieland attraction.



"SHOWCASE: GREAT SONGS FROM UNITED ARTISTS PICTURES"—Hal Schaefer And His Orchestra—United Artists UAL 30001 (1-12" LP)

This is pianist Schaefer's initial jazz showing for the new diskery, and includes a persuasively swinging round-up of eleven principle themes from United Artists' flicks. Such melodies as "Around The World," "High Noon," "Eternally" and "Moulin Rouge" are approached not with the obvious sentiment that usually accompanies them, but with delectable jazz ork ingenuity. Fine jazz romp.



"EXPORING THE FUTURE"—The Curtis Counce Quintet—Dooto DTL 247 (1-12" LP)

Bassist Counce's outfit makes its disk intro here, and dishes a series of stunts nicely indicative of a clean-cut swing approach. Stand-out instrumentalists on the session are Swedish trumpeter Rolf Ericson (note work on the disk opener, "So Nice") and tenor saxist Harold Land (he follows Ericson with a lovely reading of "Angel Eyes"). Polished quintet work.

CLASSICAL



BEETHOVEN: Symphony No. 2 In D Major, Op. 36—**NICOLAÏ:** Overture To The "Merry Wives Of Windsor"—Concertgebouw Orchestra Of Amsterdam—Eduard Van Beinum, Conductor—Epic LC 3466 (1-12" LP)

Fortunately for music lovers, Epic's prize orchestra has been currently getting big play from the diskery. Two works well worth another catalogue presentation cast the orchestra in a bright and robust light. Though the likes of Toscanini and Walter color other issues on the Beethoven symphony, this waxing, containing a rare appearance for Nicolaï's delightful "Merry Wives" overture, can stand on its own.



GEMINIANI: Concerti Grossi, Op. 7—"I Musici"—Felix Ayo And Walter Gallozzi, Violinists—Bruno Giuranna, Violinist—Enzo Altobelli, Cellist—Epic LC 3467 (1-12" LP)

The I Musici group has a solid disk history on Epic of providing readings of works dating back to the seventeenth century. Here, more astute classical lovers should welcome the five graceful Geminiani pieces, all but neglected in the disk world. Fine sound.

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(TIVOLI MELODIE)

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LYRICS BY AL STILLMAN

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5
KEY MARKETS
TO SERVE YOU

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

Problems Of The International Record Market

by Paul Marshall
& Felix Ziffer

Members Of The New York Bar

Of all the products which America exports, perhaps the most universally well received is American music. Throughout the world and in ever increasing numbers, people of all countries and races have listened to, learned to enjoy and now request American music performed by American artists in the inimitable American style.

As the sales of phonographs of all types and manufactures increase throughout the world, so also does the market for phonograph records embodying this distinctive music.

For many years the American record manufacturer considered the foreign market either as an opportunity to unload unsaleable merchandise or merely as a source of prestige. It is only in recent years that the more internationally minded companies have learned that there are substantial financial rewards to be reaped in the foreign market, such rewards often being the difference between a financially successful record and a record which breaks even. However, the foreign market is a complicated one, with pitfalls for the unwary and disappointments for the unskilled.

Any businessman starting out in a new field asks two questions: 1) With whom am I dealing? and 2) How much of my product can any given market reasonably be expected to absorb?

The first question takes on a special meaning in the foreign record field. Not only must a distributor be checked for credit rating and promotional abilities but also for the method, promptness and accuracy of royalty payments and responsibility to copyright owners. Furthermore, in some cases, his ability to pay in American dollars must be investigated.

The second question is one which can be ascertained only after consultation with firms doing business in the specific market. Some markets are excellent for Rock & Roll and not Jazz; some only sell lp's; some are better Jazz markets and some sell mainly classical music; some can be saturated with large quantities of popular hits, and in others, the same hits can only be sold if they are first "covered" by indigenous artists. The particular product, therefore, will receive varying degrees of acceptance in the different countries of the world.

After one has obtained a working knowledge of the proposed distributor and his particular market one is then faced with the problem of negotiating the arrangement with the chosen foreign distributor. There are two basic types of foreign markets each requiring separate types of arrangements; 1) that market to which one can export finished records, and 2) that market in which records must be manufactured either because of government prohibition against imports or because customs delays make import of singles records economically unfeasible or because import duties cause the price of imported records to become noncompetitive with the price of locally-manufactured records.

EXPORTING RECORDS

Often, but not always, agreements with distributors in an export area are made for exclusive distribution. One must weigh the advantages of exclusivity against the drawback

that, in the absence of exclusivity, local American export companies can supply additional important orders, which orders may not be accepted by the American manufacturer for resale in an area in which he has appointed an exclusive foreign distributor. Nevertheless exclusive distribution usually means concentrated attention on the entire catalogue and not a hit or miss distribution through occasional exports.

In making an exclusive arrangement with such foreign distributors the American manufacturer should consider, at least, the following most basic questions:

a) When should payment for the records shipped be made? This often depends on the credit rating of your distributors. It should be remembered that it is much more difficult to collect monies due from an overseas firm for goods sold and delivered than it is to collect such monies from a domestic company. Legal action overseas is longer, riskier and oftentimes less effective. Moreover, the records shipped are not physically in the United States where they can be readily re-claimed.

b) Who pays cost of shipping, insurance and freight? This is a matter for negotiation and should not be taken for granted. It is incumbent, in any event, on the American company to obtain the services of reliable shipping agents.

c) In the case where the market is promising and the distributor makes an excellent offer but appears to be a doubtful credit risk, the question arises as to whether the American manufacturer should require some form of security against payment in the form, perhaps, of a cash deposit against future orders, a payment bond or an irrevocable letter of credit.

d) At what price should the record be sold? Here the question of which party pays copyright royalties (or whether the exporter or the importer, by law, is required to pay copyright royalties) is vital to the profit margin. It is also worthwhile remembering that exported records are free from Federal excise taxes. Computation of export prices must be carefully made with an eye not only to maximum profits but also to the various duties and taxes of the market in question, and to the possible fluctuation in record prices in the U.S.

e) What is the resale price? If the distributor is connected with a retail store or a chain of stores it may be wise to provide for a standard resale price in his territory so that he may not unduly favor his store over those of his competitors and thus restrict the sale of the product. In most cases, however, it is considered wise to allow your distributor to fix his own prices so that he may be better able to compete in his market.

f) If an exclusive distributor has been appointed, it is wise to consider (taking into consideration the size of the market in relation to its demand for the particular product) the question of whether the distributor should be bound to guarantee annual orders for a specific minimum number of units or for a minimum amount of dollars during the term of the contract. This minimum, if used, should be kept at a figure which the distributor can be expected to exceed with-

out too much difficulty, for a bad deal for one party usually is a bad deal for both. Nevertheless, the grant of exclusivity is a privilege not to be conferred lightly and the distributor in order to gain this privilege, should be willing to assume the responsibilities which accompany exclusivity.

The above are some of the general problems which confront the American manufacturer in the export markets only. The markets requiring local manufacture have other and often very different problems. These markets include some of the most remunerative territories, such as England, Canada, France, Japan and often Germany, Italy and Scandinavia, although these latter are good export areas, and many others.

THE MANUFACTURING MARKET

The following are the basic problems in the manufacturing territories (although many other problems exist):

a) What is the royalty rate? The American company receives its profit in the form of royalty payments. Many different formulae are used in computing royalty rates, and the following elements should be considered 1) Who is to pay artists' royalties 2) What should be a reasonable profit for the American manufacturer 3) The arrangement of payments of mechanical royalties and royalties due to the Music Performance Trust Fund of the American Federation of Musicians, and 4) Keeping the price of the record competitive in the market. Certainly one should not compute a royalty rate until the general retail list price of records in the specific market is ascertained.

b) Should advances against royalties be demanded? Many American companies request advance royalties from their foreign distributors. This is certainly an advisable practice if "front" money is needed. It also serves as a spur or goad to an otherwise lethargic distributor, for then he must work to recoup such advances and cannot merely tie up a line. In those cases where a company does not require "front" money it will ask instead for a guarantee to be paid at the end of the term of the agreement or more often, to be paid periodically during the term of agreement. Such an arrangement serves the same purpose as an advance and may be preferable where the foreign distributor is responsible and financially sound. However, do not fail your own product: by this we mean that if the product is highly saleable, it is often wiser to select the best distributor available, and know that the records will be properly exploited, than to grab the first or largest cash offeror who comes along. With a mediocre distributor the cash advance is too often the only money which the American company receives instead of being merely a minimum or an incentive. If a distribution arrangements are properly consummated with sound distributors, royalties should be earned well in excess of the guarantee or advance.

c) Trademark and copyright—Many companies, including some of the largest, have learned to their sorrow that they, while making an overseas distribution arrangement, have lost their right to their own label and trademark in the territory wherein the arrangement was made. The American

company should be proud and jealous of its name and should anticipate the problem of protecting it in each area where its records are to be exploited. It should also be aware that there are important markets in which the master record, as well as the compositions embodied therein, may be subject to copyright protection. This protection is not presently available in the U.S.A. but it is most important in other countries. The proper protection of the record is not only a matter of safeguarding property rights but can, at least in England, mean additional dollar income.

d) The payment of royalties—The actual payment of royalties is always a problem. The American manufacturer prefers to be paid in American dollars and this is often difficult in countries the governments of which anticipate dollar shortages. In each area, the American company should make specific provision for the type of currency to be used in the making of payments and the rate of exchange governing such payments.

One of the anomalies of the foreign market is the computation of royalties based on 90% of records sold. Since most overseas areas still sell large quantities of easily damaged 78 rpm records, the 90% clause has some validity.

e) Right of the Distributor—Certain rights must be granted to the foreign distributor. Among these are the rights to use the artist's name and biography, to use (in some cases) the LP covers and liner material prepared by the American manufacturer, at cost, to publicly perform and to permit public performance of the records, etc. Some of these rights are certainly necessary for the distributor to properly exploit the product but the grant of rights should be carefully examined before execution of the contract.

YOUR DISTRIBUTOR AND YOU

One of the phenomena of the record industry is the reliance on informal and friendly contact between personalities in distributing and promoting a product. This personal relationship should be but is often not the case with one's foreign distributor. If the American company wishes to become a world-wide entity, it must treat its foreign distributor with the same personal respect and the same efficient service which it affords to its American distributors. It must not regard the foreign outlet as an orphan but must welcome it into the family of distributors affording it that intelligent assistance and careful attention to which any man on whom one depends for income is entitled.

A foreign distributor is a businessman in much the way as the American manufacturer. His problems, although different in many respects, nevertheless have one great common factor with those of an American firm, namely how to sell the greatest amount of records at the best price.

In the era of increasing income from international trade in phonograph records, the American manufacturer, must and should, equip himself and his overseas representative with the tools, knowledge and service necessary to meet the rising competition in all countries and to capitalize on the worldwide affection for the American song.

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

Union Of South Africa



by J. S. CARR

E.M.I. (South Africa) (Pty.) Ltd.
Johannesburg, Union Of South Africa

Very many thanks for your kind invitation to contribute towards this special edition of *The Cash Box* and congratulations to you all on the extremely valuable and unbiased weekly views and reviews which you produce to make your magazine a weekly "must", by air, for us here.

His Master's Voice was the first name known on record in this country over fifty years ago and now we in Johannesburg at E.M.I. manufacture, totally produce and distribute all our own labels, H.M.V., Columbia, Capitol, M.G.M., Parlophone, and at the same time press for a number of other well known labels in what we know to be one of the most modern and efficient factories in our group.

We have interesting and not inconsiderable marketing problems in this part of the world and I'd like to give you a very brief appreciation of them.

There is one staple factor which exists in our sister organizations everywhere, and that is that the local recording is the most popular. In South Africa this applies not only to the music of the non-white population (and, after all, Africa was the birth place of jazz), but also the South African Folk Song and music indigenous to the country, and includes popular American or English tunes played by local top ranking performers. It may surprise you that records, L.P.s that is, by our local artists sell as well as the Frank Sinatra's, Nat "King" Cole's and Film Soundtracks, which type are equally as popular here as everywhere else in the world. In music it doesn't seem to apply necessarily that the prophet has to leave his country for recognition! The music of the African, or non-white, himself, has developed interestingly in that although he loves to listen to and read all about the great colored jazz artists of America, his inborn sense of rhythm has led him to veer, in self-composition, along a different path to, shall-we-say, rock 'n' roll. He likes most his own and fellow-men's composition and he has developed a beat which is very similar to rock and indeed has been taken up by many white "rollers" here now, originating their own step to it, called "Kwela". This music is mostly played on the cheap tin whistle with an instrumental background playing a constant repetition on a slightly off-tune melody. One of our own talent scouts' compositions "Tom Hark" has just sparked off tremendous interest in England. I wonder if this will be the next teenager craze, and the one which

everybody appears to be looking for to oust rock 'n' roll.

To give you a sales comparison, I think you could say that your single "Gold Disks" could be well compared to a 100,000 run in the non-white market. You see, our total population consists of approximately 3,000,000 whites and 9,500,000 non-whites, and a very great proportion of the latter belong to the illiterate and self-farming communities who are not able to afford the luxury of records. This in itself creates an interesting market comparison, since I expect Africa and India will be the last countries in the world to dispense with the good old 78 shellac. The economic situation, allied to the tremendously widespread population and consequent lack of electricity in outlying, particularly black, communities, creates a consistent demand for the 78 and for the acoustic, wind-up gramophone. There is undoubtedly a growing demand for the 3-speed transistored battery player, but at the same time the non-urbanised black's love of loud, brash music, is going to die very hard. From this you will appreciate that our problems in swinging to the 45's, even though our desires lie very much in their direction, are fairly acute.

Now, for the music habit of the white population, (and that as you can guess, is very much dictated by the teenager), it follows very closely the pattern of his American counterpart. In this regard your weekly best selling charts are of immense value to us in assessing the almost unflinching degree of popularity of a tune here. There is scarcely any time lost by any local company in producing one of your hit paraders on its label, but, since the market is so small and because there are only really three popular music radio stations on the air, the first version heard of a hit number is almost invariably the best seller. You can imagine the jostling for position which results!

Of course, rock 'n' roll and Elvis rule the market, but at the same time there is a very constant and heavy demand for the ballad, particularly by Nat "King" Cole or Frank Sinatra. I'm afraid that the classical field is doing no more than holding its own.

Don't forget that we also cater for the latest pop hits in the Indian, Greek, Lebanese, German, Italian, French and Dutch markets too. But it all adds up to making our share in the world record industry as fascinating as the next man's.



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by ROGALIO BRAMBILA PELAYO
Brambila, S. de R. L.
Mexico City, Mexico

It is our destiny to live during a fantastic period wherein all the sciences and art go ahead with gigantic steps, discovering a knowledge which was entirely unimagined and undreamed of during the long history of mankind.

It is sufficient to make a movement, to press a button, to wink an eye—and the day will come when our wish alone will be sufficient—and steel monsters rise into the air, rush through the water, destroy land from one end of the earth to the other; already the electronic brains offer us music, or advises the approach of an enemy; they think and work for us, facilitating for us all difficult work, thus making—to say in one word—our lives easy!

However, in spite of all this progress, all these great advantages and these wonder drugs which help and prolong our lives, we are leading a frenetic existence, a life of madness, trying to assimilate more and more knowledge, fighting more and more in order to live, snatching more and more of the belongings of others, and in spite of the existence of so many good things, we fight and destroy, we are surrounded by uneasiness and tragedy, and we do not find the open road leading us to the paradise of happiness.

Only in the small circle of the home, among our very own, in the place of intimate confidence, do we find some spiritual peace, and there, with the aid of two important factors, reading and music, we realize that outside, too, in the four cardinal points of the compass in the heat, in the cold, with the mariners, the warriors, the white and colored people, we have many brothers who live, think, suffer and try to rest, just as we do.

The preparation of the reading material, destined for the interchange of knowledge and thought among all the fellow-men on earth, should be in the hands of men who are well prepared, enterprising and responsible as those of *The Cash Box* who are working to obtain a fraternization of the music producers—an important point in aiding to calm human anxiety.

We congratulate them for that great idea, and we go along with them, along these lines, feeling honored to march side by side with them—with all those great industrialists in the musical field each of whom in his region and with his own possibilities tries to unite ailing humanity—offering what each region sings, and how they sing it, thus demonstrating that the human soul, in the North as well as in the South, in England as well as in France, weeps singing and sings weeping.

Holland



by G. M. OORD, Jr.
N. V. Verkoopmaatschappij Bovema
Heemstede, Holland

As this writer sees it, the international record picture is a bright one. T. V. may hurt Hollywood and, in the long run, restrain rapid growth of radio. For music, the gramophone record is becoming more and more indispensable. Your favorite deejay—he he strictly a top twenty man, or equipped with a wider scope—can never seriously compete with the individual collector, who will buy only what he wants to hear, and hear it everytime he wants to.

On the European pop market, American songs—i. e. American recordings—are still leading the field, but competition of local production is being felt. The situation behind the Iron Curtain is dim, of course, but in the Western European countries many American hits are translated into the local language, often to become big sellers. As for German songs, these enjoyed great popularity prior to World War II, and V-Day having been celebrated some thirteen years ago, there no longer exists a strong feeling against Teutonic tunes. Consequently, German songs, singers (e. g. Caterina Valente) and slicings are selling well, and, in all probability, will do better even in the future.

To summarize: though the U. S. is still leading by several lengths, the tide of popular taste is at least partly turning in favor of European material, a direct result perhaps of the fact that lately, the Brill Building seems to suffer from lack of inspiration and originality and continues to repeat itself under the motto: "it's gotta r o c k , man!" It is perhaps significant, that two of the biggest American hits in Holland this year, were different—and made hardly any noise in the Homeland: Louis Prima's "Buona Sera" (which so far, has sold 150,000 in The Netherlands alone) and a loud but potent reading of the oldie "Ma! He's Makin' Eyes At Me" by The Johnny Otis Show. There are

exceptions, of course: Paul Anka's "Diana" was a smash, Fats Domino and The Everly Brothers are doing well, and Pat Boone has several etchings on the Dutch charts. However, it is very, very doubtful whether this talent will last half as long as a Sinatra or Nat Cole, who have been steady sellers with the Dutch for a decade or more.

A final word about the many smaller, but very successful newer American record companies, riding high and handsome on a crest of hits. The European Market is not a push-over. No longer juicy ripe fruits are waiting to be picked. In point of fact, the market is becoming pretty well satiated, and can hardly absorb another ten to twenty labels. In my opinion, these smaller companies would do wise to follow these rules: A: Do not be too optimistic. Competition is as heavy here, as it is in the U. S. B: It takes money to promote, publicize and plug your artists in Europe. They are new here, and often unknown. C: Consequently, seek representation by large local companies that have dozens of years of experience to their credit—and possess the means to promote and to produce. D: Permit your European distributor to release your disks on the older, well known labels that have acquired stature through decades of hard work and heavy investments. And remember too: the European retailer is far more cautious, not to say suspicious, than his American counterpart. He will buy the major labels. He will, after some persuasion, buy the few newer labels that have really struck hard during the past years. But he will think twice and once again before investing his money into a label that, successful as it may be in the U. S., does not look familiar to him. Which goes for the big public as well. And they are the ones who must buy your records!

★

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

Germany

by MALLIN

Teldec
Hamburg, Germany

In the heart of Schleswig-Holstein, the most northern land of the West German Federal Republic, there is a small town with approximately 5,000 inhabitants in which the name of the largest American phonograph company, RCA, is better known than in any other place on earth. More than 1,000 inhabitants of this little town—its name is Nortorf—are busy pressing and packing phonograph records to ship all over the world. Sometimes they have to work overtime, and the reason for it is that people are frantically requesting bestsellers, such as Presley or Belafonte.

Since October, 1956, several millions of phonograph records with the RCA label have passed through their hands. Considering the situation in Germany, it is surprising in what a short time this label has taken hold in Germany and in many European countries. One year ago, nobody in Germany was familiar with the label. This success is mainly due to the world-wide reputation of the artists and interpreters, which are in great demand in the phonograph record stores, based on the contract signed by the "Telefunken-Decca-Schallplattengesellschaft" in Hamburg with the RCA in 1956.

A leading German cultural magazine stated a few days ago: "Since 'Telefunken' has added to 'Decca' records (in the U. S. A. the London label) the rich repertoire of the Radio Corporation of America, a rich selection of master works in the interpretations of famous orchestra leaders has been made available to us. Toscanini's interpretations, for instance, are characterized by an 'obsession' with music and by a fanatical adherence to the work—an adherence in the spirit of the music piece to be realized in sound." This praise confirms, in the making of the contract between "Telefunken" of Germany, "Decca" of Great Britain and RCA of the U. S. A., the necessity to maintain a steady connection between the musical achievements of two continents via commercial bridges. Toscanini, who was born in Italy and achieved the glory and immortality of an outstanding orchestra leader in the U. S. A.; represents actually a symbol of the cosmopolitan character of music, realized, for many years, by no more intensive media than by means of phonograph records.

The German phonograph record company "TELDEC"—a firm name compounded of the first syllables of the German "Telefunken GmbH", Berlin, and the British Decca Record Company Ltd., London, was founded in 1950. The "Telefunkengesellschaft", in this consolidation, added to this "international marriage" its experience in the phonograph record business of approximately 20 years. The "Telefunken-Platten G. m. b. H." was founded in 1932 as an associated company of the "Telefunken GmbH" for wireless telegraphy and attained, before the outbreak of the war, a leading position in the German record market. Ten years ago, in 1948, the nucleus of this company, which was destroyed during the war, started the second chapter in the history of said firm, changing in that year in the above mentioned town of Nortorf the leather presses in an old leather factory to phonograph record presses. This reconstruction was effected during the "hunger years" at a time when it was difficult to buy a few nails on the free market. Today, TELDEC has taken its place again among the leading German phonograph record companies, exporting its records through the Telefunken representatives in 62 countries all over the world.

Said firm has, thanks to its close connections with the firms of Telefunken, Berlin, Decca, London and RCA a leading position, especially in the technical development of the phonograph record technique. A record-

ing machine for the cutting of stereophonic records, which is, as far as the recording technique is concerned, a condition for the starting of binaural records, was developed in the TELDEC laboratory in Berlin, again in close cooperation with the contracting firms, exchanging their experiences.

The nuclear piece of this so-called "Two Component Writer" is an electro-mechanical tool, which engraves two sound records at the same time in the tiny side edges of a track. The two-channel record is transferred to this tool over a system of magnetic fields so precisely, that with a width of track of 0.04 mm for a record of 33½ RPM a playing time of 28 minutes is obtained. This corresponds to a playing time of a one-channel phonograph record.

TELDEC was just as progressive in putting on the market five years ago, in the middle of August, 1953, as the first German firm to do so, a "full write" record in a large series. This was a further development by the Telefunken laboratory of the process of the German physicist and journalist, Eduard Rhein, the author of several popular science bestsellers on electricity and radio as well as Editor in Chief and founder of the largest German radio magazine "Hör Zu", with an edition of over three million copies. Rhein's invention offered the technical bases for doubling the play duration with the same record diameter. With the "full write" process, which was shortly succeeded by the Extended Play technique, TELDEC was, in Germany, the pioneer in introducing a 17 cm record which since has taken the market by storm, amounting last year to 74% of the total German production.

The large international repertoire selection, available via Decca, London, and RCA-Victor, was a respectable weight which TELDEC could add to the German competition for 57 million records produced in 1957. Over the London label, under which TELDEC published in Germany, via the British Decca Record Co., the hits of numerous U. S. phonograph record companies, such as Dot, Liberty, Cadence, Kapp, Imperial, Cameo, Sun, Chess, Era or Jubilee, the repertoire has still further extended into the fields of popular music and jazz. In order to bring the great interpreters of the Soviet Union to the German public, TELDEC signed, at the beginning of 1958, in Moscow, as the first German phonograph record company since the foundation of the Soviet Union, an exclusive contract for the exploitation of the Russian sound band records for the production of phonograph records.

These are just a few samples taken from the TELDEC files, which are important in writing the history of recording. Especially during the last few years, this firm has reached its position as an intermediary between the two large continents (America and Europe) on the one hand and as a trustee of American music in Europe on the other hand. In the two years which have elapsed since the consolidation with RCA was carried through, more than 1,000 RCA titles have been published on long playing or short playing records in the pressing works of TELDEC in Nortorf for distribution in Germany and for sale via the foreign distributing organizations. From Hamburg, the seat of the TELDEC administration, the threads of the RCA exports reach from Scandinavia over the Benelux countries to Switzerland, to the Near and Far East, and even to South Africa. Names such as Charles Münch, Jascha Heifetz, Rubinstein, Tophits, Belafonte, Presley and Glenn Miller are well known, due to the close cooperation of this phonograph record producing family, from Oslo to Zurich as well as from Key West to Fairbanks.

New Zealand



by PETER W. SHACKLETON

Radio Corporation of New Zealand
Limited
Wellington, New Zealand

That little dog really started something the day he stopped long enough to hear His Master's Voice singing "You Ain't Nothin' But A Houn' Dog!" Since then the whole world has been following his example. It is true to say that the general interest in recorded music can only be described as fantastic. Since the end of World War II our industry has grown steadily, and during the last two years has increased with meteoric speed.

The popular music scene has seen many changes, but there is no doubt about the general world wide acceptance of U. S. pop music. No sooner does a new star appear on the American horizon than he is seen shining in England, on the Continent, in South Africa, Australia and New Zealand. All eyes, or should I say ears, are turned to the American recording studios in search of new artists, music and trends to satisfy the ever increasing demand for new pop material all over the globe, and there is no doubt about it that Rock and Roll is here to stay. Just glance through the best seller charts in any country and you cannot help but notice the prominence of hit numbers in the Rock and Roll idiom.

With this incredible increase in demand many new record companies have entered the field and are producing big hits over night. Gone are the days when only the major companies' disks graced those charts. Competition is really stiff and even big recording names have to fight for hit parade appearances these days. Hardly a week goes by without someone receiving a gold platter for achieving what was once a rarity. But singles are not alone in this tidal wave of trade. Recent years have shown the universal acceptance of music in the L. P. field and today many

L. P.'s. and particularly E. P.'s. sell as fast as pop singles. This is not only due to the public's insatiable demand for canned music, but also to the improved sound reproduction, attractive packaging, and more efficient methods of marketing this merchandise.

What can we expect in the immediate future? Well it looks as though stereo disks are soon to be the thing as all major companies are planning big releases of these new disks this coming fall. But what of 16½ recordings? Will they soon replace the 33½ P. M. disk just as the 45 took over from the 78, or will two hours of one artist be too much to sit through? That is the next problem for the record companies to solve, and only time will tell.

A word about business on the other side of the world here in New Zealand. We are a small country with a population of just over 2,000,000, but business here is very brisk, in fact better than we have ever known it. More and more stores specializing in records are springing up, and modern methods of merchandising and self service bars are rapidly taking pride of place. About 60 American, British and Australian record companies are represented here providing a wonderful service to the record conscious public.

There is no doubt that the music making industry is one of the fastest growing businesses in the world today. With more and more companies entering the field every day the future looks even brighter. In fact we have never had it so good!

Y'know poor li'l Nipper doesn't stand much chance of getting anywhere near the phonograph nowadays, but with his ears and hi fidelity—why should he worry!

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Australia

by L. WELCH
Prestige Records And Television
Pty. Ltd.
Sydney Australia

Manufacture.

The methods of manufacturing records in Australia are of the highest. Prestige Records Pty. Limited in particular, have just completed the installation of the most modern plant in the world, capable of producing the finest pressing in the industry.

World patent has been taken out on a modification they have evolved which applies to the standard compression press used in the making of records, which reduces the reject rate to a percentage never before accomplished. It is intended to make this patent available to overseas record companies in the near future and Prestige feels confident it will be received with great enthusiasm by the industry.

Prestige Records have also made allowance for immediate increase in production to enable them to reach any required capacity no matter how big.

This move has put them in the box seat for representation of overseas catalogues.

Compression moulding is the general use for manufacturing records in Australia. Several attempts have been made at injection moulding but the results have been well below the standard required by the market here and all experiments have been mainly unsuccessful.

Price Comparisons.

The cost of producing a completed album is way out of proportion in sales to the U. S.

As an example, on the printing side alone, a 12" four color half tone block may cost anything up to £200 (approx: \$400) and the printed jacket up to five shillings (approx. \$0.50) each. This, along with the actual production of the pressing, local and overseas royalties, retail margin plus 25% Sales Tax, brings the average price of the normal pop album around £2.10.0 (approx: \$5.00). This price structure is necessary in order that the record company can show any sort of margin. Albums of any special nature are accordingly more expensive.

On the other side, the cost of a recording session is well below the U. S. Musicians rates (just increased) for a three hour session are £7.10.0 (approx: \$15.00) per man with arrangements on an average of £10.0.0 (approx: \$20.00).

Sales Comparisons.

Population plays the most important part in the comparison of record sales in Australia to the U. S.

Australia with its 10 million as against the American 168 million must prove this point.

The industry here has undergone tremendous changes since 1950. Where there was only one record company to supply the whole market up to 1950, there are now seven companies with their own production facilities, all situated in the Capitol Cities of Sydney and Melbourne. These are as follows;

- Sydney, N.S.W.
- R.C.A. Aust., Pty. Ltd.
- Prestige Records and Television Pty. Limited
- Electrical Musical Industries Ltd.
- Australian Record Co. Ltd.
- Festival Records Pty. Ltd.

- Melbourne, Victoria.
- Radio Corporation Pty. Ltd.
- White & Gillespie Pty. Ltd.

We actually sell more records per head on a pro rata basis than the American market absorbs. Latest Government Statistician production figures available covering the month

of February, 1958 show as follows;

	Australia	U.S.A. Equivalent
7" 45 rpm single play	321,461	6,550,000
7" 45 rpm extended play	128,346	2,550,000
10" 33 1/3 rpm long play	27,901	550,000
12" 33 1/3 rpm long play	120,000	2,400,000
10" 78 rpm standard	159,756	3,200,000

The U. S. equivalent figures are based on a recent announcement by Mr. Burnett of E.M.I. that the sale of 50,000 records in Australia is equivalent to 1,000,000 in America.

Selling outlets are restricted to the registered record retailer who generally deals in electrical goods with the exception of the large department stores. Records can only be obtained at these stores where trading hours are 9:00 a.m. to 5:30 p.m. Mondays to Fridays and 9:00 a.m. to 12:30 p.m. Saturdays.

To suit the market and so assist sales, an album may, in some instances be changed from its original overseas release form.

A 12" may be reduced to a 10" or split up to 7" albums; also the jacket title or cover design is sometimes altered at the discretion of the company issuing. The latter is usually influenced by cost, as the sales may not warrant a direct reproduction of the jacket from overseas.

Copyright.

The copyright laws in this country at times present quite a problem.

One point in particular is the restrictions placed on certain items by the publishing house. This restriction is in the nature of setting a certain date for the release of an item and the record companies are bound not to release such item until the date set by the publishing company concerned.

This brings about situations where the record company with a cover version of a hit cannot release their disk, even though they are ready to do so, until the top version is out.

If a company represents enough catalogues to gain control of the majority of the top versions, the other record companies are at a disadvantage in pushing the cover version they issue.

These restrictions also bring recoupling problems as on a disk containing a hit tune both sides, one side may be free to issue and the other side restricted, or both may be restricted but with various release dates at great intervals.

In some instances records are released almost simultaneously with their appearance in the overseas lists but if a restriction date has been set on the item then it can seriously affect sales as the time lag can be anything from one to six months which takes away from the record being pushed whilst it is still big in the overseas lists.

In the case of musical comedy and certain stage and film soundtracks, this restriction can be a matter of years and sometimes indefinite.

Promotion.

We carry out much the same type of gimmicks in promotion of records, though not on such a grand scale as in the U. S.

We concentrate mainly on plugging disks via the disk jockeys who are very co-operative to all companies. The boys who spin the records are very happy to do so and do not favor any one record company.

Records are played and plugged on the merits of the record alone.

Musical Trends.

The only type of hit parades we

have ever had here have been the pop style and there has never been any such thing as R&B lists and seldom did you hear R&B disks on the air waves except on rare occasions.

The sudden influx of R&B and/or rock 'n roll startled to a standstill the more sedate record buyer but swept through the teenage market like an epidemic much to the joy of the record companies.

I do not intend to enter the field of argument as to whether the increase in popularity of music now tabbed rock 'n roll is good or bad. Let it suffice that it has been a shot in the arm for the record industry.

We would however, like to see it continue its popularity, in proportion in this country because let's face it, a good drop of blues with a beat is always most refreshing.

Musical tastes are very similar here to those of the U. S. and in the case of hit parade material we run practically parallel to the American lists with an occasional breakthrough of a local disk of an item that has not been featured on the overseas charts.

New artists are always welcome on the market here and we at Prestige have been fortunate in introducing on our label through the Jubilee catalogue, the voices of Don Rondo and Della Reese who are well on the way to big selling names and we are also riding high with the current big hit of Australia "Swingin' Shepherd Blues" by the Moe Koffman outfit. This tune has really hit with great impact and has been adopted, much to our satisfaction, as a theme song by our leading disk jockey John Laws of station 2UE Sydney.

General.

We have had the opportunity in the past three or four years to see in person some of the big names on record and in most cases it has been a great thrill despite the conditions of the Sydney Stadium where these performances have taken place.

The Sydney Stadium is normally used for boxing or wrestling events and is best described as a huge barn with seating capacity (on bare boards except for the favored ringside seats) of some 10,000 people. Bob Hope's crack will always be remembered when he aptly described it as "Texas with a roof".

The artists must make their entrance down the aisle and the performance takes place smack bang in the middle of the boxing ring.

This tends to shatter the illusion of the artist of finesse but I must admit it is helpful for lying down on the mat and thumping in anguish or is particularly good for pelvis rotating as the audience gets not only a front view but a back and sides all at the same time.

One of the nicest persons to visit this country, leaving many friends and creating a grand impression was vivacious La Verne Baker.

Plans are under way for the Sydney Opera House and we may yet have an auditorium suitable for the performance of overseas artists with seating capacity to make it a successful financial venture. However, date for completion of said Opera House looks at the moment to be the Twelfth of Never.

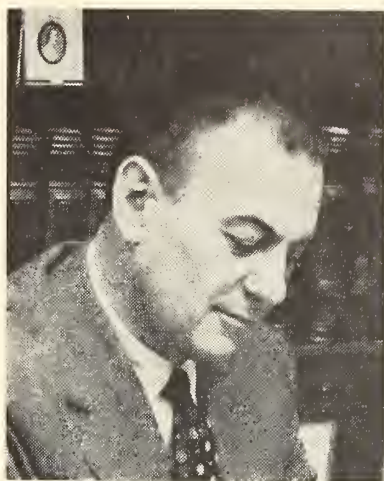
Prestige Records Pty. Ltd.

Prestige Records represents twelve American catalogues. Of these, the catalogue with really great possibilities is the Jubilee catalogue which on present indications could well become a major label. Their standard of releases is perfect both on the music and technical side. Packaging is also tops.

With their own huge manufacturing and blanket distribution facilities, Prestige Records is capable of handling any number of record catalogues large or small.

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

Italy



by MANLIO BARON
Melodicon S. p. A.
Milan, Italy

Italy has not yet a big market for records, but the remarkable development made in the last years and the intense publicity that all phonographic firms are doing with all means permits us to foresee a considerable development in not too long a period.

Radio, television, juke boxes, backed by several tours of well known artists who are coming from every part of Europe and above all from America, are potential means for the record development in this country. Sales of sound machinery increase continuously and records are starting to be used largely as propaganda and publicity.

If we think over the fact that a few years ago, Italy did not reach four million records sold a year, and that in 1957 has passed 11 millions, it is deductible that this development is already in action. Long-playing records at 33 rpm appeared on the Italian market in 1952, and has had a remarkable development, above all in northern big centers. Totally however, it doesn't reach 15% of sales.

In 1957 the biggest sales were made with records at 78 rpm. That reached 60% of the total.

However 1957 has noted a good development of 45 rpm and extended play records. From the latest months of 1957 to today this increase has developed more and more, damaging 78 rpm records so much to let us see that in 1958, 45 rpm will supplant 78 rpm for at least 80%.

A certain resistance is still standing in southern Italy, where interest in records rose before, but where there exists a lot of record players with only 78 rpm or 78 and 33 rpm speeds.

In connection with the repertoire requested, we have to distinguish three zones in Italy:

- 1) Big towns of northern Italy and center,
- 2) Province of north and center
- 3) South

In the big towns of north and center Italy, the American repertoire obtains big interest, less the melodious national, fair the Napolitan songs repertoire, and so also that of typical orchestras for dance and ballroom music of the national repertoire.

In the provinces there is a strong interest for the Italian songs and ballroom music, folkloristic and national, foreign and above all American. In the south there is a big interest for Napolitan songs and folkloristic of the various regions.

The top artists requested in Italy are:

- Carosone and his quintet
- Don Marino Barreto jr. and his ensemble
- Angelini and his orchestra
- Claudio Villa—melodious singer

- Johnny Dorelli—melodious singer
- Natalino Otto—melodious singer
- Domenico Modugno — Napolitan singer
- Aurelio Fierro—Napolitan singer
- Nilla Pizzi—pop singer
- Catina Ranieri—pop singer
- Tonina Torielli—singer
- Wilma De Angelis—singer

As foreign repertoire the American has a big preponderance. The top artists more requested are:

- Frankie Laine
- Johnnie Ray
- Harry Belafonte
- Elvis Presley
- Doris Day
- Pat Boone
- Frank Sinatra
- The Platters
- Perry Como
- Benny Goodman
- Louis Armstrong
- Harry James
- Mitch Miller

The biggest smash tunes in 1957 were: (in time order of issuing)

- American and foreign repertoire:
- QUE SERA SERA—Doris Day
 - WOMAN IN LOVE — Frankie Laine
 - ONLY YOU—The Platters
 - ROCK AROUND THE CLOCK—Bill Haley
 - BANANA BOAT—Harry Belafonte
 - DON'T BE CRUEL—Elvis Presley
 - TUTTI FRUTTI—Elvis Presley
 - MY PRAYER—The Platters
 - JUST WALKING IN THE RAIN—Johnnie Ray

- GUNFIGHT AT THE O. K. CORRAL—Frankie Laine

- Italian general repertoire:
- CHELLA'LLA—Carosone
 - LA PIU' BELLA DEL MONDO — Don Marino Barreto Jr.
 - LAZZARELLA—Aurelio Fierro
 - BUONGIORNO TRISTEZZA — Claudio Villa
 - IO SONGO AMERICANO—Carosone

Regarding the top hits of Italian repertoire, we can say that with the exception of those herein specified, the others are controlled in the most by Festivals, above all of San Remo and Naples.

For the classical and operatic repertoire, in total doesn't reach 15% of sales. Of these, 40% come from the U. S. A. repertoire. The contingent of imported records has been reduced also for custom duties are much too high. Imports for 1957 amounted to 850 million lira.

All records are manufactured by the following firms:

- Compagnia Industriale Fonografica (Philips)
- Voce del Padrone
- Fonit/Cetra
- R. C. A.
- Durium
- Gürtler

There are about 40 phonographic firms in Italy and they represent about 150 makes, among them about all most important in the world.

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Finland



by HANS WESTERBERG
Oy R. E. Westerlund AB
Helsingfors, Finland

An examination of record sales in Finland during the last year shows that something like half of all the records sold were recordings made in Finland. In the other category, foreign recordings, pop tunes with English lyrics dominated and also the main part of local recordings consisted of American hit tunes with Finnish lyric. This trend towards foreign material may be even stronger in some of the other European countries, but Finland belongs without doubt to the group with a considerable high percentage of people who prefer foreign tunes to domestic ones.

It is obvious that record distributors in a country with a much larger area than England, but with less than 10% of England's population, must face and conquer many big and special distribution problems. The inhabitants of Finland are spread over a wide area with few cities and therefore there are very few record dealers who can afford to keep a representative stock of records. Despite this all the major American labels are represented and the sale has increased heavily during the past years. In 1953 only 300,000 records were sold in Finland; in 1957 the figure was upped to 1,000,000 records. A definite downward movement has been observed during the first 4 months of this year, because Finland has suffered from high unemployment these past months and it has been reflected in the record sale. Furthermore the prospects for the coming months are not bright.

The top figure for 1957, 1,000,000 records, is not a satisfying result, even considering the state of matters in Finland—only 0.25 records per cap-

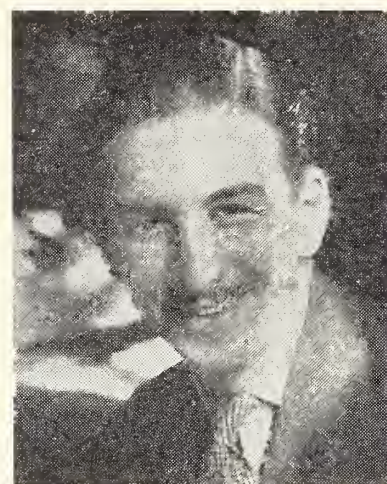
ita a year. The record distributors in Finland think that the figure should have been higher if there had been some cheap 3-speed record players of good quality on the market. But several domestic attempts to construct an inexpensive model of satisfying quality have failed badly and the import of record players has, since World War II, been without importance due to insignificant import quotas—a very inconsistent decision, as the import of records has been free since last September from many countries, with USA being the only important exception.

The bad supply of record players has kept the 78 still an important record in Finland, although the trend towards microgroove disks is unmistakable. But as late as last year more than half of all records sold were 78 r.p.m.

Now everybody is working hard to establish the single 45'er as the logical successor to the old 78. We wish to avoid a similar situation as the one in our neighboring country Sweden, where the EP has almost put the single 45'er out of business. But in Finland, with its lower standard of living, it has been calculated that a cheap recordtype like the single record is badly needed, before the natural development and increase of the sale can go on. LPs are too expensive for Finnish buyers and are still of minor importance.

We in Finland hope that the future will bring: a sudden end to the present economic down-fall and a quick and painless change within reasonable costs from the old type of record to the newer ones.

England



by JOHN FRANZ
Philips Electrical Ltd.
London, England

On comparing the record industry in London and New York, one of the most noticeable things is that manufacturers on both continents have a similar problem, a problem however that is entirely the reverse for each. I refer to disk jockeys—either a surfeit or lack of. Whilst in New York I heard about and actually saw what a gigantic task it is for a record company to cover all the disk jockeys in the nation. With so many radio stations and consequently so many dj's the problem appears almost superhuman whilst here in England the reverse applies. The nationalized BBC has a certain allocation of what is known as "needle time" and this, in fact, means that there are only a few disk jockeys on per week, often with only half an hour's airtime or at the most one hour. Apart from request record shows, I would estimate that there were not more than five or six straightforward disk jockey programmes per week. With many record companies each exploiting in turn many records, this immediately makes life difficult for the exploitation boys with "hot" records who are raring to go as they really have not enough to get their teeth into. As each BBC disk jockey show is aired to the whole country it is, of course, equivalent to an American coast to coast show and therefore terribly important and influential in the making of a hit disk. Without a doubt the biggest plug a record can receive over here on the BBC network is the inclusion in "Family Favourites" which is aired on Sunday, mid-day, and is a request program. At this time of day there is no television service operating and this, coupled with the fact that the program has been running for some years and is extremely popular, gives it an enormous listening potential and if a record has the makings of a hit, just one playing on this programme can ensure its success.

Due to this lack of airtime for record programs in this country this

makes the exploitation of LPs very difficult in comparison with America. Generally speaking, if a disk jockey in England has a half-hour program he devotes most of the time to "pop" singles and maybe plays one or, at the most, two bands from an LP. On the other hand his American counterpart with maybe a two or three-hour show every day of the week makes extensive use of LPs and it seems obvious to me that this is of great help with regard to the sales of same.

Apart from the BBC the other great method of record exploitation is by means of Radio Luxembourg. This station devotes most of its time to "pop" record programs and really does a great job. It has a great following and I feel it safe to assume that a great percentage of their listeners are actual record buyers.

Generally speaking, the British taste in records is roughly the same as American. Most of your big records repeat their success over here. We certainly imported rock and roll in a big way and if I may say so without starting a revolution, I think it is gradually dying out here in this country. I have no doubt, however, that it will leave its influence and this I feel will chiefly be felt via a slow rock and roll beat behind what is generally known as a "class" ballad. In my opinion rock and roll has produced many performers in your country and also in ours who do not deserve the description—artist. No doubt the entertainment industry will always have what I choose to term "5 minute wonders" but I am happy to say that at Philips we have scored big successes with such artists as Frankie Vaughan, Anne Shelton, Shirley Bassey, The Kaye Sisters, Harry Secombe and others. All these artists have been successful for some time and in my opinion will be big names for many years to come. I feel sure that this policy which I am happy to say has been successful so far, will always pay the biggest dividends in the long run.

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RADIO DISTRIBUTING CO.
OF INDIANAPOLIS

Is Now In A Position To Handle
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One of the nation's leading and triple A rated record distributors can now make available full facilities for outstanding distribution and promotion.

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Congratulations Cash Box On Your 16th Anniversary

from

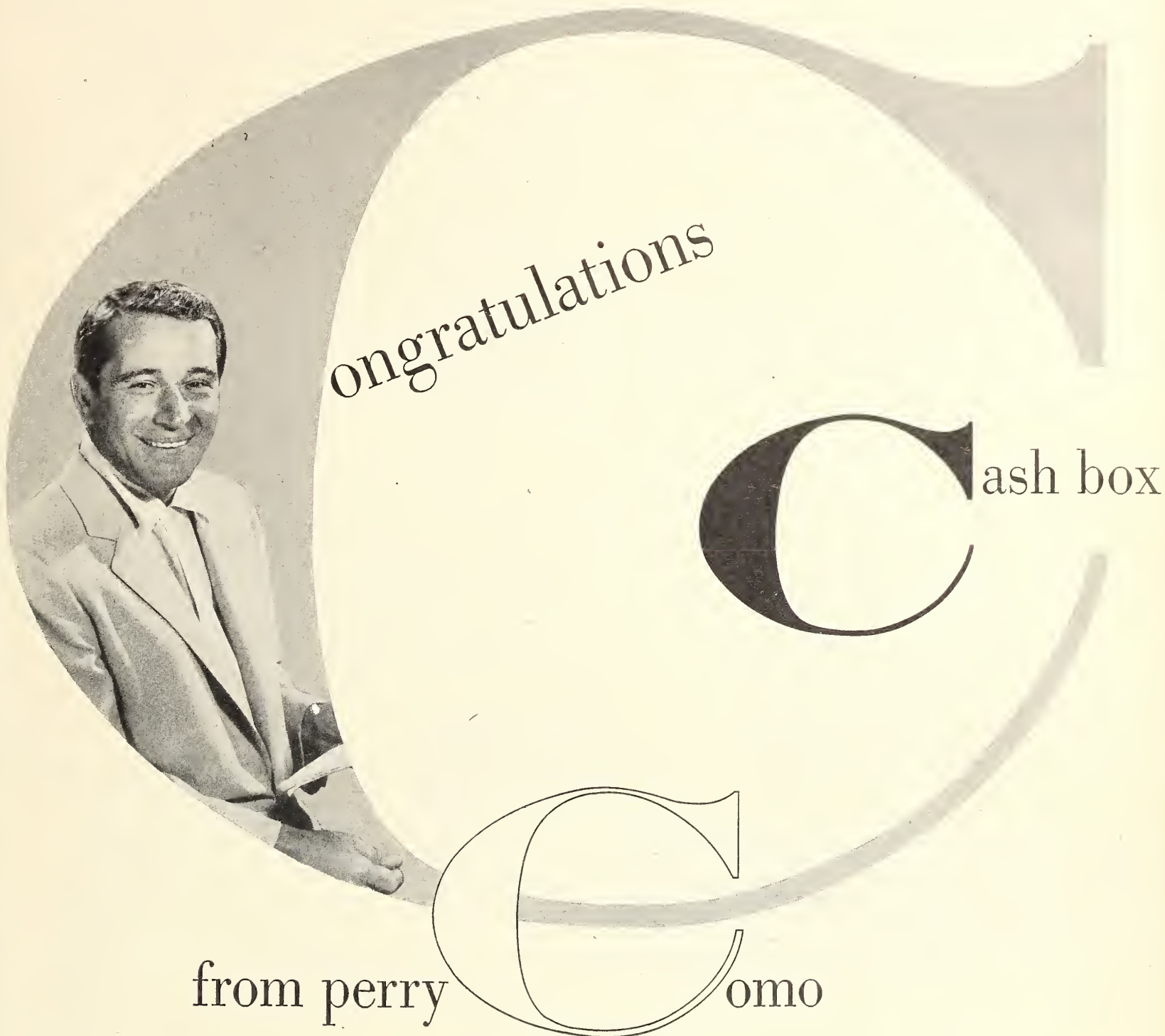
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Best wishes on your 16th Anniversary

RCA VICTOR •  Direction GENERAL ARTISTS CORPORATION
 NEW YORK • CHICAGO
 BEVERLY HILLS • CINCINNATI • DALLAS • LONDON

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

**Attention Mr. Dee Jay...
Don't Overlook These Three Hits!**

"PRISONER'S SONG"

b/w

"MAMA MAMA MAMA"

(LOOK WHAT YOUR LITTLE BOY'S DONE)

WARREN STORM

Nasco 6015

"WILL WE MEET AGAIN"

b/w

"STILL LOVE YOU BABY"

THE TABS

Nasco 6016

"LOVE ONE ANOTHER"

b/w

**"LET US BREAK
BREAD TOGETHER"**

CLIFF BUTLER

Nasco 6014

NASHBORO RECORD CO.
NASHVILLE, TENN.

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



**Round
The Wax
Circle**

NEW YORK:

RCA Victor hosted a lavish cocktail party last week to celebrate the signing of pianist George Feyer. Feyer is well known for his "Echoes of" series of LP's on the Vox label. The pianist performed excerpts from his initial Victor album, "Music From Rodgers and Hammerstein's 'South Pacific' and 'Oklahoma'" . . . Sid Mills, who manages songstress Helen Carr, has packed the lark to an Atlantic contract. Her first sides will be out early this month. . . Bobby Van, a top rated terpsichorean, entered the singing end of show business last week when he was signed to an ABC-Paramount contract. Van's first platter will be issued in July. . . Vocalist Clark Ranger became the proud papa of a baby boy last week. . . In honor of the 25th Anniversary of Don McNeill's Breakfast Club show, Dot Records is issuing an album titled "Silver Jubilee" which presents the entire Breakfast Club family. . . Vaughn Monroe headlines at the Roosevelt Hotel in New Orleans from July 24th thru August 6th. . . Paul Anka will be in Hollywood July 7th to sing the title song for Sam Fuller's RKO film "Verboten." ABC-Paramount issued the recording last week. . . Nat "King" Cole will appear in concert for one week at



SAMMY KAYE

the Carter Baron Theater in Washington, D.C. beginning July 7th. . . It is reported that the Mike Todd operation is going into the record business. . . Bill Doggett and his band will headline at The Flame in Detroit from July 18th thru July 31st. . . Concluding a successful run at the Hotel Roosevelt in New York, Sammy Kaye and his men take off July 3 for a month long swing around the country. . . Sheb Wooley, composer of and vocalist on the "Purple People Eater" smash, is going to appear in the new "Rawhide" western TV series next season.

CHICAGO:

It's off with the old—and on with the new fiscal year as we of The Cash Box, and many of our friends in the record industry celebrate our "Sweet Sixteen" anniversary in this big directory issue. We'd like to acknowledge just a few of these Cash Box pals (space permitting); but, first we want you all to know what a real pleasure it has been to share this space with you during the past year. . . Just can't picture anyone busier or happier than Vee-Jay's Abner, whose success with "For Your Precious Love" by Jerry Butler and The Impressions, is kicking off the new Abner label with a loud bang! . . . Then there's Jack Karey, who's looking for more to do. He simply runs the "Koffee With Karey" show via WCFL and a big, fat column for the Chi. American—besides mowing the lawn and a thousand other chores. . . Carmine Anthony, he of the silken vocal chords, who coos through a mike at WJJD. . . Photog Ray Simak and musician Freddie Arquilla of Spectra Promotions always buzzin' around the town. . . Genial Lenny Garmisa took on local distribution recently for Elvis Presley's army jewelry. Lenny still avoids discussing his golf game, maybe he's looking for suckers. . . Stan Pat dashing about town, as usual, extolling to the skies a new album by Roulette's lovely Dimara Sisters. . . It was reliably reported that WGN's Eddie Hubbard recently gorged himself with pizza when he emceed the Italian music fiesta. All State's Paul Glass ponders the upcoming big move to larger quarters, while Earl Glick and Mike Oury have thoughts about the many hit records the distrib is carrying. . . Jimmy Martin, Morry Goldman and Jack Solinger would like to throw Sheb Wooley off that hoss and shoo him back into the studio! . . . Judging by the smiles on the faces of Lou Powers and Ben Kolsak of De'Besth Records they had a "Vision Of Loveliness" and it's reported to be a hit in Gary and vicinity. . . London's "Honest John" Vail drops a card to tell us that it was so hot in Miami recently that a field of corn popped right in front of his eyes.

HOLLYWOOD:

Sammy Davis, Jr. was honored at a party last week marking the start of his fifth year with Decca Records and the opening of his current engagement at the Moulin Rouge. . . Jimmy Wakely, long associated with the Country field has formed his own record company, Shastone, and recorded two pop numbers "High School Romance" and "Puppy Love" for immediate release. . . Louise Scherman taking Teddy Randazzo around to visit the disk jockeys with his Vik recording of "Little Serenade" before departing for San Francisco. . . Jan & Arnie, teenage recording stars, will receive a gold record on the "Dick Clark Show" July 5th, for their Arwin hit record of "Jennie Lee," then continue on an East Coast tour with their new act. . . June Valli, Mercury recording star, in town visiting disk jockeys with her newest release "La Santa Venuta" . . . Randy Wood announced Dot Records has acquired Canada's No. 1 hit "My Friend Mary Ann" by The Vanguards, England's No. 1 hit "Grand Coulee Dam" by Lonnie Donegan and Honolulu's No. 1 hit "Susie Darlin'" by Robin Luke. . . Julie London will make personal and television appearances in Hollywood and New York with the release of her new Liberty single "It's Easy" and "Voice In The Mirror" together with her latest album, "Julie". . . Roberta Linn's engagement at Jamaica Inn in Corona Del Mar was so successful she has been signed by Bob Ingram to open and close the summer season for the next three years. . . It's a family affair when Jubilee Records releases their album "Yes, Sir! That's My Baby" on which Lois Kahn sings the songs of her father-in-law, Gus Kahn, which was conducted and orchestrated by her husband Donald Kahn. . . Gordon MacRae will work in a recording session at Capitol Records during his current engagement at the Coconut Grove.



SAMMY DAVIS, JR.

**LITTLE
SERENADE**

X/4X0330

**TEDDY
RANDAZZO**



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

London's Top 5!

Climbing, climbing, climbing

The
**Betty
Smith**
Group



BEWITCHED

1787

A real 2 sided smash

**Ted
Heath**
and his music



CHA-CHA-BABY

B/W

TOM HARK

1809



Great piano and big band sound

Winifred Atwell

LAZY TRAIN

B/W **WOODCHOPPER'S BALL** 1817



Now in full bloom

Max Bygraves

TULIPS FROM AMSTERDAM

1801



Best ballad in months

Vera Lynn

EV'RY HOUR, EV'RY DAY OF MY LIFE

B/W **SAY** 1811

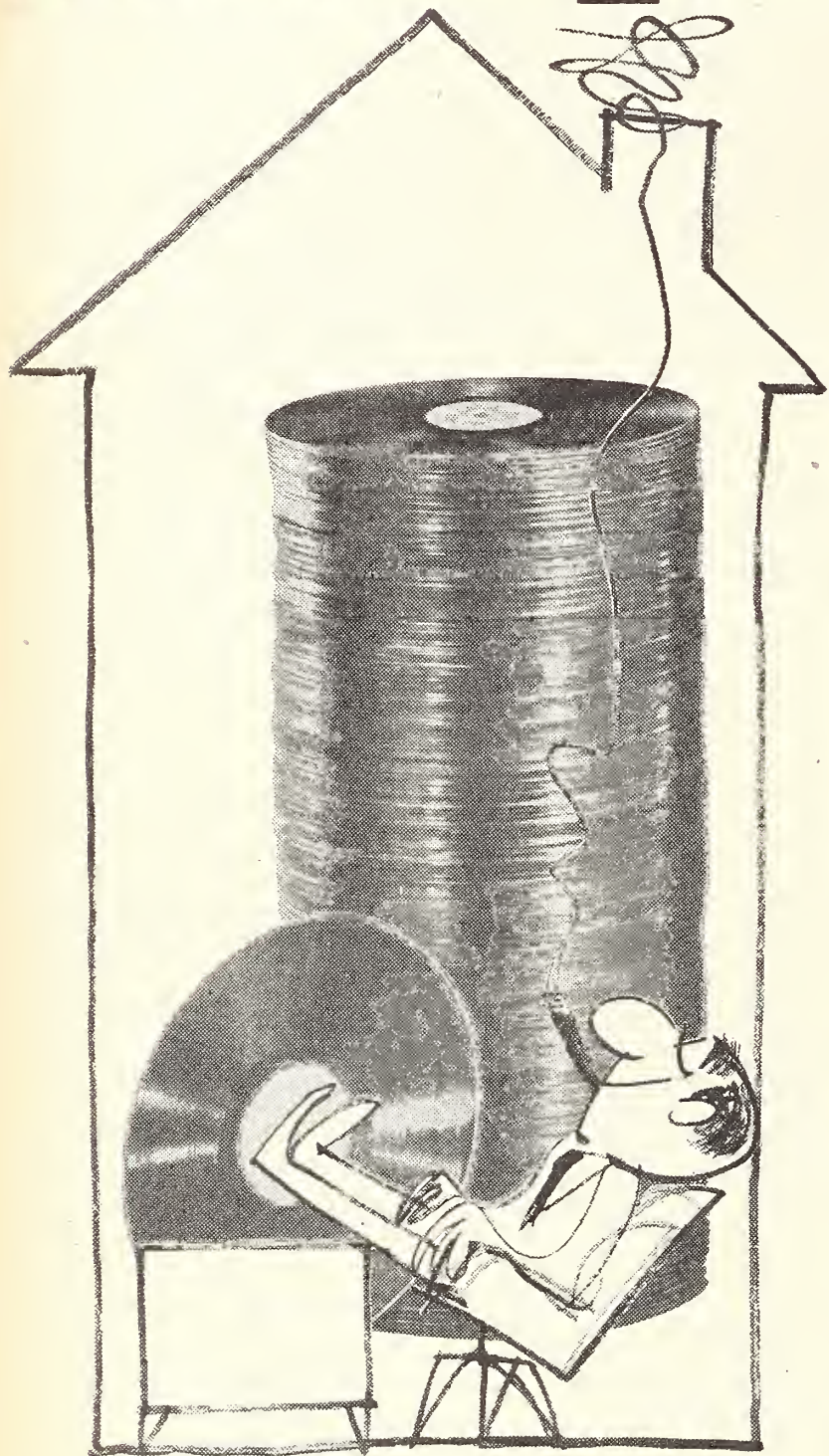
London

RECORDS



539 West 25 Street, New York 1, N. Y.

Look at the record—
the big hit-makers choose **RCA Custom!**



Why do the top indies of the record business turn to RCA for pressing service? Easy! Only RCA, unchallenged leader in sound research, can guarantee highest quality throughout the manufacturing process. Only RCA has the capacity to give you all the records you need when you need them. Only RCA, with its three strategically-located plants, can give you "Speed Record Service"—fastest shipping to your distributors everywhere. And only RCA, with greater experience and greater facilities, can give you extra care and extra service all the way. It's "Service on a Platter." Our customers love it!

Join the leaders. Give your records an extra boost into the hit class with...

RCA Victor custom record sales

"SERVICE ON A PLATTER"

155 East 24th St., New York 10, N. Y.—Murray Hill 9-7200; 445 N. Lake Shore Drive, Chicago 11, Ill.—Whitehall 4-3215; 1016 N. Sycamore Ave., Hollywood 38, Calif.—Oldfield 4-1660; 1525 McGavock St., Nashville 3, Tenn.—Alpine 5-6691. In Canada, call Record Department, RCA Victor Company, Ltd., 225 Mutual Street, Toronto, Ontario. For other foreign offices, write or phone RCA International Division, 30 Rockefeller Plaza, New York 20, N. Y.—JUdson 6-3800.



Sure Shots

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

"POOR LITTLE FOOL"

The Cash Box
Disk of the Week 6/28

Ricky Nelson Imperial 5528

"WILLIE AND THE HAND JIVE"

The Cash Box
Best Bets 5/3

Johnny Otis Capitol 3966

"JUST A DREAM"

Jimmy Clanton Ace 546

"IF DREAMS COME TRUE"

The Cash Box
Disk of the Week 6/28

"THAT'S HOW MUCH I LOVE YOU"

Pat Boone Dot 15785

"LITTLE SERENADE"

The Cash Box
Sleeper of the Week 5/31

The Cash Box
Disk of the Week 6/7

Teddy Randazzo Vik 0330

Ames Bros. RCA Victor 7268

HOTTEST SINGLE IN THE BUSINESS!

PATRICIA PEREZ PRADO

47/20-7245

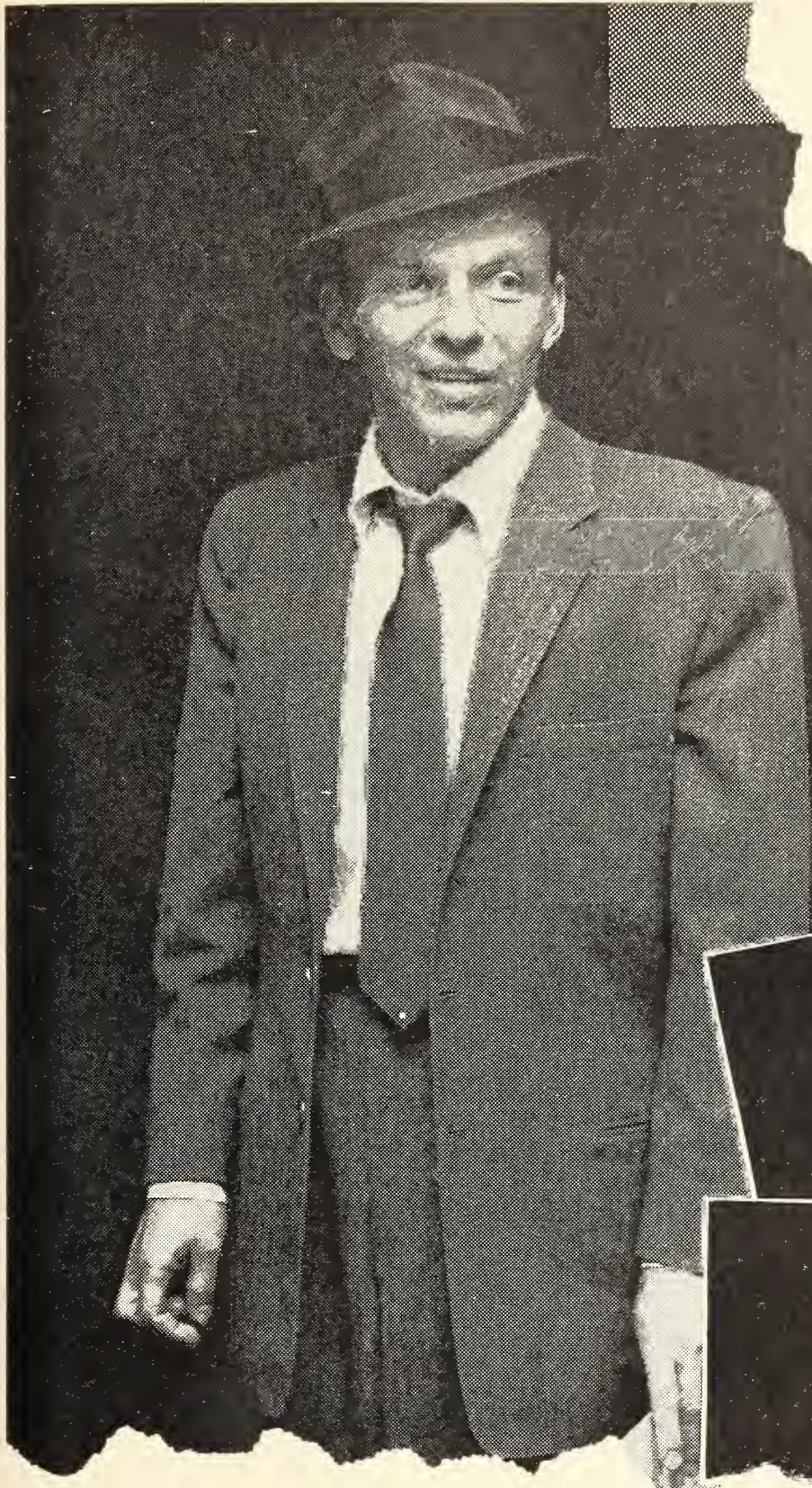
FIRST WITH "PATRICIA"...AND THE BEST!



RCA VICTOR
RADIO CORPORATION OF AMERICA



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



Thanks...

DISC JOCKEYS OF AMERICA

FOR THE

TRIPLE AWARD

MOST PROGRAMMED RECORD

"ALL THE WAY"
FRANK SINATRA
CAPITOL
MARAVILLE MUSIC

MOST PROGRAMMED ALBUM

"COME FLY WITH ME"
FRANK SINATRA
CAPITOL

MOST PROGRAMMED MALE VOCALIST

FRANK SINATRA

Gratefully
Frank



current release

(The Song From "Kings Go Forth")

"MONIQUE"

c/w

"THE SAME OLD FEELING"

No. 4003

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

Gary Owens (KTSA-San Antonio, Texas) recently completed a "Most Unusual Thing" contest, with probably the weirdest assortment of entries in radio contest history. Owens gave an RCA television set to a lady who sent in a whales tooth discovered on the shores of Iceland. . . . The recent lawsuit against Norm Prescott (WBZ-Boston, Mass.) was dropped according to a statement released by his attorneys, S. Myron Klarfeld and Robert M. Segal. The suit was dropped after a conference with Benjamin Goldman, attorney for Ruth Smolker, who stated that the suit was started without a full knowledge of all the facts involved. Prescott, naturally, was quite pleased that the whole incident was over and wished to thank his listeners who had written to express their faith and support. . . . Bernie Allen (WIND-Chicago, Ill.) emceed his own version of a "Bash Sock Hop" recently. Allen explained that a "Bash Sock Hop" is one where the teenagers dance their intricate steps in stocking feet. Artists appearing with Allen were The Medallionaires, Frank D'Rone, Gary Shelton and Johnny Janis. . . . Felix Grant (WMAL-Washington, D.C.) was contracted to M.C. the gigantic "Starlight Jazz" concert at the Carter Barron Amphitheater in the capital city June 25th through the 28th. Some of the artists on hand were Gene Krupa, Chico Hamilton and Carmen McRae. . . . Chet Kukiewicz (WSNY-Schenectady, N.Y.) says that Arlene Fontana's "I Can't Believe That You're In Love With Me" has become a regional hit. The deejay urges other jockeys to give the disk a spin. . . . Brian Skinner (CKDM-Dauphin-Manitoba, Canada) held a "Teen Club" record hunt. Small heart shaped cards (heart of Manitoba) were hidden in specific areas of Dauphin, on sign posts, buildings, fences, etc., and Teen Club members were invited to find and return them to the station. Members returning the cards were given records in return. Another such hunt is planned for the very near future.



NORM PRESCOTT
(WBZ—Boston, Mass.)

* * * * *



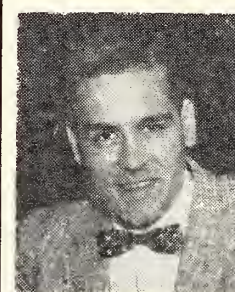
BRIAN SKINNER
(CKOM—Dauphin-Manitoba, Canada)

Morty Wax, New York promotion man and Joe Grippo, ace salesman-promotion man for Portem Distributors, New York, both turning in sensational reports on the just released "Shut-Ups" by the Wild-Tones on Madison Records. According to Wax and Grippo, adding up the reactions they have gotten wherever they've exposed the platter it "just has to be a smash". Larry Uttal, who is Madison Records, has already turned down several offers for the master. . . . Jim Mac (WBNC-Conway, New Hampshire) quite optimistic over the latest LP effort by Louis Prima and Keely Smith, "Las Vegas Prima Style", on the Capitol label. Mac says waxing is one of the most exciting LP's in a long time. . . . Bill DemJohn (WEIR-Weirton, West Va.) reports that The Ames Brothers' latest RCA Victor recording "Stay" is starting to break in his area. The deejay says the latter is going great with loads of requests on his "Be My Guest" show. . . . Tony Davis (WJOE-Port St. Joe, Fla.) received a pleasant surprise recently. The jockey received a call from recording star Betty Johnson. Davis, after his initial shock, put the call on the air and he and Miss Johnson conversed about her latest, "Dream" and her past hit "The Little Blue Man". . . . Ken Rowland (WOW-WOW TV-Omaha, Neb.) tells us that "Ding Dong", The McGuire Sisters' new one is taking over fast in Omaha. Rowland also mentions another fast riser, "Baubles Bangles and Beads", by the Kirby Stone Four. . . . "Slim Jim" Stevens (WLLH-Lowell Lawrence, Mass.) sends a line to inform us that the station celebrated its tenth year in radio last month. . . . Tom Adams (KEEL-Shreveport, La.) tells how he sent a letter to Randy Wood of Dot, praising the Clark Sisters' new album and was offered the opportunity of picking a selection for their follow up album. Needless to say that Adams is quite enthused over the matter.

* * * * *

VITAL STATISTICS:

Stan Dale (WAIT-Chicago, Ill.) was recently appointed public relations chief by station heads. Dale tells us that WAIT is planning to conduct more shows with direct contact with the public, such as telephone interviews. . . . Ed Horne, formerly at WSME, Sanford, Me. has joined the staff of WLOB, also in Sanford, and is spinning the wax every day. . . . Jack Buechler writes to tell us that he has moved across town in Milwaukee to station WEMP. Buechler was formerly on the staff over at WRIT. . . . Sandra Siler was recently appointed to the position of record librarian over at station KGW, Portland, Ore. . . . Rudy Paolangeli, from WTKO, Ithaca, N.Y., has been upped from Assistant Manager of Sales to Assistant Manager of Programming. . . . Mel Leeds, Program Director of WINS, recently announced the appointment of Owen Spann as Program and Production Coordinator for WINS and its sister station KDAY in Los Angeles. . . . Don Porter makes the jump from KXL, Portland, Ore. to KGW, also in Portland.



ED HORNE
(WLOB—Portland, Me.)

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

**Kathy's
Summer Smash!
OH
JOHNNY, OH**

B/W
Georgie
8533



KATHY LINDEN

Top Selling Felsted Disks

Sailing along...fast!

Joe Leahy

MOONLIGHT BAY

8518

This one's no surprise

Kathy Linden

YOU'D BE SURPRISED

8521

A happy instrumental sound

Charlie Holden

PAGAN LOVE SONG

8530



RECORDS

539 West 25 St., New York 1, N. Y.



Best Selling Sheet Music

		LAST WEEK
1	RETURN TO ME Southern ASCAP—Lombardo, D. Minno	2
2	PURPLE PEOPLE EATER Cordial BMI—Wooley	3
3	ALL I HAVE TO DO IS DREAM Acuff-Rose BMI—Bryant	1
4	SECRETLY Planetary ASCAP—Hoffman, Manning, Markwell	4
5	HE'S GOT THE WHOLE WORLD IN HIS HANDS Chappell ASCAP—Lindon, Henry	6
6	BIG MAN Beechwood BMI—Belland, Larson	7
7	PADRE Ross Jungnickel ASCAP—Romans, Webster	10
8	TWILIGHT TIME Porgie BMI—Ram, Nevins, Nevins, Dunn	5
9	SUGAR MOON Gallatin BMI—Wolfe	8
10	CHANSON D'AMOUR Meadowlark ASCAP—Shanklin	11
11	YOU NEED HANDS Leeds ASCAP—Irwin	13
12	WITCH DOCTOR Monarch ASCAP—Bagdasarian	9
13	YOUNG AND WARM AND WONDERFUL Frank ASCAP—Zaret, Singer	15
14	DREAM Goldsen ASCAP—Mercer	—
15	WEAR MY RING AROUND YOUR NECK Rush & Presley BMI—Carroll, Moody	14

Australia



by J. M. BURNETT
E. M. I. (Australia) Limited
Sydney, Australia

If the average American record retailer suddenly found his store transplanted to an Australian city or town, he would find the set-up to be startlingly like that in the United States or Canada.

American taste in popular music is very strongly reflected in this country, and our hit parades of singles are almost identical with your own. I would say that they are almost 90% similar. With swift clearance of copyright, and by air-mailing matrices or tapes, this company has the top American disks on dealers' shelves within three weeks at the outside.

Of course, your hit charts and ours do not always tally exactly. Now and then a tune which is enthusiastically received in America, fails, inexplicably out here and consequently we have a "dead duck" on our hands. Now and then, the reverse happens. A case in point is the current 78 r. p. m. recording of a Country number, "A Pub With No Beer." This homespun ditty, written by Gordon Parsons, was recorded for us by Slim Dusty on Regal-Zonophone. It has been a phenomenal hit, and is outselling many other singles including big-time platters by established artists such as Sinatra, Presley, Crosby, Belafonte and Nat "King" Cole. An unusual aspect is that "Pub" has never appeared on any local hit parade, and, although it is possibly getting fair playing-time on Country radio stations, disk jockeys in all the capital cities have taken it on themselves to ignore it completely, possibly assuming it's a little too rustic for urbane audiences.

The Country record plays a very big part on the Australian scene. We, too, have our "vast open spaces," and all the many aspects of life "in the bush," as we term it, have been put on record. Outside of North America, Australia is possibly the next largest consumer of Country music, but the big American names in this field do not, as yet, show up strongly out here. The collector in our rural areas prefers the local product and buys in large quantities. Until quite recently the 78 r. p. m. disk has led in this category, but a trend to the 45 is now being noticed. For pops and light classical music the 45 and EP record is becoming more and more favorably accepted.

Sales of popular LPs do not follow the American pattern as closely as those of the single disk. Many of E. M. I.'s most sought-after albums, particularly in the light orchestral range, emanate from our British and Continental sources and are more or less unknown to American buyers. It is reassuring to us, however, to notice that musicians such as George Shearing, Mantovani, Frank Chacksfield, Norrie Paramor, and Ray Martin have made, or are making, their presence felt on the American market. However, 99 times out of 100 the No. 1 best selling LP album here is either the soundtrack of a big musical, or a top-flight vocalist singing a collection of standards against an imaginative orchestral backing. I need hardly add, in conclusion, that the eye-appeal of the package plays no small part in clinching the sale.

Congratulations CASH BOX

From

The West Coast

Hit Maker* Distributor

* Ask The Man Who Owns One!

See You At The NAMM

Sid Talmadge

Bob Stern

RECORD MERCHANDISING CO.

2580 West Pico Blvd.

Los Angeles

California

HOTTEST SINGLE IN THE BUSINESS!

PATRICIA PEREZ PRADO

47/20-7245

FIRST WITH "PATRICIA"...AND THE BEST!



RCA VICTOR
RADIO CORPORATION OF AMERICA



CO ★ STAR

THE RECORD ACTING GAME



TALLULAH BANKHEAD
CS-109

CO ★ STAR

THE RECORD ACTING GAME



JIMMIE RODGERS
CS-113

CO ★ STAR

THE RECORD ACTING GAME



GEORGE RAFT
CS-104

CO ★ STAR

THE RECORD ACTING GAME



ARLENE DAHL
CS-103

CO ★ STAR

THE RECORD ACTING GAME



VINCENT PRICE
CS-110

CO ★ STAR

THE RECORD ACTING GAME



"SLAPSY" MAXIE
ROSENBLOOM
CS-115

CO ★ STAR

THE RECORD ACTING GAME



CEASAR ROMERO
CS-101

CO ★ STAR

THE RECORD ACTING GAME



FERNANDO LAMAS
CS-102

CO ★ STAR

THE RECORD ACTING GAME



JUNE HAVOC
CS-105

CO ★ STAR

THE RECORD ACTING GAME



BASIL RATHBONE
CS-107

CO ★ STAR

THE RECORD ACTING GAME



PEARL BAILEY
CS-114

CO ★ STAR

THE RECORD ACTING GAME



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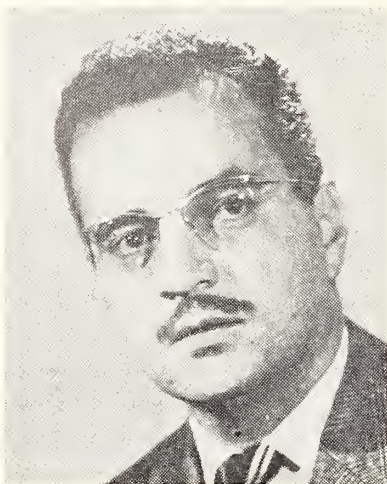
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THE RECORD ACTING GAME

A SUBSIDIARY OF
ROULETTE RECORDS INC.

France



by LEON KABA
Vogue P. I. P.
Paris, France

Vogue P. I. P. (Productions Internationales Phonographiques) created ten years ago, has its chief central office in Paris and its activity spreads over the whole of Europe, Africa, Middle-East, and with lease contracts, American continent. It is actually the first French independent label.

In the past ten years, the record industry has tremendously expanded all over Europe and particularly in France. Until the appearance of long playings, the record was considered as a "de luxe" item. Since, records have reached nearly every social class and have become, as in America, an average item.

Various reasons explain this record boom:

1) Catalogues offer the most diversified palette: American pop songs as well as jazz (poorly represented years ago) are wisely featured along with classical, dance, folk-

lore and continental pop music and songs. The Vogue Record Company is proud to have widely contributed to this promotion.

- 2) Revival of the music-hall.
- 3) Tremendous increase in the development of the juke-box industry to which this company gave immediate support.
- 4) Record plugging both on the state and private broadcasting networks.
- 5) Also the development of new recording techniques and of lay out (color sleeves and back-notes).

In that respect, we endeavor to keep right at the "avant-gard" with the release of 16 rpm records, and the introduction of the stereophonic records on the Continent. The record market cannot stop expanding and gaining new customers. From the pleasant pastime it once was, the record has become a vital power for all musical activities, without forgetting its important educational means.



Juke Box Regional Record Report

The Top Ten Records — City by City

New York, N. Y.

1. Purple People Eater (S. Wooley)
2. Secretly (J. Rodgers)
3. All I Have To Do Is Dream (Everlys)
4. No Chemise Please (G. Granahan)
5. Yakety Yak (Coasters)
6. Splish Splash (B. Darin)
7. A Certain Smile (Mathis)
8. Enchanted Island (Four Lads)
9. Patricia (P. Prado)
10. Return To Me (D. Martin)

Chicago, Ill.

1. Purple People Eater (S. Wooley)
2. Yakety Yak (Coasters)
3. Big Man (Four Preps)
4. All I Have To Do Is Dream (Everlys)
5. Do You Wanna Dance (B. Freeman)
6. Padre (T. Arden)
7. Return To Me (D. Martin)
8. Jennie Lee (Jan & Arnie)
9. Young And Warm And Wonderful (T. Bennett)
10. Patricia (P. Prado)

Los Angeles, Calif.

1. Purple People Eater (S. Wooley)
2. Return To Me (D. Martin)
3. All I Have To Do Is Dream (Everlys)
4. Secretly (J. Rodgers)
5. For Your Love (E. Townsend)
6. Yakety Yak (Coasters)
7. Torero (R. Carasone)
8. Witch Doctor (D. Seville)
9. Hard Headed Woman (E. Presley)
10. Cha-Hua-Hua (Pets)

Dallas, Tex.

1. Yakety Yak (Coasters)
2. Purple People Eater (S. Wooley)
3. Do You Wanna Dance (B. Freeman)
4. Jennie Lee (Jan & Arnie)
5. Flip Top Box (D. Doo & Dont's)
6. One Summer Night (Dandleers)
7. What Am I Living For (C. Willis)
8. Splish Splash (B. Darin)
9. Endless Sleep (Reynolds)
10. Oh Lonesome Me (D. Gibson)

Philadelphia, Pa.

1. Purple People Eater (S. Wooley)
2. Secretly (J. Rodgers)
3. You Need Hands (E. Gorme)
4. Return To Me (D. Martin)
5. Big Man (Four Preps)
6. No Chemise Please (D. Granahan)
7. Splish Splash (B. Darin)
8. All I Have To Do Is Dream (Everlys)
9. Yakety Yak (Coasters)
10. Enchanted Island (Four Lads)

Houston, Tex.

1. Yakety Yak (Coasters)
2. Purple People Eater (S. Wooley)
3. You Cheated (Slades)
4. My True Love (J. Scott)
5. Jennie Lee (Jan & Arnie)
6. Oh Lonesome Me (D. Gibson)
7. What Am I Living For (C. Willis)
8. All I Have To Do Is Dream (Everlys)
9. Do You Wanna Dance (B. Freeman)
10. Hard Headed Woman (E. Presley)

Detroit, Mich.

1. Purple People Eater (S. Wooley)
2. Yakety Yak (Coasters)
3. Splish Splash (B. Darin)
4. Do You Wanna Dance (B. Freeman)
5. Willie & Hand Jive (J. Otis)
6. Hard Headed Woman (E. Presley)
7. All I Have To Do Is Dream (Everlys)
8. Woodchopper's Ball (H. Davie)
9. Secretly (J. Rodgers)
10. Rebel Rouser (D. Eddy)

Pittsburgh, Pa.

1. Yakety Yak (Coasters)
2. Purple People Eater (S. Wooley)
3. One Summer Night (Dandleers)
4. I Wonder Why (Dion & Belmonts)
5. Witch Doctor (D. Seville)
6. Marsha (Prodigals)
7. A Certain Smile (Mathis)
8. When (Kalin Twins)
9. All I Have To Do Is Dream (Everlys)
10. Enchanted Island (Four Lads)

Milwaukee, Wisc.

1. Purple People Eater (S. Wooley)
2. All I Have To Do Is Dream (Everlys)
3. Secretly (J. Rodgers)
4. Jennie Lee (Jan & Arnie)
5. Return To Me (D. Martin)
6. Do You Wanna Dance (B. Freeman)
7. You Need Hands (E. Gorme)
8. Got A Match (Daddy-O's)
9. Big Man (Four Preps)
10. Witch Doctor (D. Seville)

Cincinnati, Ohio

1. Purple People Eater (S. Wooley)
2. Yakety Yak (Coasters)
3. Return To Me (D. Martin)
4. Do You Wanna Dance (B. Freeman)
5. All I Have To Do Is Dream (Everlys)
6. For Your Precious Love (J. Butler)
7. Secretly (J. Rodgers)
8. Looking Back (N. Cole)
9. Witch Doctor (D. Seville)
10. Padre (T. Arden)

Denver, Colo.

1. Purple People Eater (S. Wooley)
2. Secretly (J. Rodgers)
3. Yakety Yak (Coasters)
4. Do You Wanna Dance (B. Freeman)
5. Endless Sleep (Reynolds)
6. Return To Me (D. Martin)
7. All I Have To Do Is Dream (Everlys)
8. Jennie Lee (Jan & Arnie)
9. Rumble (L. Wray)
10. I Wonder Why (Dion & Belmonts)

Miami, Fla.

1. Secretly (J. Rodgers)
2. Yakety Yak (Coasters)
3. Purple People Eater (S. Wooley)
4. Padre (T. Arden)
5. All I Have To Do Is Dream (Everlys)
6. Return To Me (D. Martin)
7. Hard Headed Woman (E. Presley)
8. Splish Splash (B. Darin)
9. Witch Doctor (D. Seville)
10. Left Right Out Of Your Heart (P. Page)

San Francisco, Calif.

1. Purple People Eater (S. Wooley)
2. Yakety Yak (Coasters)
3. Patricia (P. Prado)
4. Secretly (J. Rodgers)
5. Twilight Time (Platters)
6. All I Have To Do Is Dream (Everlys)
7. Splish Splash (B. Darin)
8. Hard Headed Woman (E. Presley)
9. Jennie Lee (Jan & Arnie)
10. One Summer Night (Dandleers)

Buffalo, N. Y.

1. Purple People Eater (S. Wooley)
2. Yakety Yak (Coasters)
3. Do You Wanna Dance (B. Freeman)
4. Patricia (P. Prado)
5. Splish Splash (B. Darin)
6. Rebel Rouser (D. Eddy)
7. Jennie Lee (Jan & Arnie)
8. Torero (R. Carasone)
9. All I Have To Do Is Dream (Everlys)
10. Big Man (Four Preps)

St. Louis, Mo.

1. Purple People Eater (S. Wooley)
2. Big Man (Four Preps)
3. Yakety Yak (Coasters)
4. Return To Me (D. Martin)
5. Jennie Lee (Jan & Arnie)
6. Endless Sleep (Reynolds)
7. Rebel Rouser (D. Eddy)
8. Willie And Hand Jive (J. Otis)
9. Secretly (J. Rodgers)
10. Hard Headed Woman (E. Presley)

New Orleans, La.

1. Purple People Eater (S. Wooley)
2. Yakety Yak (Coasters)
3. Just A Dream (J. Clanton)
4. Secretly (J. Rodgers)
5. Return To Me (D. Martin)
6. Witch Doctor (D. Seville)
7. Twilight Time (Platters)
8. All I Have To Do Is Dream (Everlys)
9. Hard Headed Woman (E. Presley)
10. Chanson D'Amour (Todds)

Minneapolis, Minn.

1. Purple People Eater (S. Wooley)
2. My True Love (J. Scott)
3. Endless Sleep (Reynolds)
4. Yakety Yak (Coasters)
5. Poor Little Fool (Nelson)
6. Do You Wanna Dance (B. Freeman)
7. Splish Splash (B. Darin)
8. Jennie Lee (Jan & Arnie)
9. I Wonder Why (Dion & Belmonts)
10. Little Star (Elegants)

Kansas City, Mo.

1. Endless Sleep (Reynolds)
2. Purple People Eater (S. Wooley)
3. Yakety Yak (Coasters)
4. Got A Match (Daddy-O's)
5. Jennie Lee (Jan & Arnie)
6. Hard Headed Woman (E. Presley)
7. Splish Splash (B. Darin)
8. Secretly (J. Rodgers)
9. All I Have To Do Is Dream (Everlys)
10. Padre (T. Arden)

Seattle, Wash.

1. Yakety Yak (Coasters)
2. Purple People Eater (S. Wooley)
3. When (Kalin Twins)
4. Poor Little Fool (Nelson)
5. All I Have To Do Is Dream (Everlys)
6. Rumble (L. Wray)
7. Rebel Rouser (D. Eddy)
8. Splish Splash (B. Darin)
9. Jennie Lee (Jan & Arnie)
10. Patricia (P. Prado)

Boston, Mass.

1. Purple People Eater (S. Wooley)
2. All I Have To Do Is Dream (Everlys)
3. Yakety Yak (Coasters)
4. Big Man (Four Preps)
5. Padre (T. Arden)
6. Jennie Lee (Jan & Arnie)
7. Patricia (P. Prado)
8. Splish Splash (B. Darin)
9. A Certain Smile (Mathis)
10. Secretly (J. Rodgers)

Cleveland, Ohio

1. Yakety Yak (Coasters)
2. When (Kalin Twins)
3. Splish Splash (B. Darin)
4. Patricia (P. Prado)
5. Secretly (J. Rodgers)
6. Poor Little Fool (Nelson)
7. Don't Ask Me Why (E. Presley)
8. Rebel Rouser (D. Eddy)
9. Purple People Eater (S. Wooley)
10. Hard Headed Woman (E. Presley)

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Top Selling Records

Reported by

Retail Outlets

From Coast to Coast

BROADWAY MUSIC New York, N. Y.

1. Purple People Eater (Wooley)
2. One Summer Night (Dandleers)
3. Cha Cha Baby (T. Heath)
4. Return To Me (D. Martin)
5. Enchanted Island (Four Lads)
6. Got A Match (F. Gallup)
7. How Will I Know My Love (Annette)
8. You'd Be Surprised (Linden)
9. Left Right Out Of Your Heart (P. Page)
10. Are You Nervous (Instrumentals)

MUSIC BOX Cambridge, Mass.

1. Dottie (Danny & Juniors)
2. A Certain Smile (J. Mathis)
3. Purple People Eater (Wooley)
4. Left Right Out Of Your Heart (P. Page)
5. Kiss Me Richard (Stewart)
6. No Chemise Please (G. Granahan)
7. Try The Impossible (L. Andrews)
8. Torero (R. Carasone)
9. Yakety Yak (Coasters)
10. Just A Dream (J. Clanton)

GARDEN CITY MUSIC CTR. Garden City, L. I., N. Y.

1. Purple People Eater (Wooley)
2. All I Have To Do Is Dream (Everlys)
3. Secretly (J. Rodgers)
4. Yakety Yak (Coasters)
5. No Chemise Please (G. Granahan)
6. Enchanted Island (Four Lads)
7. Jennie Lee (Jan & Arnie)
8. Patricia (P. Prado)
9. Splish Splash (B. Darin)
10. Endless Sleep (J. Reynolds)

BURK'S MUSIC SHOP St. Paul, Minn.

1. Hard Headed Woman (E. Presley)
2. Little Star (Elegants)
3. Pretty Baby (Gino & Gina)
4. Splish Splash (B. Darin)
5. Enchanted Island (Four Lads)
6. Happy Years (Diamonds)
7. Rebel Rouser (D. Eddy)
8. Padre (T. Arden)
9. Poor Little Fool (R. Nelson)
10. I Wonder Why (Dion & Belmonts)

A. WILLIAMS & CO. Philadelphia, Pa.

1. Purple People Eater (Wooley)
2. You Need Hands (Gorme)
3. Secretly (J. Rodgers)
4. Return To Me (D. Martin)
5. Big Man (Four Preps)
6. No Chemise Please (G. Granahan)
7. All I Have To Do Is Dream (Everlys)
8. Shine On Harvest Moon (G. Rene)
9. Enchanted Island (Four Lads)
10. Young And Warm And Wonderful (T. Bennett)

THE RECORD CENTER Cleveland, Ohio

1. When (Kalin Twins)
2. Yakety Yak (Coasters)
3. Don't Ask Me Why (Presley)
4. Splish Splash (B. Darin)
5. Patricia (Craft/Prado)
6. Windy (P. Gayten)
7. Poor Little Fool (R. Nelson)
8. La Paloma (B. Vaughn)
9. Enchanted Island (Four Lads)
10. Left Right Out Of Your Heart (P. Page)

KINGS HIGHWAY RECORD SHOP Brooklyn, N. Y.

1. Purple People Eater (Wooley)
2. Secretly (J. Rodgers)
3. Jennie Lee (Jan & Arnie)
4. I Wonder Why (Dion & Belmonts)
5. All The Time (J. Mathis)
6. Padre (T. Arden)
7. A Certain Smile (J. Mathis)
8. No Chemise Please (G. Granahan)
9. Witch Doctor (D. Seville)
10. Yakety Yak (Coasters)

ROSE RECORD STORE Chicago, Ill

1. Purple People Eater (S. Wooley)
2. Twilight Time (Platters)
3. Kissin' At The Drive-In (G. Shelton)
4. Left Right Out Of Your Heart (P. Page)
5. You're Making A Mistake (Platters)
6. This Happy Feeling (D. Reynolds)
7. Do You Wanna Dance (B. Freeman)
8. Yakety Yak (Coasters)
9. Endless Sleep (J. Reynolds)
10. Little Serenade (Rendazzo)

MADRONA RECORDS Portland, Ore.

1. Purple People Eater (Wooley)
2. Poor Little Fool (R. Nelson)
3. Hard Headed Woman (E. Presley)
4. Guess Things Happen That Way (J. Cash)
5. All I Have To Do Is Dream (Everlys)
6. Jennie Lee (Jan & Arnie)
7. Oh Lonesome Me (D. Gibson)
8. Big Man (Four Preps)
9. When (Kalin Twins)
10. Splish Splash (B. Darin)

LYRIC NEWS & REC. SHOP Indianapolis, Ind.

1. Looking Back (N. Cole)
2. Secretly (J. Rodgers)
3. Patricia (P. Prado)
4. Return To Me (D. Martin)
5. You Need Hands (Gorme)
6. Only Man On The Island (V. Damone)
7. Young And Warm And Wonderful (T. Bennett)
8. For Your Love (E. Townsend)
9. Padre (T. Arden)
10. A Certain Smile (J. Mathis)

COCROFT MUSIC CO. Thomasville, Ga.

1. Purple People Eater (Wooley)
2. Jennie Lee (Jan & Arnie)
3. Do You Wanna Dance (B. Freeman)
4. What Am I Living For (C. Willis)
5. Twilight Time (Platters)
6. Looking Back (N. Cole)
7. Big Man (Four Preps)
8. Yakety Yak (Coasters)
9. Sugar Moon (P. Boone)
10. Witch Doctor (D. Seville)

COMER'S RECORD NOOK San Antonio, Tex.

1. Purple People Eater (Wooley)
2. Yakety Yak (Coasters)
3. Do You Wanna Dance (B. Freeman)
4. You Cheated (Slades)
5. Jennie Lee (Jan & Arnie)
6. Let's Go Steady For The Summer (Three G's)
7. Endless Sleep (J. Reynolds)
8. High School Confidential (J. L. Lewis)
9. Johnny B. Goode (C. Berry)
10. I Wonder Why (Dion & Belmonts)

SUPER ENTERPRISE Washington, D. C.

1. Yakety Yak (Coasters)
2. Purple People Eater (Wooley)
3. Do You Wanna Dance (B. Freeman)
4. Splish Splash (B. Darin)
5. Don't Ask Me Why (E. Presley)
6. Rebel Rouser (D. Eddy)
7. Secretly (J. Rodgers)
8. Return To Me (D. Martin)
9. When (Kalin Twins)
10. Patricia (P. Prado)

ROYLES T. V. Salt Lake City, Utah

1. Purple People Eater (Wooley)
2. I Know Where I'm Going (G. Hamilton)
3. Do You Wanna Dance (B. Freeman)
4. Patricia (P. Prado)
5. Secretly (J. Rodgers)
6. Poor Little Fool (R. Nelson)
7. Big Man (Four Preps)
8. Hard Headed Woman (E. Presley)
9. Dottie (Danny & Juniors)
10. Rave On (B. Holly)

WALLICK'S MUSIC CITY Los Angeles, Calif.

1. Purple People Eater (Wooley)
2. All I Have To Do Is Dream (Everlys)
3. Witch Doctor (D. Seville)
4. Secretly (J. Rodgers)
5. Torero (R. Carasone)
6. Chanson D'Amour (Art & Dottie Todd)
7. Return To Me (D. Martin)
8. For Your Love (Townsend)
9. A Certain Smile (J. Mathis)
10. Twilight Time (Platters)

AMERICAN MUSIC CO. Houston, Tex.

1. Hard Headed Woman (E. Presley)
2. Yakety Yak (Coasters)
3. Purple People Eater (Wooley)
4. My True Love (J. Scott)
5. Oh Lonesome Me (D. Gibson)
6. All I Have To Do Is Dream (Everlys)
7. What Am I Living For (C. Willis)
8. Come What May (McPhatter)
9. For Your Love (E. Townsend)
10. Jennie Lee (Jan & Arnie)

STEPHENSON MUSIC CO. Raleigh, N. C.

1. Purple People Eater (Wooley)
2. Yakety Yak (Coasters)
3. My True Love (J. Scott)
4. Jennie Lee (Jan & Arnie)
5. Splish Splash (B. Darin)
6. Do You Wanna Dance (B. Freeman)
7. My Lucky Love (Franklin)
8. For Your Love (E. Townsend)
9. Patricia (P. Prado)
10. What Am I Living For (C. Willis)

MARTHA JANE'S MELODY LANE New Orleans, La.

1. Purple People Eater (Wooley)
2. What Am I Living For (C. Willis)
3. Just A Dream (J. Clanton)
4. Twilight Time (Platters)
5. Witch Doctor (D. Seville)
6. Sugar Moon (P. Boone)
7. Jennie Lee (Jan & Arnie)
8. Rumble (L. Wray)
9. For Your Love (E. Townsend)
10. Yakety Yak (Coasters)

REGENT RECORD SHOP Flint, Mich.

1. Willie And The Hand Jive (J. Otis)
2. Purple People Eater (Wooley)
3. Do You Wanna Dance (B. Freeman)
4. Yakety Yak (Coasters)
5. For Your Love (E. Townsend)
6. All I Have To Do Is Dream (Everlys)
7. Woodchoppers Ball (H. Davie)
8. Splish Splash (B. Darin)
9. Endless Sleep (J. Reynolds)
10. Return To Me (D. Martin)

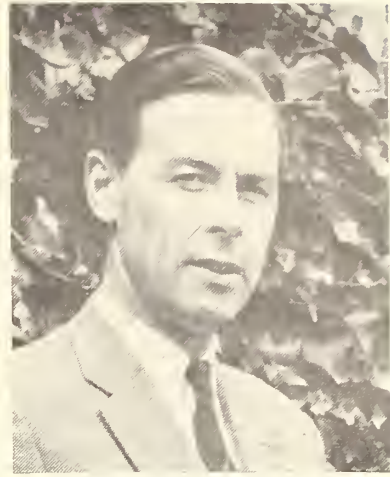
BERGENFIELD MUSIC, INC. Bergenfield, N. J.

1. Purple People Eater (Wooley)
2. Patricia (P. Prado)
3. Splish Splash (B. Darin)
4. Yakety Yak (Coasters)
5. All I Have To Do Is Dream (Everlys)
6. Secretly (J. Rodgers)
7. No Chemise Please (G. Granahan)
8. Witch Doctor (D. Seville)
9. Return To Me (D. Martin)
10. When (Kalin Twins)

THE MUSIC BOX San Francisco, Calif.

1. Purple People Eater (Wooley)
2. Patricia (P. Prado)
3. Yakety Yak (Coasters)
4. Twilight Time (Platters)
5. For Your Love (E. Townsend)
6. All I Have To Do Is Dream (Everlys)
7. Secretly (J. Rodgers)
8. Are You My Girl Friend (M. Williams)
9. I Wonder Why (Dion & Belmonts)
10. One Summer Night (Dandleers)

Holland



by T. A. van de HAAR
N. V. Philips Phonographische Industrie
Baarn, Holland

As the General Sales Manager of the central organization of all Philips record activities in the world, I have the advantage of keeping ahead of the tendencies in the record industry and record trade on the various markets.

The slight economic recession noticeable in some European countries does not as yet harm the record business as much as one would have expected.

This may prove that there is something in the contention that the gramophone record is on its way to obtain a different status from that of a sheer luxury and therefore vulnerable commodity.

On the other hand many obstacles still exist for a free international flow of recorded music all over the world.

In maintaining import restrictions, high import duties and taxes, the philosophies of various governments appear to be less advanced than the considerations of the public.

Does the last one accept the record as a source of entertainment and education equal to the printed book? The governments hesitate in recognizing this equality. Here is still a tremendous public relation job to be done by the entire industry.

It is encouraging to hear that the government of Peru has decided to abolish the levy of import duties on classical records. I hope this will be an example for many other countries.

A second tendency worthwhile mentioning is the increasing awareness of American record firms of the potentiality and possibilities of the European markets. Contrary to some years ago every American enterprise, inclusive of the many indies, are keen in finding European outlets for their repertoire.

In this connection the question has often been raised whether the American industry would benefit more from cooperation with the smaller only nationally organized type of European importer than from establishing relations with the big European firms.

With pleasure I take the risk of being suspected of an oratio pro domo when stating that experience reveals far more advantages in the latter case. The big European concerns with their international coverage of markets,

with their possibilities of coordination in programming, advertising, public relations etc., are in a position to offer the American record a more efficient distribution than the smaller, purely national importer could offer.

I also noticed with pleasure the change in attitude of American artists towards Europe. It is no longer England, the London Palladium, alone where American artists do perform, but they are more and more frequently coming to the Continent as well.

And in spite of fees usually being lower on the Continent than in the U. S. A. and England, artists and their managers realize that the difference can be made up by increased record sales.

Another European subject of interest is the process by which the good old 78 r. p. m. record disappears from the market. In France, Germany and Switzerland they have made a complete farewell. In England the procedure has been a bit slower but is now rapidly on its way. The same goes for countries like Holland, Belgium and others. It is remarkable though that the decline in shellac sales has in various countries not been compensated by a corresponding increase of the 45 single, but, for a considerable part, has come to the benefit of the 45 EP, which latter type of record holds a considerably larger share of the total market than in the U. S. A.

Of the 33 1/3 r. p. m. record it can be said, that the 10" classical and popular record, contrary to the U. S. A., keeps up a rather strong position.

In conclusion I may say, that I am very optimistic indeed about the future development of the record business, going hand in hand with the increasing demand for players.

Television too conquering Europe in a more and more accelerated way has proved to be an excellent medium to stimulate record sales.

Intervals of recessions, nowadays assumed to be the only alternative of booms, but which are rather to be considered as a relief of an overstrained economy, cannot possibly hold up a further healthy growth of our business.

CONGRATULATIONS ON YOUR 16th ANNIVERSARY

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Pictures Release "HOT ROD GANG"**"BABY BLUE" } "DANCE TO THE BOP"**

RP-131

Niki Stevens sings

"JOHNNY BLUE"

b/w "Roses Without Thorns"

RP-128

Johnny Rotella & the Little Wheels

rock thru a new instrumental

"BIG DADDY"b/w **"MUNCHY"**

RP-127

Ronnie Gill and the Pastel Keys**"GERALDINE"**

b/w "Standing On The Mountain"

RP-129

Sonny Geno and the Cut Ups**"RUMBLE ROCK"**

b/w "YOU TEAR ME UP!"

RP-130

Jimmy Witherspoon**"ENDLESS SLEEP"**

RP-126

Jan Harman . . sings . .

"OH JOHNNY OH JOHNNY OH"b/w **"ROSES WITHOUT THORNS"**

On Storm Record # 445

Distributed by Rip Records

RIP

RECORDING CO.

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**London Lowdown**

When Lonnie Donegan left English Decca to go to Pye-Nixa only very few of his records were released in the United States. Therefore, he has now come to an arrangement whereby his recordings made in England will be released in America on the Dot label instead of Mercury. The first release will be his present best seller, "Grand Coolie Dam".

Sorry to hear Isidore Green has taken ill and had to enter a London hospital.

One of the most famous dance band leaders of this country, Oscar Rabin, died suddenly this weekend. Oscar, whose band was famous for a number of years, was the king of the Palais de Dance, having played in the leading ballrooms of this country. Although he never fronted the band (he was a rather shy man) he would sit with the saxophone section while the band was fronted by Harry Davies (now in America) and lately by David Ede. We have lost a fine musician and a great favorite with dancers throughout the country.

On July 12th, the BBC presents a one-hour spectacular featuring Edmundo Ros and his Orchestra.

There are rumours of possible visits to this Island by the Mills Brothers and Julius La Rosa.

The famous "Night of a 100 Stars", a midnight show held this year at the London Palladium on July 24th, should be a most important event this year since Frank Sinatra has been invited to lead the fabulous international star cast.

Laurie London returning to America this month in a package show touring from July 17th to August 9th with a possible extension of a further twenty days.

It seems almost definite now that Tommy Steele will star in Rodgers and Hammerstein's English production of "Cinderella". I understand Tommy wishes to do this show for prestige.

The Swedish singing star, Alice Babs and singer-guitarist Ulrick Neumann set for an important date at Las Vegas early in September. Dot will release an album of these two artists in the U.S. very shortly.

Sheb Wooley has really invaded us with his waxing of "The Purple People Eater" and Buddy Holly is climbing slowly but surely with his Coral waxing, "Rave On".

Dot label instead of Mercury. The This Week's Best Selling Pop Singles (Courtesy "New Musical Express")

1 Who's Sorry Now—

Connie Francis (MGM)

2 On The Street Where You Live—
Vic Damone (Philips)3 Tom Hark—
Elias & His Ziz Zag Jive Flutes—
(Columbia)4 Tulips From Amsterdam You Need
Hands—
Max Bygraves (Decca)5 All I Have To Do Is Dream
Claudette
Everly Brothers (London)6 Stairway Of Love—
Michael Holliday (Columbia)7 Witch Doctor—
Don Lang (HMV)8 Army Game—
Bernard Bresslaw, Michael Med-
win, Alfie Bass, Leslie Fyson
(HMV)9 A Wonderful Time Up There—
Pat Boone (London)10 Lollipop—
Mudlarks (Columbia)11 Kewpie Doll—
Frankie Vaughan (Philips)12 Book Of Love—
Mudlarks (Columbia)13 Twilight Time—
Platters (Mercury)14 Grand Coolie Dam—
Lonnie Donegan (Pye-Nixa)15 Big Man—
Four Preps (Capitol)16 I May Never Pass This Way
Again—
Perry Como (RCA)17 On The Street Where You Live—
David Whitfield (Decca)18 I May Never Pass This Way
Again—
Robert Earl (Philips)19 Wear My Ring—
Elvis Presley (RCA)20 Witch Doctor—
David Seville (London)21 Kewpie Doll—
Perry Como (RCA)22 Purple People Eater—
Sheb Wooley (MGM)23 I Dig You Baby—
Marvin Rainwater (MGM)24 It's Too Soon To Know—
Pat Boone (London)25 Return To Me—
Dean Martin (Capitol)26 A Very Precious Love—
Doris Day (Philips)27 Swingin' Shepherd Blues
Ella Fitzgerald (HMV)28 Teacher, Teacher—
Johnny Mathis (Fontana)29 Little Serenade—
Eddie Calvert (Columbia)30 Rave On—
Buddy Holly (Coral)

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

THE 10 BEST RECORDS WE'VE EVER FIRED YOUR WAY!



On Jubilee

"DELICIOUS"

"I NEED A VACATION"

Jim Backus JUBILEE # 5330

"BABY, JE VOUS AIME"

Bob Miller JUBILEE # 5329

"DORMI, DORMI, DORMI"

Don Rondo JUBILEE # 5325

"LITTLE PIXIE"

Moe Koffman JUBILEE # 5324

"SATIN DOLL"

"AIN'T MISBEHAVIN'"

Bill Darnel JUBILEE # 5328

"IT'S DOOM"

"SOMETHING'S ALWAYS HAPPENING ON THE RIVER"

Cy Coleman with Annie Ross
JUBILEE # 5331



On Josie

"DO YOU WANNA DANCE"

Bobby Freeman
JOSIE # 835

"IT'S MY HEART"

"KISS THE PRETTY GIRL TWICE"

Sticks And Bricks
JOSIE # 839

"YUM-MEE, YUM-MEE"

The Four Counts
JOSIE # 840

On Art

"I WAS A TEEN-AGE CAVE MAN"

Randy Luck
ART # 170




 1721 B'WAY NEW YORK
 JAY-GEE RECORD CO., INC.

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



Best Selling EP's

		Pos. Last Week
1	RICKY NELSON Ricky Nelson (Imperial IMP-158)	2
2	COME FLY WITH ME Frank Sinatra (Capitol EAP-1, 2, 3, 4-920)	1
3	NEARER THE CROSS Tennessee Ernie Ford (Capitol EAP-1, 2, 3-1005)	3
4	JOHNNY MATHIS Johnny Mathis (Columbia B-2537)	4
5	SWINGING ON BROADWAY Jonah Jones (Capitol EAP-1, 2, 3-963)	5
6	SOUTH PACIFIC Movie Cast (RCA Victor EPA-4211)	6
7	LATE LATE SHOW Dakota Staton (Capitol EAP-1, 2, 3-876)	7
8	WARM Johnny Mathis (Columbia B-10781)	8
9	LAS VEGAS PRIMA STYLE Louis Prima (Capitol EAP-1, 2, 3-1010)	13
10	JAILHOUSE ROCK Elvis Presley (RCA Victor EPA-4114)	9
11	EVERLY BROTHERS Everly Brothers (Cadence CEP 105)	10
12	FRANK SINATRA Frank Sinatra (Capitol EAP-1-1015)	12
13	RICKY NELSON Ricky Nelson (Imperial EP 153)	11
14	THE MUSIC MAN Broadway Cast (Capitol EDM-990)	15
15	TEQUILA Champs (Challenge EP-7100)	14

Canada



by ROBERT R. PAMPE
Columbia Records of Canada, Ltd.
Toronto, Canada

The record industry growth and its future outlook in Canada is very similar to and closely parallels that of the U. S. Increased leisure time enjoyed by our Canadian people generally and the desire to fill that time with musical recreation, has obviously had a most favorable impact in the desire for increased record play; and meeting this desire has been in no small degree consummated by the interchange of merchandising ideas and methods between the major record companies and the coin machine industry in Canada and the U. S.

The major coin phonograph manufacturers in the States all have active and aggressive affiliates in Canada who do an excellent job in the promotion of their product with the coin operators and their route men. Such record companies as Columbia have their Canadian sales forces working in close cooperation with these operators in helping them select profitable records for their routes . . . just as is done in the States. One-stop operators in the major cities of Toronto, Montreal and Vancouver make for convenience of record buying by the operators.

Radio Station and TV broadcasts originating from both countries are listened to and viewed by peoples across the border in both countries; and the inter-change of publications, newspapers and magazines with articles and items stimulating interest in records and recording artists has also been influential in creating this parallel. Your magazine, The Cash Box, is as well known to the Canadian operator as it is to his U. S. counterpart, and is read just as avidly by him and other members of the record industry for your record reviews, D. J. reports on records, news items and your sound editorial policies. Our coin men and their clientele like rec-

ords by Johnny Mathis, Frankie Laine, Sal Mineo and Ray Price just as they do in the States. We release the same records in Canada as does our parent U. S. company, although we may sometimes lag a week behind in releasing because of time consumed in getting tapes and masters through shipping and Customs. In other words, our Canadian likes and dislikes in recorded music are very much the same as they are in the States.

However, there is one basic difference in our Canadian industry as compared to the U. S. Canada is not all a general English speaking country. It is a bilingual country, since 90% of the people in the Province of Quebec, representing slightly less than one-third of the total Canadian population, are French speaking. They play and buy records by your top U. S. artists but they naturally prefer recordings in their native tongue. To supply this market we at Columbia draw on our affiliate in France or make recordings by local French-Canadian artists for French-Canadian release. Felix Leclerc, Raymond Rouleau, Colette Bonheur, Denise Emond, may not be well-known in the U. S. or western Canada, but they are strong record names in the Province of Quebec with regular record listings in Les Succés Du Jour, the French Canadian "Hit Parade". U. S. releases of such recordings as "Padre Don Jose" and "Marjolaine" were first hits in the North American continent on French-Canadian record releases.

As to the future of the record industry in Canada? We have a population growth rate in Canada not now exceeded by any country in the world. We have an expanding economy with raw, agricultural and industrial resources to support this rate of growth for many generations to come. The outlook for the continued enjoyment of leisure time by Canadians seems excellent. Canadians young and old love music. Such a combination, we believe, will be conducive to a huge number of nickels, dimes and quarters sliding down those coin chutes for years to come . . . and that means continued vigorous and robust business for Columbia Records of Canada, Ltd.

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ALL SPEEDS



Best Selling Pop Albums

★ Also Available in EP

		Pos. Last Week
1	JOHNNY'S GREATEST HITS JOHNNY MATHIS (Columbia CL-1133)	1
2	★ THE MUSIC MAN BROADWAY CAST (Capitol WAO-0990 * EDM-990)	2
3	★ SOUTH PACIFIC MOVIE CAST (RCA Victor LOC-1032 * EPA-4211)	3
4	★ GEMS FOREVER MANTOVANI (London LL-3032 * BEP-6336-7-8)	4
5	★ NEARER THE CROSS TENNESSEE ERNIE FORD (Capitol T-1005 * EAP-1, 2, 3-1005)	5
6	★ RICKY NELSON RICKY NELSON (Imperial IMP 9050 * IMP-158)	8
7	★ SWINGIN' ON BROADWAY JONAH JONES (Capitol T-963 * EAP-1, 2, 3-963)	6
8	THIS IS SINATRA—VOL. II FRANK SINATRA (Capitol W-982)	7
9	★ LAS VEGAS PRIMA STYLE LOUIS PRIMA (Capitol T-1010 * EAP-1, 2, 3-1010)	12
10	SOUTH PACIFIC BROADWAY CAST (Columbia OL-4180)	9
11	★ LATE LATE SHOW DAKOTA STATON (Capitol T-876 * EAP-1, 2, 3-876)	10
12	★ COME FLY WITH ME FRANK SINATRA (Capitol W-920 * EAP-1, 2, 3-920)	11
13	★ S'AWFUL NICE RAY CONNIFF (Columbia CL-1137 * B-11371)	18
14	★ MY FAIR LADY BROADWAY CAST (Columbia OL 5090 * A 5090)	14
15	ELVIS' GOLDEN RECORDS ELVIS PRESLEY (RCA Victor LPM-1707)	13
16	TABOO ARTHUR LYMAN (HiFi R-806)	15
17	★ IN THE NIGHT GEORGE SHEARING & DAKOTA STATON (Capitol T-1003 * EAP-1, 2, 3-1003)	16
18	★ SATURDAY NIGHT WITH MR. C PERRY COMO (RCA Victor LOP-1004 * EPA-4285)	17
19	★ SING ALONG WITH MITCH MITCH MILLER (Columbia CL-1160 * B-1160, 1, 2, 3)	21
20	★ GIGI MOVIE CAST (M-G-M E-3641 * X-3641-ST)	20
21	TILL ROGER WILLIAMS (Kapp KL-1081)	19
22	LAWRENCE WELK PRESENTS PETE FOUNTAIN LAWRENCE WELK (Coral CRL-57200)	25
23	SAIL ALONG SILV'RY MOON BILLY VAUGHN (Dot DLP-3100)	22
24	★ WARM JOHNNY MATHIS (Columbia CL-1078 * 10781)	23
25	★ GOOD NIGHT, DEAR LORD JOHNNY MATHIS (Columbia CL-1119 * B-11191, 2, 3)	24

26. BUT NOT FOR ME. 27. LESTER LANIN GOES TO COLLEGE. 28. EYDIE GORME VAMPS THE ROARING 20'S. 29. OKLAHOMA. 30. THE KING AND I.

Brazil



by JOHN KORBA
Columbia Do Brasil, S. A.
Rio De Janeiro, Brazil

In seeking new fields for growth and development, the attention of many companies has been drawn to the possibilities of foreign investments. The fact that distance and language barriers impose certain restrictions has not deterred an ever growing number from entering the international picture.

The entire subject of foreign investments is so vast that it is extremely difficult, if not impossible, to confine a discussion purely and simply to any one particular phase without becoming either lengthy and complex or lightly touching on inter-related subjects. A general picture of the foreign investment trend in a given area, therefore, may possibly be more informative.

Private U. S. investment abroad is currently running about \$33 billions. Direct investment abroad is running about \$3 billions and, by area, Canada is most favored, with Latin America second and Europe third.

In Brazil only, U. S. firms now have over \$1.2 billions invested and this represents an increase of almost four times that of 1946, which certainly may be considered an excellent rate of growth and a clear indication of the potentialities.

Focusing our attention on the record business, we find seven factories in operation and some 50 labels distributed by some 18 different Brazilian, American and European companies. Analyzing the number of monthly releases by each label gives us an idea of the competitive struggle, especially as compared to the purchasing power of the average person.

Nationally speaking, preferences for certain types of music undoubtedly

call for a knowledge of cultural elements coupled with an anthropological understanding. However, greater contact, established through travel, education, radio and, naturally, records, constantly alters selection.

This changing preference pattern is reflected in the growing demand of certain foreign artists and music. Witness the increased acceptance of the influence of American music today as compared with that of even ten years ago.

Undoubtedly, improved phonographic equipment has also played a major role in stimulating appreciation of different music, which has been accompanied by the introduction of different record speeds. This, consequently, has also been responsible for greater sales of Lp's. This is not to say, however, that 78 rpm in themselves have dropped proportionately, because a greater number of machines, principally in the interior areas, are not equipped with three speeds. On the other hand, 45 rpm and E. P. are not enjoying a great degree of popularity.

Brazil is extremely conscious and aware of any trends and movements and has a great desire to keep up to date with world affairs and cultural changes. This is indicated by the great number of enterprises devoting themselves to the public dissemination of such events: about 1,000 radio stations cover the entire country; there are two TV channels in Rio, three in São Paulo and one in Belo Horizonte, with plans afoot to locate others in principal cities; well over 1,000 newspapers; 30 magazines connected only with Radio, TV, Cinema and Records.

The level of commentaries by critics themselves is on an extraordinary high plane and reveals the enormous desire for quality and satisfaction which it behooves us to provide.

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Spain

from TELEFUNKEN Radiotecnica Iberica, S.A. Madrid, Spain

Spain, a country which is very rich in ethnical varieties and in differences of territory, is naturally in a position to offer many different forms of popular songs.

The Iberian Peninsula became divided into separate districts by the mountain chains between them, representing obstacles of free communication. Thanks to this geographical aspect, each Spanish territory conserves the special character of its people, thereby keeping alive the typical aspects of their lives, their customs, their feelings, their very own manner of expressing their emotions—finally—their art.

EDUARDO LOPEZ CHAVARRI
Spanish Popular Music

This isolation in which the Spanish districts found themselves, and which Mr. Lopez Chavarri mentions, was because popular Spanish music was as good as unknown, especially in Spain. Of course, it was unknown to the average Spaniard, not to the music lover or to the writer.

The Spaniard knew, loved, felt the popular music of his region; the Catalonian knew the Catalonian dances; the Aragonese knew the Aragonese tunes; the Gallician knows his melodies . . . but the Catalonian dances are unknown in Galicia, and the Galician music is unknown in Aragon. Only the Andalusian song, the "cante jondo," was loved in all regions, as well as outside Spain. And, more than the authentic popular music, there were known the sophisticated composition of the professional authors, the theater songs and those for export.

Thus we can only repeat that the Spanish popular music, which differs so much in the various regions, but which is so rich in its artistic and emotional values, was almost unknown to the average Spaniard, who only appreciated the music of his own

region. This situation has changed relatively recently, and the authentic folklore of each region is now appreciated and esteemed in all the others.

At the same time, our popular music has become known in foreign countries as well. But not only the Andalusian songs conquered the world. At the same time, music lovers in Europe and America learned to distinguish the authentic, popular "cante jondo" (the songs of the mines, of the fields, of the mountains) from the sophisticated melodies; they also became acquainted with the "Jota" (Aragonese tunes), the "Sardana" (Catalonian dances) and with the "Parado" of Majorca; the whole authentic scale of the authentic Spanish popular music became known.

What wrought this transformation? It was due, without doubt, to radio broadcasting . . . and to the records.

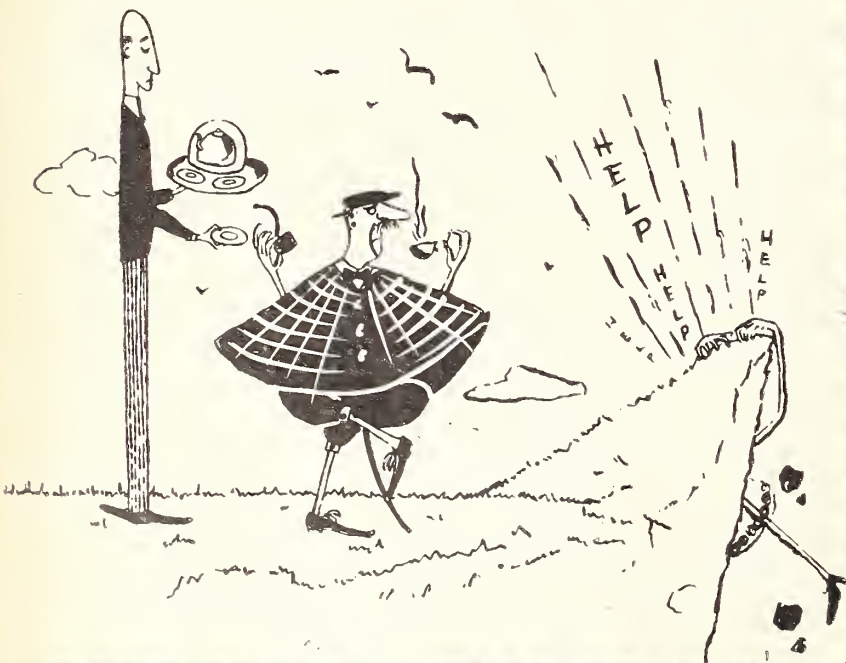
The broadcasting stations had to fill 8 to 16 hours of broadcasting and had to give some variety to their programs: classical music, dance music, serials . . . something had to be "on the air" without interruption, without one minute of silence. Thus the producers of records, in their incessant endeavor to offer something new, made available to the broadcasting stations their recording of popular music, obtained from their own regions. The radio, of course, was the distributing agent, but with the collaboration of the producers of the records.

Our firm brought out recently a series of records of authentic popular music and songs, made by "pure" artists of each region. Just as with all good records of Spanish folklore, they obtained excellent sales results with foreign tourists; however they were not less successful with the Spanish buyers of all the regions.

Thus the records succeeded in making Spanish popular music liked—even in Spain!

M-G-M Records

Smash Follow Up To The "PURPLE PEOPLE EATER"



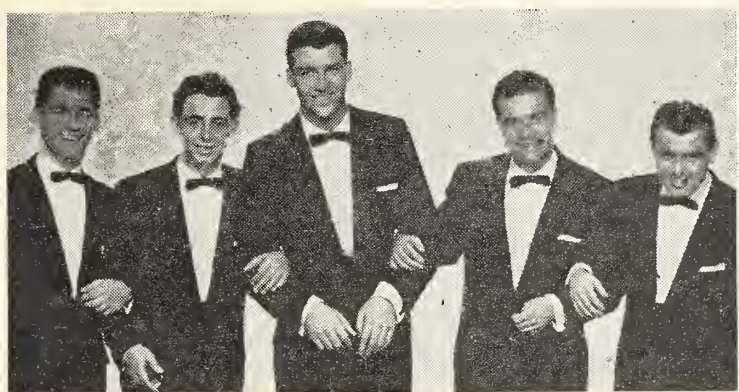
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with a terrific first release

“NO TEARS TOMORROW”

b/w

“YOU GOTTA BELIEVE”

Herald # 522



A 2 Sided Hit

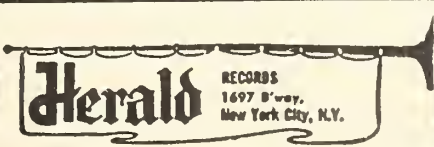
by

Joe Dixon

“SHOULD I” and “CAROLINA MOON”

Herald # 523

Anniversary Greetings to Cash Box!



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

Sweden



by MATS BJERKE
Metronome Records
Stockholm, Sweden

Most European countries still have import restrictions on records, in most cases so strict that import of American pressed records is absolutely impossible. That is not the case in Sweden and this must be the reason for the invasion of hopeful representatives of the record industry we have been having during the last months. Most of them have turned back to the States quite disappointed and I will try to explain why. To do this I think it would be useful to give you a picture of how big sales are and who sells these records.

During 1957 382,300 LP's were sold, an increase of 25% over 1956. For singles and EP's the corresponding figure was 4,091,000 and the increase only 1%. This last figure is however misleading, as the old 78s have dropped out of circulation and the single has not been able to take its place. Ep's were only 29% of these sales in '56 as compared to 72% in '57. Figured in Swedish Crowns this shows that the 45 turnover increased with 21%.

There are some 25 record companies on the market. The 12 major ones are all members of the International Federation of Phonographic Industries and these 12 handle between 95-98% of all sales. They represent more than 100 domestic and international labels. There are no wholesalers so they all sell directly to the retailers through specially employed salesmen, mail and telephone orders and allow the retailers a discount of 40%. (This has recently been reduced to 38%). With a total turnover of 40 million crowns this gives to around 1,000 retailers a gross of 16 millions or 16,000 cr. per sales outlet. As you have to pay a sales girl at least 10,000 per year it will be easily understood that the industry has no interest in increasing the number of shops selling records. Especially since the 7 million Swedes already buy each 1.2 singles per year which for Europe is a very high number.

Record clubs of all kinds popped up towards the end of 1956 and took

quite a bit of the market during 1957. In the beginning of 1958 one of our biggest retailers started a club handling only the records of the 12 big industries, whose records had not earlier been available through clubs. Since this club could give its members records with all the big favorites and the well known orchestras at reduced prices the other clubs almost immediately threw the towel in the ring.

Low-priced, inferior quality records have been tried several times in Sweden without success. The Swedes buy quality and names even if it costs a few crowns more. One company tried selling a fairly well known American label 20% below the normal price. Result absolutely negative. He then raised the price to the normal and soon got the share of sales he was entitled to.

Another outlet for American exporters have been the so-called pirate-importers or in other words record shops that have been buying well known labels, already established by general agents here, from American wholesalers, in order to sell the same by mail order at reduced prices. This caused a certain confusion for a while but we do have a law against trade mark infringement. Justice works slowly in Sweden but the case will come up later this year and I am convinced that the verdict will not encourage any one else to try it again.

What is then the reason that cheaper records do not sell? Well, simply that there is a tax on every record corresponding to about 20% of the retail price (LP's slightly less) and to that comes an 8% royalty to the composers and text writers (ASCAP fee) also on the retail price. The American exporters will at least have a 5% pressing fee. These fees together take care of 1/3 of the selling price. The cheap records can consequently not be cheap enough to compete with well established artists and orchestras offered by well introduced labels. Of which we already have over one hundred.

Add to this that more than 50% of the records sold have been recorded in Sweden and that the remaining 50% have to be fought for by American, English, German, French, Italian and other recordings. All this might account for the American gentleman, who came over with the idea of putting up a plant with a capacity of 10 million LP's a year, and left me with rather a sad expression on his face after we had discussed the matter.



The Records Disk Jockeys Played Most

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

		Pos. Last Week
1	THE PURPLE PEOPLE EATER SHEB WOOLEY (MGM)	1
2	YAKETY YAK COASTERS (Atco)	4
3	ALL I HAVE TO DO IS DREAM EVERLY BROTHERS (Cadence)	2
4	SECRETLY JIMMIE RODGERS (Roulette)	3
5	DO YOU WANNA DANCE BOBBY FREEMAN (Josie)	8
6	RETURN TO ME DEAN MARTIN (Capitol)	5
7	JENNIE LEE JAN & ARNIE (Arwin)	6
8	BIG MAN FOUR PREPS (Capitol)	7
9	ENDLESS SLEEP JODY REYNOLDS (Demon)	10
10	CHANSON D'AMOUR ART & DOTTY TODD (Era)	12
11	YOU NEED HANDS EYDIE GORME (ABC-Paramount)	16
12	ENCHANTED ISLAND FOUR LADS (Columbia)	17
13	WHAT AM I LIVING FOR CHUCK WILLIS (Atlantic)	15
14	WITCH DOCTOR DAVID SEVILLE (Liberty)	9
15	SUGAR MOON PAT BOONE (Dot)	13
16	PATRICIA PEREZ PRADO (RCA Victor)	24
17	SPLISH SPLASH BOBBY DARIN (Atco)	26
18	PADRE TONI ARDEN (Decca)	14
19	WHEN KALIN TWINS (Decca)	25
20	TWILIGHT TIME PLATTERS (Mercury)	11

21) LOOKING BACK. 22) DREAM. 23) FOR YOUR LOVE. 24) DON'T GO HOME. 25) DING DONG. 26) CHA-HUA-HUA. 27) YOUNG AND WARM AND WONDERFUL. 28) HARD HEADED WOMAN. 29) WILLIE AND THE HAND JIVE. 30) NO CHEMISE PLEASE. 31) MY TRUE LOVE. 32) LEFT RIGHT OUT OF YOUR HEART. 33) JUDY. 34) GOT A MATCH. 35) I KNOW WHERE I'M GOING. 36) GUESS THINGS HAPPEN THAT WAY. 37) WEAR MY RING AROUND YOUR NECK. 38) EL RANCHO ROCK. 39) YOU'D BE SURPRISED. 40) POOR LITTLE FOOL. 41) ZORRO. 42) I WONDER WHY. 43) REBEL ROUSER. 44) HIGH SCHOOL CONFIDENTIAL. 45) BAUBLES, BANGLES AND BEADS. 46) THE BIRD ON MY HEAD. 47) A CERTAIN SMILE. 48) LITTLE SERENADE. 49) TORERO. 50) JOHNNY B. GOODE. 51) RUMBLE. 52) OH LONESOME ME. 53) ANGEL BABY. 54) FOR YOUR PRECIOUS LOVE. 55) LITTLE PIXIE. 56) PRETTY BABY (IT'S BEEN A LONG TIME). 57) BLUE, BLUE DAY. 58) ARGENTINA BALLERINA. 59) I'LL GET BY. 60) WHEN THE BOYS TALK ABOUT THE GIRLS. 61) BOOK OF LOVE. 62) KEWPIE DOLL. 63) TO BE LOVED. 64) MOONLIGHT BAY. 65) SINGING HILLS. 66) SHEIK OF ARABY. 67) THIS HAPPY FEELING. 68) DORMI, DORMI, DORMI. 69) ONE SUMMER NIGHT. 70) KATHY-O. 71) TRY THE IMPOSSIBLE. 72) COME WHAT MAY. 73) HOW WILL I KNOW MY LOVE. 74) THAT'S HOW MUCH I LOVE YOU. 75) I'M SORRY I MADE YOU CRY; YOU'RE MAKING A MISTAKE; STAY; DREAM; COTTON PICKER; TEACHER, TEACHER; IF DREAMS COME TRUE; DON'T ASK ME WHY; WITH YOU; THERE'S ONLY ONE OF YOU.

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TRU-TONE DISTRIBUTORS

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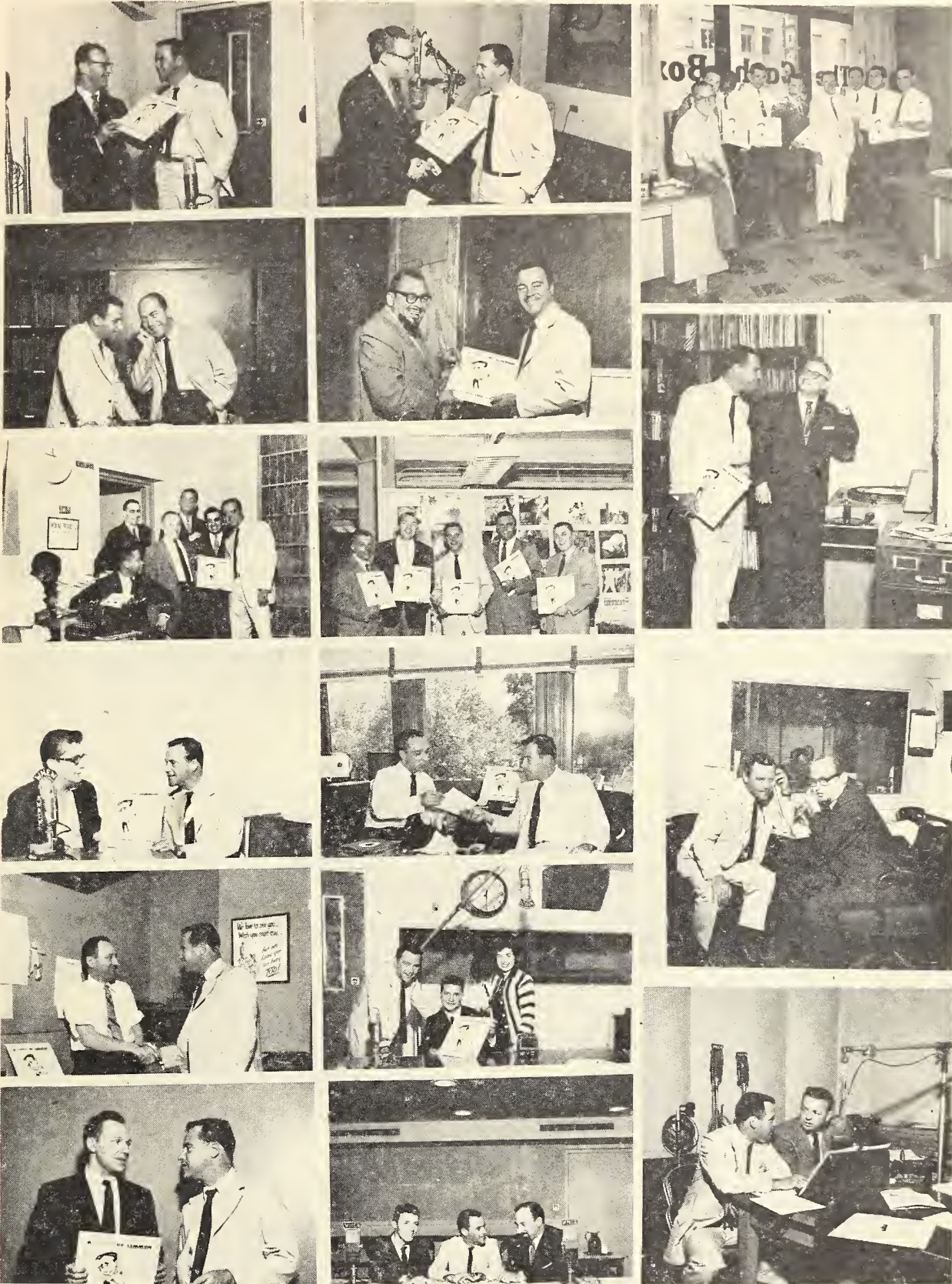
MIAMI, FLA. PL 1-2501

HENRY STONE

MILT OSHINS

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

"A Twist Of Lemmon" For Dee Jays



NEW YORK—One of Hollywood's top comedy actors made his debut on records last week when Epic issued the performer's first album "A Twist Of Lemmon", in which he sings and plays piano. Above he is shown touring the local stations and visiting local dee jays to introduce the package.

Reading from Top to Bottom in each column, column 1 shows Lemmon with: Jerry Marshall, WMGM; Martin Block, WABC; the WNEW crew; William B. Williams, WNEW; Bob White, WMCA; and Dick Shepard, WNEW.

Column 2 has Lemmon with: Bob Landers, WNEW; Al Collins, WNEW; photo three shows Joey Grippo, and Epic brass Joe Sherman, Lemmon, Bill Nielsen and Walt Hayum; photo 4, Mel Leeds, WINS and Lemmon; photo 5, Joe Saccone, and Jodi Cameron of WMGM with Lemmon; and Scott Muni and Bob Callen of WMGM surrounding Lemmon.

Column three: The Cash Box crew—Norm Orleck, Mike Martucci, Teddy Williams, Dave Tannenbaum, Bob Austin, Jack Lemmon, Marv Schlachter, Ira Howard and Marty Ostrow; photo 2, Lemmon and Jack Lacy, WINS; photo 3, Lemmon and Stan Burns, WINS; photo 4, Lemmon and Jack Lazar, WNEW.

A Sure Hit
THE TENNE WEAVERS
Of "HAPPY, HAPPY BIRTHDAY BABY"
Hear Their New Smash Hit

"THERE STANDS MY LOVE" b/w "I'M GOLD" # 4040—45
"CUBETH" "ONE IN A MILLION" b/w "IN HIS HAND" # 4039—45

Casa Grande Records
6 CARTER PLACE
WOBURN, MASSACHUSETTS

Some territories still open for distributors. Wire or Phone WOburn 2-1474.
Nationwide Distribution

"THERE STANDS MY LOVE"
Recorded By Casa Grande

"I'M GOLD"
Casa Grande

"I REMEMBER DEAR"
Casa Grande-Decca

"HAPPY, HAPPY BIRTHDAY BABY"
Casa Grande-Decca-Mercury

"ONE IN A MILLION" and "IN HIS HAND"
Casa Grande

Published By
DONNA MUSIC PUBLISHING CO.
Woburn, Mass.
WOburn 2-1474

THANKS CASH BOX
FOR HAVING THE COURAGE
TO REVIEW
"THE WORST OF MORRIS GARNER"
THUNDERBIRD RECORDS
1700 Bway, N. Y. C.

Our thanks to the Manufacturers, Dealers, DJ's and One Stops who have helped us to become Wisconsin's largest independent distributor.

Now serving Wisconsin & Upper Michigan from our new larger location.

RECORDS UNLIMITED, INC.

Don Smith Bob Maurer John Contney
1716 N. 3rd Street LOcust 2-3345 Milwaukee 12, Wis.

ROULETTE HAS BIG HITS 7



BUDDY KNOX
SOMEBODY TOUCHED ME

b/w
C'MON BABY
R - 4082



JIMMY BOWEN
BY THE LIGHT OF THE SILVERY MOON

R - 4083



JIMMY RODGERS
SECRETLY

R - 4070



THE PLAYMATES
DON'T GO HOME

R - 4072



HUGO & LUIGI
CHA-HUA-HUA

R - 4074



VALERIE CARR
WHEN THE BOYS TALK ABOUT THE GIRLS

R - 4066



THE BIKINIS
BIKINI

R - 4073

a sound bet ...
buy



ROULETTE

Ireland



by **GEORGE O'REILLY**
Irish Record Factors
Dublin, Ireland

The Republic of Ireland, with a population of less than 3,000,000 persons, has a record-buying public of rather small proportions. Since the start of the record business in this country, the largest selling single has been Harry Belafonte's recording of "Mary's Boy Child," and before that the all-time best seller had been Mitch Miller's "Yellow Rose of Texas." 78 r.p.m. records still completely dominate the popular recording field and for all the major labels these are manufactured locally. At the moment, all LPs and EPs are imported, but presses for EPs and 45-singles are shortly to be installed here. The overall comparatively small volume of sales of records have, for many years, caused the postponement of the various plans of the major record labels to press all types of records in this country. However, when we combine the sales figures for LPs, EPs and 78s, one fact is very evident—that over 50% of record sales in Ireland are devoted to classical music. Pseudo-religious records have quick death on this market and only a really sincere rendition (such as "Mary's Boy Child") can cause any record with a religious theme to rack up reasonable sales.

From a rather slow beginning, sales of records increased steadily each year to their peak of 1956 when, due to the country's Balance of Payments situation, an import levy was suddenly imposed on all such so-called 'luxury' items as gramophone records. This levy finally amounted to a 40% imposition on records coming from Britain and 60% on imports from all other countries, including the U.S. The result of this levy was, of course, disastrous to the record trade as a whole. Many smaller businesses closed completely and record sales by distributors and retailers dropped to a fantastically low level. In late 1957, due to representations made to the Government by all the interested parties, this levy was reduced to the more acceptable duty of 10% and 15% for the respective territories. The industry is still recovering from the effects of the levies, but sales are now once again on the up-grade. The prospects for 1959 and onwards certainly look very good, always providing, of course, that future economic difficulties do not cause the Government to resort to such exorbitant levies again.

Foreign Radio The Main Selling Aid:

As in nearly all other countries, radio-play is the greatest single sell-

ing aid for records in Ireland, but here there is however, one great difference in that Irish teenage record-buyers must listen to overseas radio stations like Radio Luxembourg, AFN and the BBC for their popular record programs. We have only one national broadcasting service (Radio Eireann) which is Government controlled, and the members of the Civil Service who run it virtually ignore the record trade and the Irish teenage listening public. However, a great proportion of radio time is taken up by sponsored radio programs, and these sponsors and their disk jockeys realize fully the drawing value and selling power of programs devoted to popular records. Some of them even import their records direct from the U.S. in order to be the first to play the new hits in Europe. With regard to Radio Eireann's own programs, we are hoping that the future will bring a change in the attitude of its officials to the general benefit of the record business.

Trouble For Distributors:

The serious trouble with which distributors in Ireland are faced today is the large-scale importation of records from the U.S. These disks are obtained from American exporting firms and currently the emphasis is on the cheaper labels, such as Camden, Harmony, etc. However, large quantities of the main U.S. labels such as Columbia, RCA-Victor, Decca, Capitol, etc., also arrive each week. They are imported and distributed here by firms other than those officially appointed by the record manufacturers. One unhappy consequence of this trading can be imagined when one considers the case of a legitimate Irish distributor awaiting his supplies for the Irish market of records released for Britain and Ireland by a major company in association, under license, with the U.S. company where the records originated. Then suddenly, perhaps a month or so before his new releases arrive, the market is flooded with American copies of the same items, and sometimes even at a cheaper price. Although many of the major dealers stock these American items, they are not too happy about the situation as, whereas one distributor is officially appointed, the legal position of the second one who imports from the U.S. has still to be clarified. An early and final settlement to this tricky question is the earnest hope of Irish record distributors and dealers for the future.

EAST COAST DISTRIBUTORS

633 Liberty Ave., Pittsburgh 22, Pa.
Atlantic 1-6344

- JAZZ • FOLK MUSIC • UNUSUAL LP'S
- ACCESSORIES • RECORDED TAPE

Congratulations Cash Box
On Your 16th Anniversary

Carmine Anthony

—WJD—
CHICAGO, ILL.

IF YOU DON'T HAVE THESE HITS YOU'RE NOT IN THE RECORD BUSINESS

ATGO

● **YAKETY YAK**
The Coasters . . . 6116

● **WOODCHOPPER'S BALL**
Hutch Davie . . . 6110

● **SPLISH SPLASH**
Bobby Darin . . . 6117

● **EARLY IN THE MORNING**
The Rinky Dinks . 6121

ATLANTIC

● **WHAT AM I LIVING FOR
HANG UP MY ROCK
& ROLL SHOES**
Chuck Willis . . . 1179

● **SCHOOL'S OUT**
Jaye Sisters . . . 1190

● **DREAM**
Betty Johnson . . . 1186

● **YOU FLIP ME BABY**
Ivory Joe Hunter . . . 1191

● **WHIPPER SNAPPER**
LaVern Baker . . . 1189

● **MOON RIDE**
Chris Connor . . . 1188

● **MOONLIGHT BAY**
The Drifters . . . 1187

● **ROCK AND REE-AH
-ZOLE**
The Bobbettes . . . 1181

● **COME WHAT MAY**
Clyde McPhatter . 1185

● **JUMP FOR JOY**
Joe Turner . . . 1184

● **BOOK OF LIES**
Ruth Brown . . . 1177

● **YES INDEED**
Ray Charles . . . 1180



Disk Jockey

REGIONAL RECORD REPORTS



Disk Jockey

REGIONAL RECORD REPORTS

LASH LAZAAR
KXLA—Pasadena, Calif.

1. Yakety Yak (Coasters)
2. I Know Where I'm Going (G. Hamilton IV)
3. On A Blanket On The Beach (T. Leonetti)
4. With You (J. Vale)
5. Big Brown Eyes (Redjacks)
6. Dreamy (D. Maxwell)
7. Choombala 8ay (F. Laine)
8. How The Time Flies (J. Wallace)
9. Op (Honeycones)
10. I Would (G-Notes)

JOHN DOREMUS
WIND—Chicago, Ill.

1. Purple People Eater (Wooley)
2. Do You Wanna Dance (B. Freeman)
3. Yakety Yak (Coasters)
4. Jennie Lee (Jan & Arnie)
5. All I Have To Do Is Dream (Everlys)
6. Big Man (Four Preps)
7. Return To Me (D. Martin)
8. No Chemise Please (G. Granahan)
9. Witch Doctor (D. Seville)
10. I Wonder Why (Dion & Belmonts)

JIM MAC
WBNC—Conway, N. H.

1. Enchanted Island (Four Lads)
2. Sheik Of Araby (L. Monte)
3. Padre (T. Arden)
4. Little Serenade (Randazzo)
5. A Certain Smile (J. Mathis)
6. Whippoorwill (K. Smith)
7. Thunder Road (B. Mitchum)
8. Ring-A-My Phone (D. Washington)
9. Just Before Dawn (Johnny & Jonie)
10. Dream World (Four Coins)

TONY RIZZ
WFST—Caribou, Me.

1. Patricia (P. Prado)
2. Enchanted Island (Four Lads)
3. Ding Dong (McGuire)
4. Young And Warm And Wonderful (R. Williams)
5. Left Right Out Of Your Heart (P. Page)
6. Baubles, Bangles And Beads (Kirby Stone IV)
7. Dream (B. Johnson)
8. If Dreams Come True (P. Boone)
9. Got A Match (Daddy-O's Gallup)
10. Sounds Of The Great Bands (G. Gray)

GORDON WYLLIE
WTRL—Bradenton, Fla.

1. Purple People Eater (Wooley)
2. Big Man (Four Preps)
3. Witch Doctor (D. Seville)
4. Cha-Hua-Hua (Hugo & Luigi)
5. Secretly (J. Rodgers)
6. Eh Marie, Eh Marie (Monte)
7. Torero (J. LaRosa)
8. Ding Dong (McGuire)
9. Got A Match (L. Stein)
10. Cerveza (B. Brown)

FROSTY MITCHELL
KIOA—Des Moines, Iowa

1. Endless Sleep (J. Reynolds)
2. Guess Things Happen That Way (J. Cash)
3. Rough Road (J. Cash)
4. Let's Go Steady For The Summer (Three G's)
5. One Summer Night (Dandleers)
6. You Need Hands (Gorme)
7. Yakety Yak (Coasters)
8. Poor Little Fool (R. Nelson)
9. Sick And Tired (F. Domino)
10. Secretly (J. Rodgers)

DICK COSTIN
WBGR—Jesup, Ga.

1. Purple People Eater (Wooley)
2. What Am I Living For (C. Willis)
3. Witch Doctor (D. Seville)
4. All I Have To Do Is Dream (Everlys)
5. Yakety Yak (Coasters)
6. Come What May (McPhatter)
7. Return To Me (D. Martin)
8. Looking Back (N. Cole)
9. Crazy Love (P. Anka)
10. Moonlight Bay (Drifters)

BILL CARLTON
WNJR—Newark, N. J.

1. Cerveza (B. Brown)
2. After The Senior Prom (T. Sands)
3. All At Once (T. Arden)
4. Twilight Time (Platters)
5. Only Man On The Island (V. Damone)
6. The Party's Over (Staton)
7. Krunchy (D. Boyd)
8. Patricia (P. Prado)
9. Leroy (J. Scott)
10. Don't Ask Me Why (E. Presley)

PAUL SIMPKINS
WBAM—Montgomery, Ala.

1. Purple People Eater (Wooley)
2. Yakety Yak (Coasters)
3. Come What May (C. McPhatter)
4. Moonlight Bay (Drifters)
5. Billy (K. Linden)
6. Secretly (J. Rodgers)
7. Hard Headed Woman (E. Presley)
8. What Am I Living For (C. Willis)
9. High School Confidential (J. L. Lewis)
10. Return To Me (D. Martin)

RON PAUL
WIBR—Baton Rouge, La.

1. Purple People Eater (Wooley)
2. Yakety Yak (Coasters)
3. Bird On My Head (Seville)
4. Do You Wanna Dance (B. Freeman)
5. Guess Things Happen That Way (J. Cash)
6. Endless Sleep (J. Reynolds)
7. Jennie Lee (Jan & Arnie)
8. Patricia (P. Prado)
9. I'll Get By (B. Williams)
10. Ooh My Soul (L. Richard)

JIM CLARK
WARL—Arlington, Va.

1. Secretly/Make Me A Miracle (J. Rodgers)
2. Young And Warm And Wonderful (T. Bennett)
3. Whippoorwill (K. Smith)
4. Blue Boy (J. Reeves)
5. Hard Headed Woman (E. Presley)
6. A Certain Smile (J. Mathis)
7. That's How Much I Love You (P. Boone)
8. Baubles, Bangles And Beads (Kirby Stone IV)
9. I Dig You Baby (Rainwater)
10. Purple People Eater (Wooley)

JACK COMER
KDSJ—Deadwood, S. Dak.

1. All I Have To Do Is Dream (Everlys)
2. Purple People Eater (Wooley)
3. Johnny B. Goode (C. Berry)
4. Big Man (Four Preps)
5. Blue Blue Day (Gibson)
6. Wear My Ring (E. Presley)
7. Kewpie Doll (P. Como)
8. Got A Match (F. Gallup)
9. Sugar Moon (P. Boone)
10. Endless Sleep (J. Reynolds)

JOHN DICKINSON
WPRY—Perry, Fla.

1. Jennie Lee (Jan & Arnie)
2. Do You Wanna Dance (B. Freeman)
3. Yakety Yak (Coasters)
4. Big Man (Four Preps)
5. Return To Me (D. Martin)
6. Purple People Eater (Wooley)
7. All I Have To Do Is Dream (Everlys)
8. High School Confidential (J. L. Lewis)
9. Looking Back (N. Cole)
10. Secretly (J. Rodgers)

MACK SANDERS
KSIR—Wichita, Kans.

1. All I Have To Do Is Dream (Everlys)
2. Purple People Eater (Wooley)
3. Twilight Time (Platters)
4. Return To Me (D. Martin)
5. Witch Doctor (D. Seville)
6. Jennie Lee (Jan & Arnie)
7. Yakety Yak (Coasters)
8. Johnny B. Goode (C. Berry)
9. Book Of Love (Monotones)
10. Let The Bells Keep Ringing (P. Anka)

"EARLYBIRD" ED ROBBINS
WVVP—Mount Kisco, N. Y.

1. Left Right Out Of Your Heart (P. Page)
2. Moonlight Bay (J. Leahy)
3. Only Man On The Island (V. Damone)
4. Laughing Sailor (Goodwin)
5. Little Serenade (Ames Bros.)
6. You Need Hands (Gorme)
7. No Fool Like An Old Fool (S. Davis Jr.)
8. Saunabad (E. Ros)
9. Happy Feeling (Reynolds)
10. Haiti Lady (E. Heywood)

JACK MORSE
WINR—Binghamton, N. Y.

1. When (Kalin Twins)
2. Tom Hark (Elias Heath)
3. You Need Hands (Gorme)
4. Cha-Hua-Hua (Pets)
5. Left Right Out Of Your Heart (P. Page)
6. You're Making A Mistake (Platters)
7. Why Wait (P. Prado)
8. Since You Went Away To School (McGuire)
9. Little Serenade (Ames Bros. Randazzo)
10. Judy (F. Vaughn)

JERRY NESLER
KSDO—San Diego, Calif.

1. Purple People Eater (Wooley)
2. All I Have To Do Is Dream (Everlys)
3. Big Man (Four Preps)
4. Yakety Yak (Coasters)
5. Do You Wanna Dance (B. Freeman)
6. Return To Me (D. Martin)
7. Twilight Time (Platters)
8. Rumble (L. Wray)
9. Endless Sleep (J. Reynolds)
10. Jennie Lee (Jan & Arnie)

LONNY STARR
WNEW—New York, N. Y.

1. Patricia (P. Prado)
2. LaSanta Venuta (L. Leslie)
3. Stay (Ames Bros.)
4. I'll Get By (B. Williams)
5. Doctor Rock (B. Sower Group)
6. Everybody Loves A Lover (D. Day)
7. If Dreams Came True (P. Boone)
8. Breathes There A Heart (P. Como)
9. Left Right Out Of Your Heart (P. Page)
10. Baby, Je Vous Aime (B. Miller)

BARNEY STEVENS
KGFF—Shawnee, Okla.

1. You Need Hands (Gorme)
2. Chanson D'Amour (Fontanes)
3. Teacher's Pet (D. Day)
4. All The Time (J. Mathis)
5. Pony Tail (L. Dean)
6. Someone, Someone (Darling)
7. Hot Spell (M. Whiting)
8. Secretly (J. Rodgers)
9. Sugar Moon (P. Boone)
10. Something's Always Happening (Hugo & Luigi)

TOM DUNN
WPEO—Peoria, Ill.

1. Purple People Eater (Wooley)
2. Do You Wanna Dance (B. Freeman)
3. Jennie Lee (Jan & Arnie)
4. All I Have To Do Is Dream (Everlys)
5. No Chemise Please (G. Granahan)
6. Witch Doctor (D. Seville)
7. Johnny B. Goode (C. Berry)
8. Big Man (Four Preps)
9. Padre (T. Arden)
10. Endless Sleep (J. Reynolds)

JOHNNY SANDISON
CKCK—Regina, Sask., Can.

1. Purple People Eater (Wooley)
2. All I Have To Do Is Dream (Everlys)
3. Twilight Time (Platters)
4. Return To Me (D. Martin)
5. Secretly (J. Rodgers)
6. Long Legged Ladies Of Labrador (M. Craft)
7. Singing Hills (B. Vaughn)
8. Junior Prom (J. James)
9. Witch Doctor (D. Seville)
10. Looking Back (N. Cole)

DAN DANIEL
WDGY—Minneapolis, Minn.

1. Purple People Eater (Wooley)
2. Poor Little Fool (R. Nelson)
3. My True Love (J. Scott)
4. Endless Sleep (J. Reynolds)
5. Yakety Yak (Coasters)
6. Splish Splash (B. Darin)
7. Guess Things Happen That Way (J. Cash)
8. What Am I Living For (C. Willis)
9. Blue Blue Day (D. Gibson)
10. Scarlet Ribbons (Kingston Trio)

GARY B. SMITH
WOKK—Meridian, Miss.

1. Hard Headed Woman (E. Presley)
2. Yakety Yak (Coasters)
3. Chanson D'Amour (Fontanes)
4. Big Man (Four Preps)
5. Do You Wanna Dance (B. Freeman)
6. What Am I Living For (C. Willis)
7. Guess Things Happen That Way (J. Cash)
8. Purple People Eater (Wooley)
9. Secretly (J. Rodgers)
10. Sugar Moon (P. Boone)

FREEMAN HOVER
KCSR—Chadron, Nebr.

1. Purple People Eater (Wooley)
2. All I Have To Do Is Dream (Everlys)
3. Jennie Lee (Jan & Arnie)
4. Hard Headed Woman (E. Presley)
5. Rebel Rouser (D. Eddy)
6. Big Man (Four Preps)
7. Chanson D'Amour (Fontanes)
8. Bird On My Head (Seville)
9. Got A Match (F. Gallup)
10. Teresa (E. Cochran)

JIM REID
WOKO—Albany, N. Y.

1. All I Have To Do Is Dream (Everlys)
2. Young And Warm And Wonderful (R. Williams)
3. Secretly (J. Rodgers)
4. Patricia (P. Prado)
5. Coming From You (J. James)
6. You're Making A Mistake (Platters)
7. Baubles Bangles And Beads (J. Jones)
8. Left Right Out Of Your Heart (P. Page)
9. Hard Headed Woman (E. Presley)
10. Poor Little Fool (R. Nelson)

BILL BIERD
KSLR—Oceanside, Calif.

1. Purple People Eater (Wooley)
2. All I Have To Do Is Dream (Everlys)
3. Big Man (Four Preps)
4. Yakety Yak (Coasters)
5. Sugar Moon (P. Boone)
6. Return To Me (D. Martin)
7. Chanson D'Amour (Todds)
8. Kewpie Doll (P. Como)
9. Twilight Time (Platters)
10. Torero (R. Carasone)

DICK PIKE
WNOP—Newport, Ky.

1. Yakety Yak (Coasters)
2. Do You Wanna Dance (B. Freeman)
3. All I Have To Do Is Dream (Everlys)
4. One Summer Night (Dandleers)
5. Secretly (J. Rodgers)
6. Splish Splash (B. Darin)
7. Cotton Picker (W. Watts)
8. Ju-Judy (Original Cassals)
9. Purple People Eater (Wooley)
10. Willie & Hand Jive (J. Otis)

LARRY FORD
WCRO—Johnstown, Pa.

1. When (Kalin Twins)
2. Purple People Eater (Wooley)
3. Secretly (J. Rodgers)
4. Patricia (P. Prado)
5. Dream (B. Johnson)
6. Guess Things Happen That Way (J. Cash)
7. Willie & Hand Jive (J. Otis)
8. Yakety Yak (Coasters)
9. All I Have To Do Is Dream (Everlys)
10. Bird On My Head (Seville)

JIM LOWE
WRR—Dallas, Tex.

1. Yakety Yak (Coasters)
2. Oh Johnny (B. Barkley)
3. Purple People Eater (Wooley)
4. When The Boys Talk About The Girls (V. Carr)
5. Sugar Moon (P. Boone)
6. Endless Sleep (J. Reynolds)
7. What Am I Living For (C. Willis)
8. Hard Headed Woman (E. Presley)
9. Secretly (J. Rodgers)
10. Willie & Hand Jive (J. Otis)

JONATHAN B. FROST
WSPR—Springfield, Mass.

1. El Rancho Rock (Champs)
2. Purple People Eater (Wooley)
3. You Need Hands (Gorme)
4. You'd Be Surprised (Francis)
5. Hands Across The Sea (J. Harper)
6. Left Right Out Of Your Heart (V. Monroe)
7. Dormi, Dormi, Dormi (Rondo)
8. I Lost My Love Last Night (J. Nash)
9. All I Have To Do Is Dream (Everlys)
10. Torero (R. Carasone)

TED QUILLIN
KFWB—Los Angeles, Calif.

1. Return To Me (D. Martin)
2. All I Have To Do Is Dream (Everlys)
3. For Your Love (Townsend)
4. Secretly (J. Rodgers)
5. Do You Wanna Dance (B. Freeman)
6. Big Man (Four Preps)
7. Purple People Eater (Wooley)
8. Twilight Time (Platters)
9. Yakety Yak (Coasters)
10. Rumble (L. Wray)

CHET KUKIEWICZ
WSNY—Schenectady, N. Y.

1. Poor Little Fool (R. Nelson)
2. My True Love (J. Scott)
3. I Can't Believe That You're In Love With Me (Fontana)
4. How Will I Know My Love (Annette)
5. Secretly (J. Rodgers)
6. A Certain Smile (J. Mathis)
7. Angel Baby (D. Martin)
8. Splish Splash (B. Darin)
9. Guess Things Happen That Way (J. Cash)
10. I Can't Stop Loving You (D. Gibson)

ERIK O. SHOW
WILS—Lansing, Mich.

1. Secretly (J. Rodgers)
2. Woodchopper's Ball (Davie)
3. Return To Me (D. Martin)
4. Sugar Moon (P. Boone)
5. Got A Match (Daddy-O's)
6. You Need Hands (Gorme)
7. Singing Hills (B. Vaughn)
8. Left Right Out Of Your Heart (P. Page)
9. Lips (R. Hamilton)
10. Kari Waits For Me (Fisher)

JON ALBERT
KAKC—Tulsa, Okla.

1. Do You Wanna Dance (B. Freeman)
2. Purple People Eater (Wooley)
3. Yakety Yak (Coasters)
4. Willie & Hand Jive (J. Otis)
5. Endless Sleep (J. Reynolds)
6. High School Confidential (J. L. Lewis)
7. Rave On (B. Holly)
8. Hang Up My Rock And Roll Shoes (C. Willis)
9. Secretly (J. Rodgers)
10. Book Of Love (Monotones)

JOHN WRISLEY
WIS—Columbia, S. C.

1. Purple People Eater (Wooley)
2. All I Have To Do Is Dream (Everlys)
3. Padre (T. Arden)
4. El Rancho Rock (Champs)
5. Return To Me (D. Martin)
6. In A Dream (R. Hamilton)
7. Don't Go Home (Playmates)
8. Looking Back (N. Cole)
9. Happy Feeling (Reynolds)
10. Patricia (P. Prado)

BILL JENKINS
KPAL—Palm Springs, Calif.

1. Baubles Bangles And Beads (Kirby Stone IV)
2. You Need Hands (Gorme)
3. Chanson D'Amour (Todds)
4. Left Right Out Of Your Heart (P. Page)
5. Don't Go Home (Playmates)
6. Little Serenade (Ames Bros.)
7. Twilight Time (Platters)
8. For Your Love (Townsend)
9. Rockin' Chair (K. Starr)
10. If Dreams Came True (P. Boone)

HARVEY KAYE
WBRB—Mt. Clemens, Detroit, Mich.

1. Yakety Yak (Coasters)
2. Purple People Eater (Wooley)
3. Secretly (J. Rodgers)
4. Do You Wanna Dance (B. Freeman)
5. Jennie Lee (Jan & Arnie)
6. High School Confidential (J. L. Lewis)
7. Cha Hua Hua (Pets)
8. Don't Go Home (Playmates)
9. Bikini (Bikins)
10. Got A Match (L. Stein)

BOB OUELLETTE
WGFM—Skowhegan, Me.

1. Purple People Eater (Wooley)
2. All I Have To Do Is Dream (Everlys)
3. Do You Wanna Dance (B. Freeman)
4. Secretly (J. Rodgers)
5. Chanson D'Amour (Todds)
6. Jennie Lee (Jan & Arnie)
7. Big Man (Four Preps)
8. Padre (T. Arden)
9. Return To Me (D. Martin)
10. You Need Hands (Gorme)

JOHNNY BELL
KYW—Cleveland, Ohio

1. When (Kalin Twins)
2. Poor Little Fool (R. Nelson)
3. Patricia (Prado/Craft)
4. Yakety Yak (Coasters)
5. Splish Splash (B. Darin)
6. Don't Ask Why Hard Headed Woman (E. Presley)
7. Secretly (J. Rodgers)
8. Rebel Rouser (D. Eddy)
9. Scarlet Ribbons (Kingston Trio Belafonte)/Don't Go Home (Playmates)
10. Windy (P. Gayton)/Tom Hark (T. Heath)

JACK O'NEILL
WCAT—Orange, Mass.

1. Purple People Eater (Wooley)
2. Return To Me (D. Martin)
3. Johnny B. Goode (C. Berry)
4. Oh Lonesome Me (Gibson)
5. Sugar Moon (P. Boone)
6. Book Of Love (Monotones)
7. Zorro (Chordettes)
8. Wear My Ring (E. Presley)
9. Do You Wanna Dance (B. Freeman)
10. You Need Hands (Gorme)

DOUG MATHEWS
KTRM—Beaumont, Tex.

1. Purple People Eater (Wooley)
2. The Monkey Song (J. Richardson)
3. Big Man (Four Preps)
4. Cotton Picker (W. Watts)
5. Hard Headed Woman (E. Presley)
6. Splish Splash (B. Darin)
7. Yakety Yak (Coasters)
8. Blue Blue Day (D. Gibson)
9. What Am I Living For (C. Willis)
10. Jennie Lee (Jan & Arnie)

DONN CALDWELL
WHLL—Wheeling, W. Va.

1. When (Kalin Twins)
2. Endless Sleep (J. Reynolds)
3. Purple People Eater (Wooley)
4. Yakety Yak (Coasters)
5. Willie & Hand Jive (J. Otis)
6. Secretly (J. Rodgers)
7. All I Have To Do Is Dream (Everlys)
8. Woodchopper's Ball (Davie)
9. Jennie Lee (Jan & Arnie)
10. Splish Splash (B. Darin)

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Disk Jockey

REGIONAL RECORD REPORTS

BOB GREEN WINZ—Miami, Fla.

1. Splish Splash (B. Darin)
2. Poor Little Fool (R. Nelson)
3. Hard Headed Woman (E. Presley)
4. Don't Go Home (Playmates)
5. Crazy Eyes For You (B. Hamilton)
6. It Don't Pay (Pendarvis)
7. When (Kalin Twins)
8. No Chemies Please (G. Granahan)
9. Patricia (P. Prado)
10. Secretly (J. Rodgers)

TOM WYNN WLOL— Minneapolis-St. Poul, Minn.

1. Purple People Eater (Wooley)
2. Endless Sleep (J. Reynolds)
3. My True Love (J. Scott)
4. Yakety Yak (Coasters)
5. Do You Wanna Dance (B. Freeman)
6. Poor Little Fool (Nelson)
7. Jennie Lee (Jan & Arnie)
8. Blue Blue Day (Gibson)
9. I Wonder Why (Dion & Belmonts)
10. Rumble (L. Wray)

RON KEHOE WDCR—Hanover, N. H.

1. All I Have To Do Is Dream (Everlys)
2. Big Man (Four Preps)
3. Purple People Eater (Wooley)
4. Zorro (Chordettes)
5. Witch Doctor (D. Seville)
6. Return To Me (D. Martin)
7. Padre (T. Arden)
8. Cha-Hua-Hua (Hugo & Luigi)
9. Sugar Moon (P. Boone)
10. When (Kalin Twins)

SCOTT AVERY WKTV—Utica, N. Y.

1. Hands Across The Sea (J. Harper)
2. Make Me Smile Again (D. Glenn)
3. Big Man (Four Preps)
4. Purple People Eater (Wooley)
5. You Need Hands (Gorme)
6. Careful Careful (Rodgers)
7. Enchanted Island (Four Lads)
8. Let The Bells Keep Ringing (P. Anka)
9. Cha Cha Baby (T. Heath)
10. Padre (T. Arden)

JACK BUECHLER WEMP—Milwaukee, Wisc.

1. You'd Be Surprised (Linden)
2. Secretly (J. Rodgers)
3. You Need Hands (Gorme)
4. Return To Me (D. Martin)
5. Patricia (P. Prado)
6. I'll Get By (B. Williams)
7. I'll Be Yours (T. Louise)
8. Torero (LaRosa Carasone)
9. I'm Sorry I Made You Cry (C. Francis)
10. Sometimes (K. Smith)

ROB ROBBINS KRIZ—Phoenix, Ariz.

1. For Your Love (Townsend)
2. Yakety Yak (Coasters)
3. Rebel Rouser (D. Eddy)
4. Crazy Eyes For You (B. Hamilton)
5. Padre (T. Arden)
6. Splish Splash (B. Darin)
7. Left Right Out Of Your Heart (P. Page)
8. Born Too Late (Pony Tails)
9. You Mean Everything To Me (Spades)
10. Dream World (Four Coins)/ Enchanted Island (Four Lads)

FRANK HERRON KNEW—Spokane, Wash.

1. All I Have To Do Is Dream (Everlys)
2. Poor Little Fool (R. Nelson)
3. Purple People Eater (Wooley)
4. Jennie Lee (Jan & Arnie)
5. When (Kalin Twins)
6. Big Man (Four Preps)
7. Wear My Ring (E. Presley)
8. Judy Don't Be Moody (B. Darin)
9. Rebel Rouser (D. Eddy)
10. It's All Over Town (Hunter)

BOB CHASE WOWO—Ft. Wayne, Ind.

1. Purple People Eater (Wooley)
2. Big Man (Four Preps)
3. Jennie Lee (Jan & Arnie)
4. Endless Sleep (J. Reynolds)
5. All I Have To Do Is Dream (Everlys)
6. Do You Wanna Dance (B. Freeman)
7. Secretly (J. Rodgers)
8. Witch Doctor (D. Seville)
9. Yakety Yak (Coasters)
10. No Chemies Please (G. Granahan)

RAY READ AND JOE HILL WAZA—Bainbridge, Ga.

1. Purple People Eater (Wooley)
2. Secretly (J. Rodgers)
3. Yakety Yak (Coasters)
4. Don't Go Home (Playmates)
5. All I Have To Do Is Dream (Everlys)
6. Big Man (Four Preps)
7. Endless Sleep (J. Reynolds)
8. Hard Headed Woman (E. Presley)
9. What Am I Living For (C. Willis)
10. Come What May (C. McPhatter)

EDDIE DILLON KVOR—Colorado Spgs., Colo.

1. Purple People Eater (Wooley)
2. Endless Sleep (J. Reynolds)
3. Don't Go Home (Playmates)
4. Left Right Out Of Your Heart (P. Page)
5. Angel Baby (D. Martin)
6. Yakety Yak (Coasters)
7. Enchanted Island (Four Lads)
8. Hard Headed Woman (E. Presley)
9. Little Mary (F. Domino)
10. Splish Splash (B. Darin)

STAN DALE WAIT—Chicago, Ill.

1. Purple People Eater (Wooley)
2. Endless Sleep (J. Reynolds)
3. Patricia (P. Prado)
4. Left Right Out Of Your Heart (P. Page)
5. Secretly (J. Rodgers)
6. Judy (F. Vaughn)
7. Little Serenade (Randazzo/Ames Bros.)
8. Delicious (J. Backus)
9. Sheik Of Arbay (L. Monte)
10. Bewitched (B. Smith)

TEX GATHINGS WYOU—Newport News, Va.

1. Purple People Eater (Wooley)
2. All I Have To Do Is Dream (Everlys)
3. Return To Me (D. Martin)
4. Chanson D'Amour (Todds)
5. Secretly (J. Rodgers)
6. Big Man (Four Preps)
7. Looking Back (N. Cole)
8. Padre (V. Carr)
9. You Need Hands (Gorme)
10. Wear My Ring (E. Presley)

RUDY ZURLO WCKB—Dunn, N. C.

1. You Need Hands (Gorme)
2. Purple People Eater (Wooley)
3. All I Have To Do Is Dream (Everlys)
4. I Know Where I'm Going (G. Hamilton IV)
5. Don't Go Home (Playmates)
6. Secretly (J. Rodgers)
7. I'll Always Be In Love With You (R. June)
8. Rainbow Love (S. Scott)
9. Jennie Lee (Jan & Arnie)
10. Splish Splash (B. Darin)

TED RANDAL KPIX—San Francisco, Calif.

1. Purple People Eater (Wooley)
2. All I Have To Do Is Dream (Everlys)
3. Secretly (J. Rodgers)
4. Return To Me (D. Martin)
5. For Your Love (Townsend)
6. Big Man (Four Preps)
7. Yakety Yak (Coasters)
8. Jennie Lee (Jan & Arnie)
9. Patricia (P. Prado)
10. Twilight Time (Platters)

FRANK HAYDEN WORD—Spartanburg, S. C.

1. Purple People Eater (Wooley)
2. Chanson D'Amour (Fontanes)
3. Return To Me (D. Martin)
4. Sugar Moon (P. Boone)
5. Dream (B. Johnson)
6. Twilight Time (Platters Brown)
7. What Am I Living For (C. Willis)
8. All I Have To Do Is Dream (Everlys)
9. Please Don't Go (J. Nash)
10. Yakety Yak (Coasters)

CARMINE ANTHONY WJJD—Chicago, Ill

1. Purple People Eater (S. Wooley)
2. Yakety Yak (Coasters)
3. Do You Wanna Dance (B. Freeman)
4. Jennie Lee (Jan & Arnie)
5. Big Man (Four Preps)
6. Young And Warm And Wonderful (T. Bennett)
7. I Wonder Why (Dion & Belmonts)
8. All I Have To Do Is Dream (Everlys)
9. No Chemies Please (G. Granahan)
10. Return To Me (D. Martin)

HY LIT WCAU—Philadelphia, Pa.

1. Poor Little Fool (R. Nelson)
2. Yakety Yak (Coasters)
3. Splish Splash (B. Darin)
4. Secretly (J. Rodgers)
5. One Summer Night (Dandleers)
6. Ginger Bread (F. Avalon)
7. I Love You So (Chantels)
8. Try The Impossible (L. Andrews)
9. Got A Match (Daddy-O's)
10. Rebel Rouser (D. Eddy)

FRANK E. McCORMACK WHWB—Rutland, Vt.

1. Purple People Eater (Wooley)
2. Ding Dong (McGuire's)
3. All I Have To Do Is Dream (Everlys)
4. Do You Wanna Dance (B. Freeman)
5. You Need Hands (Gorme)
6. Baubles Bangles And Beads (Kirby Stone IV)
7. Big Man (Four Preps)
8. Try The Impossible (L. Andrews)
9. Return To Me (D. Martin)
10. A Certain Smile (J. Mathis)

FRANK WARD WAKR—Akron, Ohio

1. Purple People Eater (Wooley)
2. Jennie Lee (Jan & Arnie)
3. Yakety Yak (Coasters)
4. Secretly (J. Rodgers)
5. Splish Splash (B. Darin)
6. For Your Love (Townsend)
7. Big Man (Four Preps)
8. Looking Back (N. Cole)
9. Since You Went (Ding Dong (McGuire's))
10. Happy Feeling (Reynolds)

"JOLLY" JIM LATHROP WGEE—Indianapolis, Ind.

1. Yakety Yak (Coasters)
2. Hard Headed Woman (E. Presley)
3. Do You Wanna Dance (B. Freeman)
4. Jennie Lee (Jan & Arnie)
5. Endless Sleep (J. Reynolds)
6. Patricia (M. Craft)
7. Purple People Eater (Wooley)
8. Cha-Hua-Hua (Hugo & Luigi)
9. Return To Me (D. Martin)
10. Big Man (Four Preps)

JACK ROWE WYMB—Manning, S. C.

1. Rainbow Love (S. Scott)
2. Return To Me (D. Martin)
3. A Very Precious Love (Day)
4. Enchanted Island (Four Lads)
5. Padre (T. Arden)
6. Sugar Moon (P. Boone)
7. Torero (Andrews Sisters)
8. All I Have To Do Is Dream (Everlys)
9. Chanson D'Amour (Fontanes)
10. Twilight Time (Platters)

Republic Of The Philippines



by LUIS P. VILLAR
Mareco, Inc.
Manila, Republic Of The Philippines

The recording industry is comparatively a new one in the Philippines. It has been coping with a number of obstacles in its slow but steady development. Its progressive strides underscore what aggressive investment can achieve, if there is sincere intention of staying in business despite existing difficulties.

While many of these difficulties have been minimized, a number still exist today and constitute a deterrent to the faster growth of the industry. The dearth of electric power in most Philippine towns and municipalities has slackened national distribution and sales of records. Where electric power is available, the price charged by operators of private electric power stations continues to be exorbitant. Likewise, record players can be purchased only at prohibitive prices, despite attempts of local dealers to bring the market within mass reach. The fact is, the country has not started to manufacture record players and at most, local craftsmen have merely been assembling costly imported parts. By and large, records and record players still fall within the category of luxury items in Filipino homes and their sales and distribution will naturally be conditioned mainly by the Filipino family's wage earning potential or as economic

trends, whether progressive or in recession, affect the daily lives of the people. Lately, competition in the Philippine recording industry has widened due to the illegal manufacture of records by unscrupulous entities. The government's efforts to curtail such practice have not been fully successful to the disadvantage of legitimate record manufacturers. It is comforting to note, however, that the agencies of the government are stepping up their drive to extend maximum protection to recording licensees. The most serious stumbling block to the industry's expansion at the moment is posed by stringent government monetary controls which prevent the vital importation of the latest recording facilities and equipment. Until such controls are lifted, ambitious plans for future progress and development of the recording industry will have to wait. Thus, the pace of industrial expansion along this line is comparatively slow and is expected to be so unless dollar restrictions are eased to provide needed incentive for local record manufacturers.

On the whole, the recording outlook is favorable. Despite the problems local record manufacturers have to contend with, they face the future optimistically.

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Finland



by ROGER LINDBERG
AB Fazers Musikhandel
Helsinki, Finland

Finland is twice as large as England, but its population is only half of that of London. Its geographical locality far up in the north, the long distances, and its shortage of natural products, make Finland a very poor country. The unfortunate war, the cession of land, and the enormous reparations to Russia are all facts that have made it impossible for Finland to enjoy the same economic rise as has been the case with most other Western European countries. The consequence of these difficulties have been rigorous import restrictions, which of course have affected every form of luxury very heavily, gramophone records included, and gramophones quite particularly.

Finland's consumption of gramophone records during 1957, was only 1,120,000. Partly because it had not been possible—because of the restrictions—to import new gramophones, partly as people could not afford buying new gramophones, only 481,000 of the aforementioned figure were 78 rpm, 375,000 were 45 single and EP, and 71,000 LP records. Besides, it should be mentioned that of these records 465,000 78 rpm, 141,000 EP, and 9,000 LP represented domestic recordings. The remainder was chiefly imported from England, Western Germany, Holland, Sweden, and Denmark.

Because of its small quantity, this sale has become a serious problem to the record line. All leading record makes are represented on the market, in addition to which there are a great number of minor ones; altogether 60 to 70 different makes are fighting for their share in this small market. This

is unfaillingly apt to entail considerable losses to the wholesalers and dealers as well, making the record business unprofitable.

There are very few juke boxes in this country. In the post-war years a good hundred boxes have been imported; and since most of the domestic repertoire is on 78 rpm records, types of boxes which would internationally be considered old, have been imported. There are no official statistics available, but I would think that altogether 350 to 400 music boxes (coin phonographs) are in use, and most of these are without record selection.

Due to the alcohol regulations in Finland, there are very few bars and beer-houses here, and in a great deal of them music is not allowed. The boxes are mostly placed in cafes and like places, closing quite early in the evenings. Of course the consequence of this is that the amounts payed into the boxes are not in proportion to the high prices of the modern coin phonographs, which prices are further increased by a tremendously high duty and sales tax, which together may come to 50% of the f.o.b. value of the boxes.

In spite of these circumstances the consumption of records is increasing from year to year, and the public interest in music boxes is steadily growing. That is why the record line keeps hoping that their appeals to the authorities will result in a more human customs duty, and that this together with an improving standard of living will bring better conditions to the record and gramophone business.

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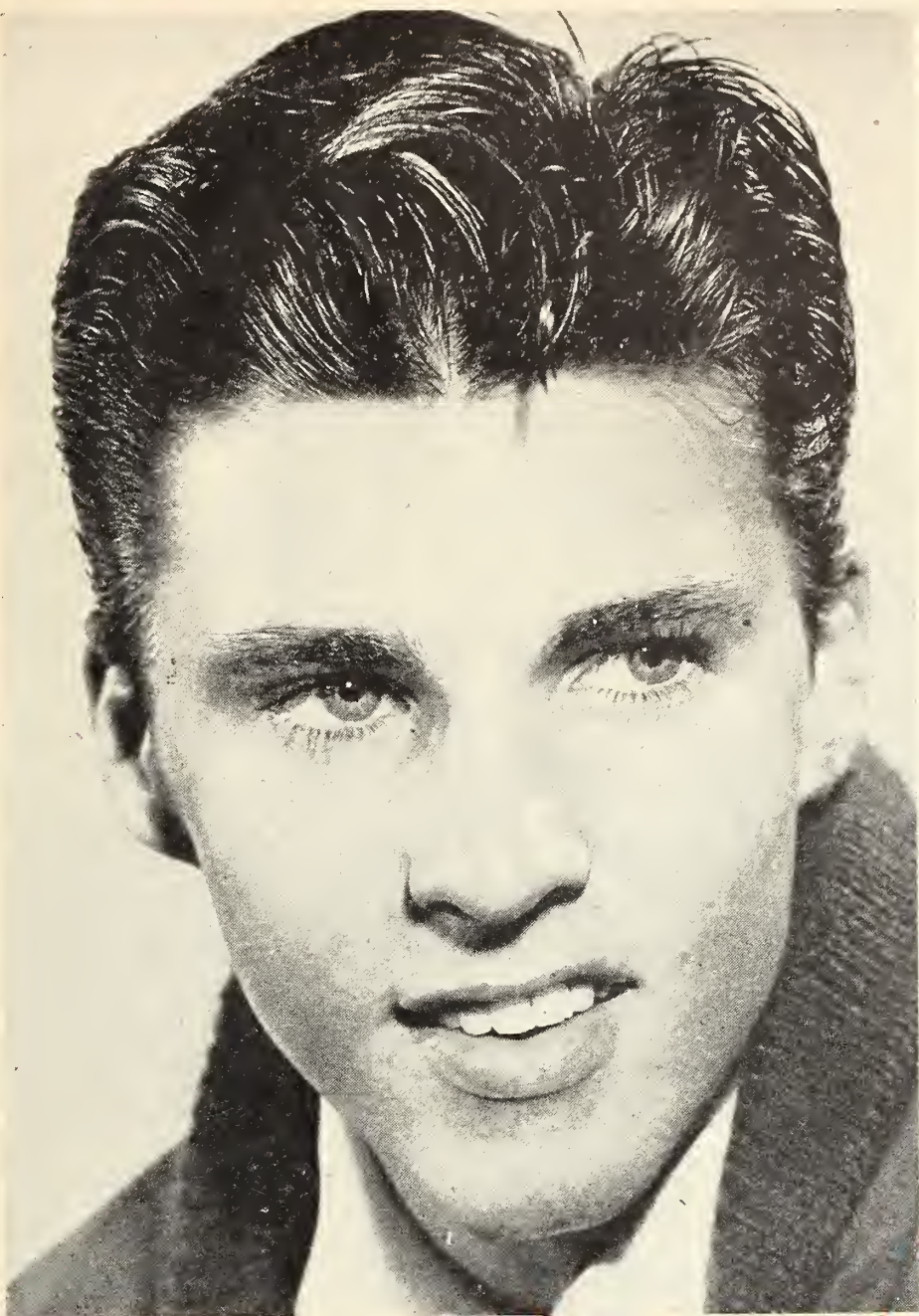
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“It's What's in THE CASH BOX That Counts—INTERNATIONALLY”

England

by C. H. THOMAS
E.M.I. Records Ltd.
London, England

The record scene in Great Britain and the Continent of Europe has somewhat changed in recent months following the boom period which the industry enjoyed in 1957.

This is probably brought about by the unfortunate recession in the U.S.A. and the publicity given to it by the press here. The price structure, however, up to now has been maintained and the contraction of purchasing power of the public is only regarded as temporary.

The monaural L.P. record is also maintaining its position and there is an increasing acceptance of the 45 r.p.m. in Great Britain which is still not adversely affecting the 78 r.p.m. shellac business despite the fact that the latter has virtually disappeared from other European markets.

The number of juke box operators continues to increase throughout Europe particularly in Great Britain thus giving a wider exposure to the Top Ten than can be obtained from the limited airings by the B.B.C. Network.

The noncompatible stereo disks while recognized as a progressive development may well have affected the buying public and trade owing to the extensive publicity prematurely given to it by the press. This publicity is unrealistic in as much as the acceptance by the public of stereo disks will be determined by the quantity of stereo equipment that will be offered by instrument manufacturers at prices that are within the scope of the average purchaser of new instruments.

The general belief is that this progressive step in recording technique

and reproduction will not have an adverse effect here on the general record purchaser particularly in monaural L.P. records. In the first year or so the introduction of stereo disks in the European markets is considered to be a plus business.

The record clubs during the past twelve months, while more firmly established on the Continent of Europe have made no great in-road into the record business of Great Britain.

While the market potential in this country is very large, it is heavily retarded by the Government levying a Purchase Tax of no less than 60% on both record playing equipment and records. For example on every \$300 worth of records purchased by a dealer, he pays \$180 in addition to the Government in the form of Purchase Tax which he has to recover eventually from the record buying public.

The record industry generally has published during the last twelve months more records than the trade and public could reasonably absorb. There are signs of price cutting, low price L.P. records, inexperienced companies in other fields of business entering the record business.

This is inevitable in a booming industry but it is my belief that history will repeat itself in as much as when private enterprise loses its head to irrational cut-throat competition, the leading companies in the business by their strength and know-how will survive because it is their research, development and enterprise which brings the progressive elements of recording and reproduction to the ultimate purchaser.

Union Of South Africa



by ARNOLD GOLEMO

Gramophone Record Company Ltd.
Johannesburg, Union of South Africa

Although the record industry in Southern Africa has made spectacular progress during the past five years, and the South African market is rated second only to the U. S. A. on a per capita basis of population for record sales, I am very optimistic of still greater expansion in the years ahead, not only in South Africa but throughout the whole African continent.

During his visit to South Africa last year, Arnold Berry, Director of Foreign Operation for Columbia Records, was tremendously impressed with the virility of the record industry out here. Similar reactions were expressed recently by Arnold Klein of R. C. A. and Lockwood of E. M. I. during their South African tours this year.

This virility is shown by the steep incline in the sales graph during the past few years, the remarkable spread of new dealer outlets and the development by the record industry, through planned publicity, of increased national public consciousness of the wonderful home entertainment value of the gramophone record.

There are possibly few countries in the world where national newspapers and magazines devote as much editorial space to record reviews and news about recording artists as does the South African press. Radio publicity is maintained as well at a very high level of output. The five major record manufacturing and distributing companies in this country, representing all the world's great labels, are doing a magnificent job in promoting record sales.

The advent of the long playing record gave a big fillip to the South African industry; and now 45 r.p.m. extended play records are making striking headway. Standard 45 r.p.m. records are growing in popularity but still have a long way to go before finally ousting shellac 78's.

Only now emerging from barbarism in the true sense of modern living the tens of millions of black Africans south of the Sahara present possibly the greatest market potential open to the record industry anywhere in the world. South African record manufacturers are not slow in their reali-

zation of this great market on their doorstep. Annually millions of records are pressed for Africans in the Union of South Africa and are being exported in increasing numbers to the great northern territories of the Central African Federation, Mozambique, Angola, Nigeria, Ghana, Kenya, Uganda and the Belgian Congo.

Side by side with the march of civilization throughout Africa, the gramophone record is making a marked and valuable contribution to the spread of modern culture and social habits. In remote bushveld kraals, on the high inland ranges and in Central African jungles the rhythm of modern recorded music and song vies with the primitive drum beats and tribal chants of an age gone by.

South African listening tastes in the popular field are governed largely by American hit parade favorites, but we are building up a valuable group of South African recording artists whose records are proving to be best sellers at home and abroad. Many very fine non-white African artists are coming to the fore and African rhythm is beginning to make its impact in Europe and America.

In line with growing social and industrial developments throughout the African continent the record industry can look forward to further great expansion, and on present indications Africa in return will undoubtedly make a marked contribution to the repertoire of the world recording industry.

My most satisfactory recent experience as Columbia representative in Southern Africa is that of the launching in May of this year of the Columbia recording of "My Fair Lady." Received with tremendous enthusiasm throughout the country "My Fair Lady" promises to become the all-time best-selling record in Africa.

I am naturally very proud of the striking success achieved by Columbia records in Southern Africa and in representing and being associated with such great leaders of the world record industry as Goddard Lieberman and my other colleagues of Columbia in the United States.

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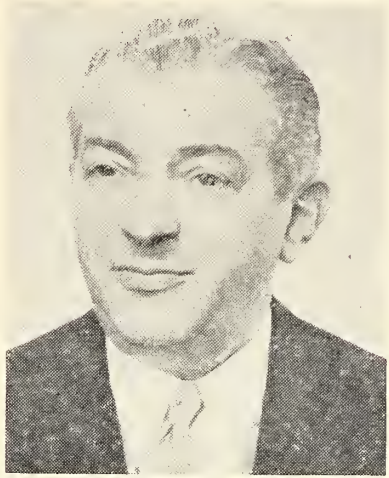
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"Only those records best suited for commercial use are reviewed by THE CASH BOX"

Switzerland



by MAURICE A. ROSENGARTEN
Musikvertrieb Ag Zurich
Zurich, Switzerland

An evolution—you may also call it a revolution—has developed in the record industry, such as none of us has seen in the past forty years. The phenomenon can be described in four letters: LP and EP.

I believe long-playing and extended-play records are to a large extent responsible for this industry's upswing in recent years, and Central Europe is no exception. The general situation on the Middle-European disk market at present is, indeed, satisfactory. It is especially noteworthy that 45 rpm singles as well as EP's have practically "killed" the old 78 rpm records almost everywhere on the Continent, and, to a particularly high degree, in Switzerland, Austria and Germany. 45's are dominating the market and 78's must be considered a thing of the past, whilst EP's are the disks of the future.

As to the type of popular music currently "en vogue" with Europeans, the answer is: Rock 'n' Roll Ballads and Calypso. They have made such an imprint on the European music scene that a surprisingly high percentage of continentally produced popular tunes is in those idioms. And this goes not only for music "on wax", but also for live shows, orchestras, vocalists, etc. Growing in popularity are also soundtracks from popular musical comedies.

In the field of classical music, LP records have opened an entire new world. The penetration of LP's on the Continent is chiefly responsible for the "popularizing" of classical music which is now no longer a monopoly for the long-hairs, but a field of art for everyone to appreciate.

I have experienced that the record business' "lost audience"—yes, we have it too!—has discovered a new love for the classics—thanks to LP records. We have today reached many potential customers who heretofore showed little or no desire to spend money on disks.

No round-up of the record business over here would be complete without mentioning juke-boxes. Years ago, they were considered typically American, and Middle-Europeans knew them only from the movies. This has changed radically. Juke-boxes have become a permanent institution in many public places, and the limit has by no means been reached yet. This is another result of the introduction of the 45 rpm records. Quite a portion of 45's sales increase must be directly attributed to juke-boxes—and vice-versa. Those gay-colored machines would not nearly have attained their present sales figures in Central Europe if it were not for 45 rpm singles.

Those four letters—LP and EP—have, quite casually, accomplished an important mission in Europe: They have brought the world—and especially the United States—to our doorstep. Never before has the Continent been so closely related to American music and artists.

Whilst two factors are, among others, responsible for the record industry's present boom—technical development and eye-catching, sales-stimulating sleeves—an even more important fact is this: Music has now become truly international. And that's quite an accomplishment.

New Zealand

by A. M. KATAVICH

The Starlite Corporation of New Zealand Ltd.
Auckland, New Zealand

Today there is a new star in show business. Records are the cause of it. Nearly every home has a phonograph. Film evenings now make way for record evenings. Every day somewhere somebody is entertaining with records. The younger set has switched from film stars to record stars as their idols and fan clubs are right there too to cater for these new stars.

Here in this part of the world records are a national phenomenon. Week after week new hits hit the market and sales keep growing. New albums are constantly appearing. Sound tracks, cast albums, jazz, classical have all added to this upsurge in the sale of records. The main problem is to meet the demand. Imported disks are now out since the change of Government late in 1957, so records have to be produced locally which is causing delay in releasing new numbers and meeting the demand of best sellers.

A great change has taken place down here. A few years ago there was one warehouse distributing for all the majors in the U. S. A. Now there are different warehouses for each major, one company really having only one of the majors and a few of the smaller ones. This has led to the appearance on the market of sometimes a half dozen versions of the one hit. However the trend here in most cases is that the first gets the lion share of the market. Our local hit parades in some cases are only a few weeks behind the parades in the U. S. A. which goes to show the distributors have to be on their toes. Here we are not drowned with so many labels like you. A company will have a name on which it releases

all smaller companies' products which helps to avoid confusion.

In just over two years the industry has grown here. Now we have shops selling only records. Before the boom such a thing was not a common sight. There is much to be said for the specialist shop as against the store that sells everything including records. They certainly are a welcome sight to the scene here.

With the appearance of big names in the record world here, more interest has been aroused in their records. It is certainly true that their appearance helps their record sales. If only we could get more down here a further boom would be gained by the industry.

I feel personally that one of the main causes in the growth of this wonderful industry is the appearance of Haley, Presley, Belafonte. On records, I appreciate also the wonderful effect of Ray, Laine, Fisher, Como, Rosemary Clooney, Eartha Kitt and many other wonderful artists. But to the first three we owe a lot. Their names meant a lot, the publicity they received, the raves of their first hit records all added greatly to put records on a very firm footing. Since their appearance million sellers have become common place. Yes, their names put the gold into the industry.

The future? While other forms of entertainment have suffered, records have not. Their value in the modern world, the choice of top flight entertainment at reasonable prices, have put them where they are. Sales can only get better and better. There's no stopping this new star in show business. Move over other forms. Records are the rage now.

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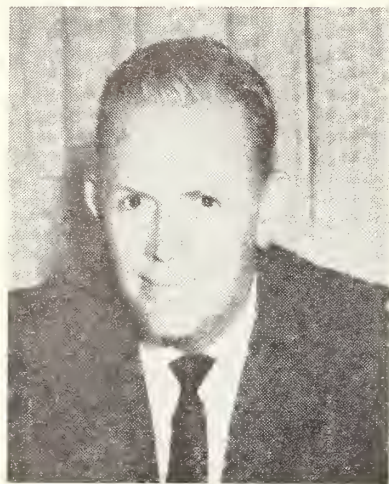
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Mexico



by MIKE KESTLER
Discos Columbia De Mexico
Naucalpan, Mexico

Undoubtedly the most unusual, and to the manufacturer and dealer, one of the most satisfying characteristics of the Mexican pop single is the high percentage of standards created year in and year out. I imagine that any hit in the U. S. that sold a million or more a year or two ago, would be difficult to obtain in the average record store. On the contrary each year a varying number of recordings of new typical Mexican songs establish a market which will last for years.

Discos Columbia de Mexico, S. A. initiated operations in Mexico ten years ago, pressing its first record on October 31st, 1947. The studio building was not completed until some three months after the factory was ready to operate, since originally it was intended to use a theatre or radio studio for recording activities. This was found to be impractical, consequently there was a factory but with no material to process and press.

This difficulty was overcome by the A&R director F. V. Leal in a manner which in the States would have been suicide. Mr. Leal had acted as A&R Chief for Columbia for Mexican music in L. A. for a number of years, from 1930 to 1941.

From the still existing matrices in the Columbia crib in the U. S. Mr. Leal selected eighty sides some of which were thirteen to fourteen years old, some as new as five to six years.

It was with these forty records that Discos Columbia de Mexico initiated its catalogue, and not a single one failed to sell a sufficient quantity to

be commercially a success. However the most incredible thing is that ten years later, seventeen of the original forty are still in the catalogue in 1958. I imagine one would have to go to the Library of Congress to secure a copy of "The Gypsy", a Columbia smash of 1946.

More standards are created from Ranchero or Mexican Hill Billy than from bolero or danzon or other more sophisticated styles. One almost surefire way to create a standard is to commemorate some fatal tragedy in song, known as a Corrido; the more dramatic, the death the better. Air-plane deaths seem to particularly lend themselves to a Corrido success.

In 1938 a young Mexican aviator set out to fly from Mexico to New Jersey non stop in a small single motored plane. The flight north was successful but unhappily he crashed and was killed in the vicinity of Washington, D. C. on the return flight. "Corrido de Francisco Sarabia" is still in our catalogue, 20 years later.

More recently the popular star of movies, stage and records, Pedro Infante was killed in the crash on take off of a cargo plane, on which he was acting as co-pilot. Our "Corrido de Pedro Infante" has been a great success and we expect that it too will be in the catalogue in 1978.

Republic Of the Philippines



EUSEBIO CONTRERAS
Mico Record Mfg. Company
Manila, Republic of The Philippines

Mico Record Mfg. Company was founded and established in October, 1950 by Eusebio Contreras, when the advent of import and exchange controls made it vital that a record industry be set up in the Islands to serve the local demand for phonograph records.

The growth of Mico from a dream to what it is at present is the success story of Contreras, who had the foresight to put up record manufacturing plants to serve the local market for stateside and local recordings, besides European recordings which are being reproduced locally now only by Mico.

Born in Canaman, Camarines Sur, on August 14, 1904, Eusebio Contreras came to Manila in February, 1935 during the first Philippine Exposition and started as an importer of 5¢ and 10¢ carded merchandise under the trade name of Manila Mail Order Company. Although successful in this venture, he was rendered completely penniless when his whole business and other properties were burned with the destruction of Manila by the Japanese during the American Liberation. Nevertheless, this left him undaunted and once again, he started from the bottom. By dint of hard work, he was able to raise sufficient capital so that by 1947, he was back in the importing business and was appointed exclusive distributor of Baby Ruth candies under the trade name of Manila Importing Company. Contreras had remarkable success in the distribution of Baby Ruth candies in the Islands. However, this was cut short with the banning of importation of candies and upon imposition of import controls. With his business experience, however, he turned into another business field and established Mico Record Mfg. Company.

Licensed to produce Capitol (U. S.), Bell (U. S.), Peerless (Mexico) and

Parlophone (European), aside from their local brand of Mico records, the company, in 1957, produced a total of 309,146 records of all speeds.

Besides serving as manufacturer of foreign record labels, Mico Record Mfg. Company also produces and manufactures its own recordings under the Mico label. To date, Mico has made releases of more than 500 record numbers on its own label alone and this has been made available to the record buying public on 78 and 45 rpm.

Recently, Mico started production of 12-inch 33 1/3 rpm long play hi-fidelity records. The initial releases are the series of Philippine band recordings entitled "Philippine Bands On Parade" as performed by top Philippine bands. Also the releases on 12" LP's of Capitol and Parlophone classics recorded in the United States, England, Spain, Italy and France, and other countries.

The Mico processing plant, retail store and executive offices are housed in three separate addresses on Sales and Raon Streets, Manila. One finds a fully air-conditioned recording studio with ultra-modern equipment for recording, pressing machines, electrolysis laboratory, and other paraphernalia in a two-story building at the corner of Raon and Sales. While over at 638-640 Raon St. is an air-conditioned record bar with five listening booths each with its own hi-fi equipment. A little further up at 661-665-667 Sales are the offices, the offset printing and camera department which is fully equipped for making decorative colored jackets, the Microfusion pressing machines for LP records, the stock room and the rest of what goes into a phonograph record establishment.

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

Germany

by DR. L. VEDER
Electrola Gessellschaft M.B.H.
Cologne, Germany

Of all the major record-producing countries, Germany is probably the only one where the pressing of shellac records has already been completely abandoned.

The last stocks which had been left over are just now sold out so that practically shellac is dead in Germany.

In looking back on the development which the 45 rpm record has taken in this country it now seems queer that in the beginning, four to five years ago, consumers were completely against the same record and the big record firms had much trouble in convincing buyers of the advantages of this new product.

Consumers always tend to cling to accustomed goods and view new things with some suspicion. Why, they would say, should we pay the same price for such a tiny thing of a record as for the stately presentable big shellac record?

Still in 1956, the four major record firms in Germany planned a joint publicity campaign for the 45 rpm record but when all preparations were finished for the start, the position had changed completely and dealers asked the industry not to launch this campaign as they were frightened that the demand for the 45 rpm record could leave them stuck with their shellac stocks.

In fact, within hardly two years

shellac has completely vanished from the market.

It would appear that the juke boxes in Germany were a great influence in this development whereby it must be said that the popularization of juke boxes in Germany took a similar course as the 7" records. In the beginning hardly anybody would think of them and it was maintained that such magic boxes which allowed everybody to listen to their favorite tunes in the best possible interpretation for nothing more than a penny would hardly find response in this country. Today no major restaurant or club seems feasible without a machine. And as all these juke boxes operate 7" only, 7" are the demand of the day.

In this connection it is interesting to realize that the 10" and 12" LP's in Germany do not by far have a similar market share as in the other big record countries such as America, England, France and Italy.

In America popular albums are a very important part of the repertoire and a much higher turnover is being made in this category than in the 7" singles. Not so in Germany. The 12" LP is nearly exclusively restricted to classical music and even the 10" LP does not by far enjoy the publicity of the 7" singles and EP's.

Exact statistical figures regarding the market situation during the first six months of 1958 are not yet at hand but the rough estimate gives the following figure: Of 20 million records sold in Germany in half a year a percentage of 60 belongs to 45 rpm singles, 25% EP's and only the remaining 15% represent LP sales.

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Argentina



by PETER de ROUGEMONT
Columbia Argentina, S. R. L.
Buenos Aires, Argentina

The territory of Argentina and surrounding countries, Uruguay, Chile, Paraguay and Bolivia, which all have similar tastes in artists and music, has some 34 million inhabitants spread over 2,012,000 square miles (U.S.A. 2,974,000 square miles). Here long-play records account for half the value of total sales volume, the other half is made up mostly of 78 rpm records and very few 45 rpm records (progress in 45 rpm records being most advanced in Chile) but now, thanks to sales campaigns currently being undertaken in Argentina by the three major record companies (Columbia, RCA, Odeon) 45's are coming along, but in the form of EP records. The reason for this preference are the difficulties in obtaining raw material, its high incidence in the record cost and therefore the comparatively low retail price, which EPs enjoy. This is a trend which record companies should watch, as the disappearance of the single record diminishes the possibility of making "hits".

Nevertheless it will take many years for the 78 rpm single to die out in this territory. Although there are over 300,000 3-speed changers in Argentina alone, because of the high price of such merchandise, the old single speed 78 rpm changers and players have real value and continue in circulation. Furthermore, there are still many areas without electric current where spring-wound phonographs are the only means of reproducing music.

Argentina is now producing a good quality 4-speed changer in quantities capable of satisfying the demand (the Winco factory turns out 5,000 a

month). The retail price represents half a months pay for a workman. This is a ray of sunshine for the record market in a thick gloom of exchange difficulties, not only for Argentina but for surrounding countries which cannot hope to go on spending hard currency on such luxuries.

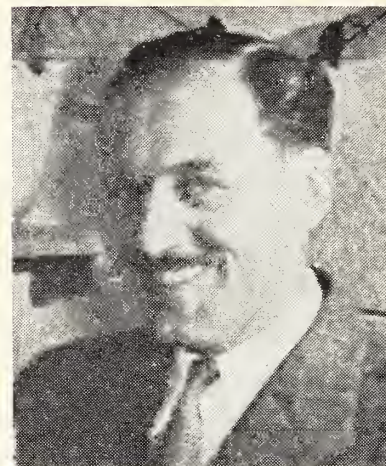
Vynilite compound is another product consuming foreign exchange. A local chemical company has announced that next year it will produce the elements necessary for making this compound and then the Argentine record industry will no longer be at the mercy of exchange restrictions.

The importation of records is forbidden in Argentina, Uruguay and Chile, where adequate quantities of good quality records are produced and retail prices are approximately the same as those in the States. In Bolivia and Paraguay importation is permitted but confusion rather than good business results in these markets since the importers handle many other lines and pay no attention to plugging or promoting.

Our market is only on the verge of "Hi Fi". Local recordings are being made with "Hi Fi" sound, following the lead set by Columbia Argentina's young musical director, Waldo de los Rios, who was the first to apply this technique to national music. Many discophiles have "Hi Fi" reproducers but the majority of the public has not, nor do they know what "Hi Fi" is, although they like to see it written on long-play jackets. The sale of "Hi Fi" reproducers is small as they are very expensive.

Finally, this has become a highly competitive (non-expanding for the moment) market, where local recordings account for 50% of sales and although we are coming out of the dark ages of 78 rpm it will be a long road to stereophonic sound.

Holland



by COEN SOLLEVELD
N. V. Phonogram
Amsterdam, Holland

What makes the turntables spin in Tulipland?

Well, classical music, jazz, dance and entertainment music, they all have their share, but the majority of all records sold here are vocal, which is the normal situation. What seems special about it is that only one third of these are Dutch; the remainder, two-thirds of songs sold on records are sung in foreign languages half of which are American/English.

Of course these are rough figures but they are sufficiently correct to illustrate how liberally foreign repertoires are accepted by the Dutch public.

Just as liberally foreign record programs are brought onto the Dutch market; record importers already have a rough time selecting from the abundance of foreign material the items that could be successfully marketed. Some of the less skillfully run, mostly smaller organizations, simply seem to have given up choosing: they import sample size quantities of almost everything for the dealers to try out and hope to hit the jackpot once in a lifetime. They do little or no publicity at all, no directed promotion and their records are clogging up retail channels.

The owners of repertoire "handled" in this way (and there are many US record firms amongst them) are bound to become increasingly unhappy about their representation and turn to shifting their franchises which does not improve the situation at all.

For there simply is more repertoire available than can be marketed sensibly at the present state of affairs, which means a waste of effort and a lot of disappointment.

The cure? I have had the advantage of travelling some two hundred thousand miles on international record business in the last ten years including all of the East, but although I

may have spotted some of the ailments I have not found the cure! Looking from here at the US record market one is tempted to be envious of its vastness and of the bountifulness of the available resources. Envious of the brilliant techniques employed in plugging and advertising, marketing and selling. But in spite of all this your record people will have their troubles as we have ours.

Disk sales have reached unprecedented peaks in Europe but, although the livable part alone has a population outnumbering that of the U.S.A., it is a composite market, consisting of roughly twenty sections with different languages, habits and tastes.

Yes, true, human emotions may be the same, basically, all over the world but people respond to different incentives—or respond differently to identical ones—according to their various backgrounds and conditions of living.

What is a hit in France is usually very far from one in Germany; what sells in England may sound extraordinarily uninteresting to the Italian ear; and even in countries considered so alike as the Scandinavian there is a difference as to how the people want their entertainment dished up. Although US hit tunes appear to be of a much more universal character there have been very notable differences in interest for them in various countries throughout the continent.

Our future—if I may borrow a fine slogan from our friends at Columbia Records—is sound! The gramophone record is becoming an essential commodity. One quarter of the Dutch families have facilities to play them and this percentage keeps growing. There is ample room for improvement in the number of records that can be sold to every gramophone owner. If this market gets the opportunity to develop naturally, as it has luckily had since 1946, it will offer continuously growing sales possibilities for well selected repertoire from all over the world. Used as a dumping ground, however, the market will suffer! Let the business be handled by people who know the country, the market and the record business and who have an interest in a sound development on a "long term" basis.

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Panama

by ROY M. BETTIS
Tropolco, S. A.
Panama City, Panama

The country in which we operate is probably one of the smaller record markets. Coincidentally it is also one of the most competitive. Although we are relatively newcomers to the record field, having been handling records for only four years, we are exploring all the merchandising possibilities known to us including the operation of a retail outlet, distributing a select group of labels and handling some 25 rack outlets.

I would like to discuss a factor in the manufacturer-distributor export relationship which is becoming increasingly disturbing as evidenced by conversations I have had with several other export distributors and my own experience. During the past few months we have been noticing a trend on the part of many record manufacturers to compete with their distributors, which does nothing to build or encourage distributor loyalty or the team relationship which we feel is essential to long-term mutual respect and profits. We do not question the basic right of each manufacturer to decide how he wants to distribute his product. However we have no doubt that during the past year many record distributors in those countries not having local pressing facilities, have been asking themselves where they stand with their principals. With the notable exception of Columbia Records, Audio Fidelity and possibly one or two other labels, we find that the manufacturers are in competition with their distributors for accounts who would normally be dealers, by either selling directly to local accounts or through various exporters to whom they give more rapid service and equal or only slightly higher prices than they give their distributors. Such promiscuity in merchandising on the part of the manufacturers inevitably leads to a dilution of distributor control and effectiveness and breeds local price wars which can't help but eliminate dozens of the smaller dealers who contribute to a distributor's volume. This situation demands decisions to several basic questions, three of which are:

a) Should a distributor enter the price war, killing off his own dealers leaving only the strongest of the distributors alive and these directly merchandising as dealers at an unrealistically low profit margin.

b) Should the distributor get out of the record business and use his capital for more profitable merchandise.

c) Should the distributor head for the supermarkets fast and make exclusive arrangements with them for the lower priced labels, retaining the standard labels only as traffic builders for other products he may sell.

There are undoubtedly other alternatives applicable in specific areas however the situation in many instances will rule out any possibility of a price agreement amongst distributors.

It is my belief that the policies now being pursued by so many manufacturers can only result in retarding the growth that should be expected and especially for those labels nationally advertised in the U. S. at \$3.98 and above.

There are numerous other sore spots existing world-wide between manufacturers and distributors such as sales to the military at preferential prices, slow deliveries, delayed information on new releases, which are all worthy of a little more understanding on the part of manufacturers toward their export distributors.

We can appreciate the intense desire of manufacturers to increase their volume. However we firmly believe that this can only be brought about by either appointing a more aggressive distributor and protecting him 100% or by activating the potential market. One way the potential market can be developed more rapidly is by diverting some engineering effort and promotional funds towards getting a really cheap 2-speed (33-45) record player in the hands of every teen-ager. Two to five dollars or more a month from hundreds of thousands of teen-agers can add up to a respectable increase in volume whereas no permanent increase can be expected by upsetting the confidence, loyalty and sustained effort a manufacturer can expect to receive from a distributor whose trust he has earned.

If for no other reason than normal population growth, extension of electrical power facilities, and the successful inauguration of the stereo disk, which will eliminate the possibility of any wholesale transition to stereo tape, we can all expect an ever increasing overall volume of record sales. Whether these sales will be going to the major labels or to the \$1.49 and \$1.98 variety remains to be seen. It certainly seems an opportune time for the manufacturers to take the proverbial long, hard look at their export distribution policies and relationships.

Union Of South Africa

by PAUL C. BOTHNER
The Bothner Polliack Group of Companies
Johannesburg, Union of South Africa

South Africa, with a population of three million Europeans and ten million Bantu, Coloureds and Asiatics, has always kept pace with modern developments in every field of endeavour and the gramophone record industry provides a good example.

Thanks to the excellent work done by the public relations division of the S. A. record industry, assisted by the Springbok and Lourenco Marques commercial radio stations and the transmitters of the South African Broadcasting Company, the people of South Africa have become very record conscious. The only section of the record industry wherein South Africa lags behind the rest of the world is that they are still selling large quantities of the 78 r.p.m. shellac record in place of the 45 r.p.m. single. One of the reasons for this is that the Bantu, who form a large section of the 78 r.p.m. record buyers are, for the most part, without electric current in their own homes and farms, and therefore buy very cheap locally manufactured spring gramophones which precludes playing 45 r.p.m. records. This is the main reason why the 45 r.p.m. single has not increased in sales side by side with the L.P.

Although the Bantu buy the American and British "pop" records, there is also an extremely flourishing market in Bantu indigenous music. The tunes that make a big hit with the Bantu sound, for the most part, strange and un-melodic to the white man, but the rhythm and basic beat is always present and irresistible. In the past few years the common "penny" whistle has assumed the characteristics of a national instrument and, with his natural sense of music and rhythm, the Bantu has developed the playing of this lowly instrument to a fine art and several virtuosi have emerged. A big fillip to the "penny" whistle was given by

the clarinetist, Tony Scott when he visited South Africa last year. Tony Scott did a recording session with the Alexandra Dead End Kids, a group of urchins from Alexandra Township (a Bantu township just outside Johannesburg). Actually what happened was that he walked into an R.C.A. recording session and was so amazed at the artistry of the group that he was unable to resist joining in with them.

The result was included in a long playing record entitled "Tony Scott in South Africa". Since then Scott's influence has been more and more noticeable in the playing of all "penny whistlers". Now the "Kwela", a traditional Bantu beat, has reached a new stature through the medium of the "penny" whistle, and for the first time, a "penny" whistle Kwela, played by a Bantu group, has reached the overseas hit parade. Many Bantu artists are now only awaiting the chance to break into the international market.

America's well-known recording artists are, in the main, the most popular artists with the South African public. Film appearances give impetus to an artist's popularity, and I feel that once television is introduced to our country, the popularity of certain American and European artists will be greatly enhanced.

There is little doubt that the presentation and pressing of South African disks are comparable with those of any other country and under the expert guidance of such men as Eric Gallo, Alec Delmont (Gallo (Africa) Ltd.—Decca), Jack Carr (E.M.I. South Africa (Pty.) Ltd), Arnold Golembo (Gramophone Record Company—C.B.S.), Arthur Harris (Trutone Africa Ltd.) and Ian Macphail (Bothner Polliack Group—R.C.A.), the South African record industry will continue to maintain the high standard which it enjoys at present.

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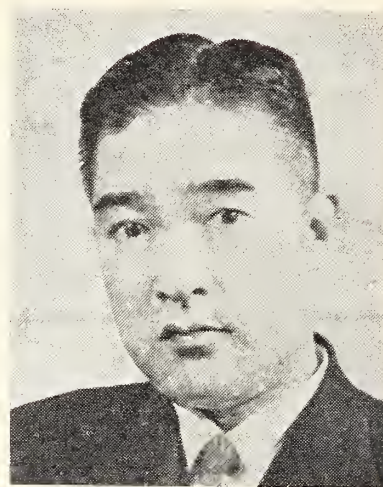
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Japanby **TAKAO YANAI**
King Record Co., Ltd.
Tokyo, Japan

What I would like to convey to the readers of this issue is an accurate survey of the Japanese music market. Japan, as described by most foreigners, is a land of cherry-blossom, Geisha-girls and a wonderful mountain called Mt. Fuji, forgetting that Japan is also a country of millions of music loving people.

We are proud to say that Japan, with a population of 90 million people, 90% of which are in the very low income bracket, has annually spent a total of 15 million dollars on phonograph records. This amount of money has been mostly spent on the newer 45 rpm and LP records. Aggressive sales methods are being used in the promotion of the newer type records, as Japan becomes more and more Hi-Fi conscious. The 78 rpm shellac records are almost a forgotten issue, although sale of this type is still an important factor. It is interesting to bear in mind that approximately 50% of the sale of records is of those originating in foreign countries, especially Jazz, Popular and Classical which the Japanese people have always loved.

King Records, one of the big three record companies in Japan, (the others being the Japanese-Victor and Columbia) has tie-ups with British Decca, Mercury of Chicago, Telefunken of Germany and is actively engaged in pressing and issuing records to the Japanese market. It is the aim of King Records to promote international friendship and understanding through

the sale and distribution of international music.

King Records has spent considerable time and effort compiling a catalog of LP jazz records called "The King Jazz Series". This series represents the first truly recorded series of Japanese LP jazz records. This series has received widespread applause both in Japan and abroad, and is slated to go on sale in the world market under the London label. Only hand-picked first-line jazz men were used in making this series and these recordings. Arrangements can be compared with the all time wonders of the jazz field, combining Dixieland, Swing, and Modern Jazz, with a taste of Japanese folk songs included in the arrangements. It is our belief that these recordings will be taken as a picture of the Japanese jazz style and become very popular both as to an exchange of culture as well as listening pleasure. We believe the world market will receive our endeavors with the same enthusiasm we receive foreign music.

We wish our dear friends to take into consideration the trouble now existing between Japanese record manufacturers and BIEM of Paris. It is my opinion that BIEM does not understand the situation that we are placed in, not being able to account for and pay higher rates than that set forth by Japanese Law. Being fortunate in having the cooperation of the International Federation of Phonographic Industry of London, we are doing our utmost in trying to settle this matter as quickly as possible in a friendly way.

Lastly, it is our sincere wish that you readers will come to know and understand Japan and King Records through the medium of this issue.

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in England.***The Directors would like to thank everybody they met during the M.O.A. Convention for the many kindnesses received.***We are still open for business offers — Write, 'Phone, or Call.***"Only those records best suited for commercial use are reviewed by THE CASH BOX"*



The Label for your Hottest-Selling Summer!

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ANKA'S AWAY... AGAIN!

*The teen-age hit-maker's got two
this time... watch 'em climb!*

PAUL ANKA *sings*

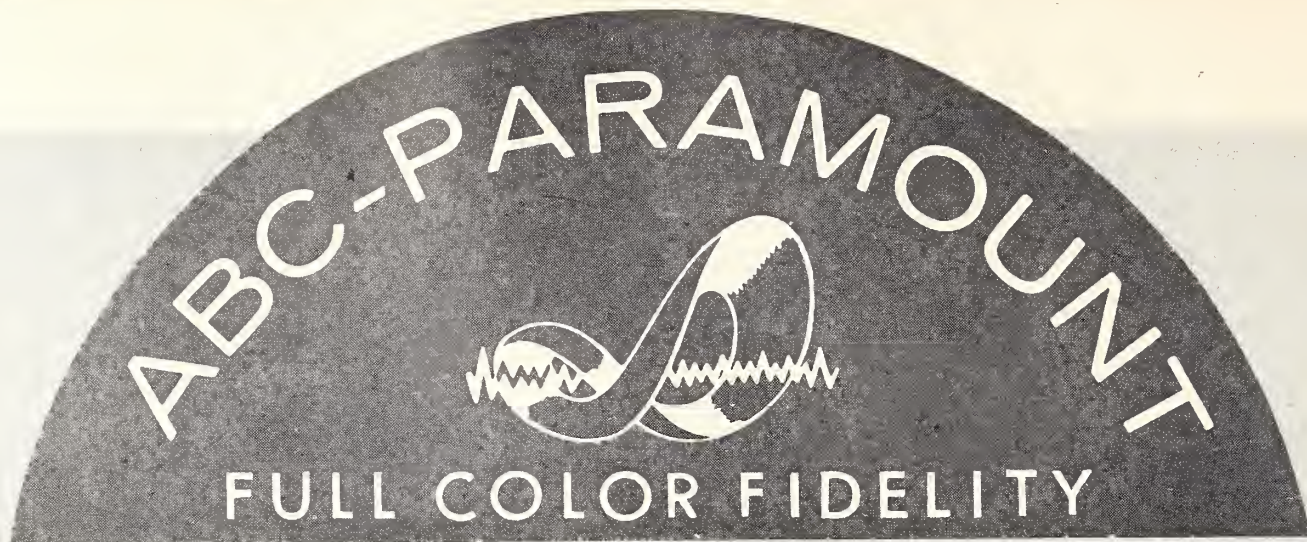
MIDNIGHT *b/w* VERBOTEN

ABC-9937

(Title song from Samuel Fuller's RKO picture.)

Arranged and conducted by Don Costa

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NEW! *The Poni-Tails*
come up with one for SALES!

THE PONI-TAILS *sing*
BORN TOO LATE

ABC-9934

b/w

Dance With Me

NEW!

*The De Castros' first release for
ABC-Paramount is a smash!*

DE CASTRO SISTERS *sing*
WHO ARE THEY TO SAY

ABC-9932

b/w When You Look At Me

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Heat-Wave Hits...Breaking Coast to Coast!

NEW!

LITTLE SERENADE ABC-9939

EDDIE CALVERT *(The Man with the Golden Trumpet)*
(Destined to be '58's Biggest Instrumental)

POLKA DOTTED POLIWAMPUS *b/w Teenage Dance*
The Record that eats Purple People Eaters!

ABC-9938 CLINT MILLER

Orchestra conducted by Don Costa

YA, YA, WUNDERBAR ABC-9933 SHORTY ALLEN

HEARTBREAK BOUND *b/w* **TRAVELIN' MAN**
ABC-9935 FREDDIE NEIL

Still Going Strong... All Summer Long!

ABC-9925 - YOU NEED HANDS - EYDIE GORME

ABC-9926 - DOTTIE - DANNY AND THE JUNIORS

ABC-9924 - I KNOW WHERE I'M GOIN' - GEORGE HAMILTON IV

ABC-9931 - GOT A MATCH - FRANK GALLOP

ABC-9927 - I LOST MY LOVE LAST NIGHT - JOHNNY NASH

ABC-9918 - BIG NAME BUTTON - ROYAL TEENS

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151 W. 46th St., New York City COLUMBUS 5-4758

Japan



by J. FUKUNISHI
Nitchiku Industrial Company, Ltd.
Tokyo, Japan

All of the major labels in the world with scores of American indies are represented in this tiny island country floating on the Pacific Ocean.

However, due to unfavorable international trade balance, the Government's allocation of foreign exchange to Japanese recording companies for importation of mothers and tapes as well as for payment of various royalties is not sufficient. Consequently, every diskery is experiencing much difficulty in ordering tapes of the latest releases from overseas affiliates.

The debuts were recently made by Vox, Seeco, Atlantic, World-Pacific, Haydn Society and Dot which are distributed by the Victor Record Company, a specially established subsidiary of the Victor Company of Japan. ABC-Paramount took a bow before our people last autumn through King Records which is affiliated with London, Telefunken and Mercury.

As far as American pops are concerned, Pat Boone, Paul Anka and Elvis Presley are at the top now. Jazz is also well received; we have the Hot Club of Japan. In this field, one particular 10" LP entitled "Ascenseur pour l'echafaud" (Elevator to Gallow) is to be marketed soon. This modern jazz package was composed by Miles Davis and recorded by his Quintet in Paris for the French thriller picture of the same name.

The popularity of French chansons was immeasurably accelerated by the recent appearances of such noted singers as Jacqueline Francois, Henri Decker (her husband) and Yvette Giraud. Miss Giraud's records sung

in Japanese versions released by Angel chalked up fabulous sales.

There are more classical fans than popular in Japan. Beethoven, Mozart, Schubert, Tchaikovsky's works sell tremendously well. There are four symphony orchestras which give subscription concerts in Tokyo. Top-notch artists are visiting Japan this year again. Gaspar Casado (cello), Rostropovich (cello), Leningrad Symphony, Jean Fournier (violin) and his wife Ginette Doyen (piano) and many others were already here this spring, while Jean Fournet (conductor) and Jean Jansen (tenor) are coming to present Debussy's opera "Pelleas et Melisande" with Japanese artists this fall.

The monthly production of records is in the neighborhood of 1,500,000 (including all categories of Japanese and international disks). The current trouble is that too many labels in this narrow country are totally confusing the market. It can never be expected that the increased number of the labels will help promote the total sales across the country, because the people's purchasing power is rather restricted on account of generally depressed business conditions.

Juke box is winning popularity; all large department stores installed Seeburg's 200 selection players and keep them playing all through the day to furnish music to customers. The agent for AMI is assembling machines with imported main parts and some parts made in Japan. One play costs a coin of 10 Yen (2 7/9 cents).

BIG, BIG HIT!

BLUE, BLUE DAY

47/20-7010

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JACK SAGER

Canada



by H. E. POUNDS
Sparton of Canada, Ltd.
London, Ontario, Canada

The present Canadian population figure is some 16 million and it is estimated that in the next two decades it will reach 28 million making the potential for greatly increased record sales very evident.

Of our 16 million people today there are over 5 million with French as a mother tongue. Although about 2 million are bilingual, French remains their language and, probably more important, their culture. By 1978 New Brunswick will probably be a predominantly French culture province and, in all Canada, there may be 10 million of French-speaking descent.

Management of record companies outside Canada may wonder how a culture can preserve itself in North America against mass methods of communication. It must be remembered that, while French-Canadians make up about 3% of this continent's

population, they make up 30% of Canada's; that their language and customs are protected and encouraged; that they have their own locally produced phonograph records, newspapers, magazines, radio and television stations. The French-Canadian identity will remain.

Canada's three largest metropolitan areas, Montreal, Toronto and Vancouver, today enjoy some 30% of the country's total retail trade.

In the next twenty years the national market will expand. Many manufacturers now doing business only in densely populated areas of Eastern Canada will have to expand throughout the West. Great areas, now sparsely settled, will become more populated as a result of this movement. Subsequently many of today's problems in servicing these areas—and it must be done if effective distribution is to be

provided—will be either considerably alleviated or entirely eliminated.

Resource towns such as Elliott Lake, Uranium City, Blind River and Seven Islands are accounting for new development and new business. There will be many more of them opening up in the next few years.

In 10 years the percentage in the \$5000.00 to \$8000.00 annual income range has doubled. Today nearly half of all Canadian personal incomes are within this range. Twenty years hence our economy may be producing three times today's output giving a living standard per person about 50% higher than today's. With the higher levels of income comes the shorter work week. The 37½ hour week has now become a reality and the 36 hours week will probably soon be general. End result—more to spend and more time to spend it.

Related to the preceding, the phonograph record industry should prosper accordingly. Recent Dominion Bureau of Statistics figures show that record production for all speeds is running between 1½ to 2 million per month and increasing steadily. This represents an increase of 100% compared with five years ago.

There are 4 million homes in Canada and of these, approximately 30% are equipped with reproducing equipment and the index of buying intent over the next 12 months rates quite high. New housing is predicted to continue at a rate of 100,000 per year for some time to come and this promises substantial sales increases in phonographs and phonograph records.

Canada's future prosperity is very definite and all U.S. and foreign record companies who are now represented in Canada will see this reflected in the coming years.

.....double celebration

HAPPY....16th ANNIVERSARY CASH BOX

HAPPY....BEGINNING FOR PORTRAIT MUSIC AND ROYALTY MUSIC

"EARLY IN THE MORNING"

b/w

"NOW WE'RE ONE"

by

Buddy Holly

on CORAL 9-62006

and

RINKY-DINKS

on ATCO 6121

What A Smash Is...

**"SPLISH
SPLASH"**

by

Bobby Darin

on ATCO 6117

Portrait has acquired the following great standard copyrights: "That's All", "My Love, My Love", "Beyond The Next Hill", "Curtain Time", "Tillie's Tango", "Her Tears", "La Brillante", "Cavaliers' Ball".

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"NOBODY LOVES AN IRISHMAN"

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Australia



by L. G. GOULD
Philips Electrical Industries Pty.
Limited
Sydney, Australia

All the major European and U. S. A. record manufacturers are represented in Australia either under their own name or through various license deals with Australian companies. The hit parade trend closely follows the U. S. A. hit parade with very few European records making the grade. In fact it can be said that the Australian best seller list is very nearly identical with the American popular best seller list. Rock and Roll hit Australia very hard and is still with us although it is not as strong as it was a year ago.

Record prices in Australia do not vary greatly between makes. 45 single play sells at approximately \$1. 12" popular L. P.'s sell at \$5-5.50 with classical L. P.'s selling at \$6. There is still a small market for 10" L. P.'s but this is becoming smaller each month.

The earliest figures we have available on the local production of gramophone records date from 1952/53 when 5.5 million were made. However, it must be borne in mind that this was a year of recession in Australia and production was consider-

ably depressed. Since then annual production has improved as follows:

	1953-4	1954-5	1955-6	1956-7	1957
Moving annual total Dec.	6.9million	7.3	8.1	9.7	9.05

If these figures are expressed graphically we find that the production rises very sharply in 1956/57. In our opinion this steep increase was due entirely to over production rather than to a higher level of buying. Subsequent events tend to confirm this opinion since production expressed as a moving annual total moved down from the peak reached in June of 1957 to a level of about nine million in November, since when it has risen again but only slightly. From the turn line one might expect the level of production in 1958/59 to rise to 9.8 million. Against this, however, must be set the fact that television is now making a very marked impact in Sydney and Melbourne where nearly 40 per cent of the population lives and where demands for other forms of entertainment must necessarily be effected.

We should perhaps point out that the importance of gramophone record imports has declined gradually of the past few years, and it can be said that they are roughly cancelled out by exports, so that local production equals total available supply to the local market.

You will notice that the importance of 78 r. p. m. records has been declining steadily since June 1956, on that date they accounted for 65 per cent of the total output whereas today their proportion would not exceed 35 per cent. Their place has of course been taken by 45 r. p. m. records. The share of production enjoyed by 33 1/2 r. p. m. records appears to be stabilized at 27 per cent. Since the middle part of last year the Government Statistician has published a dissection of 45 r. p. m. records by extended and single play and 10" and 12" records respectively. On production figures for the six months July to December 1957, 64 per cent. of all 45 r. p. m. records produced have been single play and 36 per cent extended play. While of the 33 1/2 r. p. m. records made, 26 per cent have been 10" and 74 per cent 12". However, in view of the relatively short period of which these statistics have been available, it would perhaps be unwise to accept the percentages as representing the true situation.

We estimated that Australians spent in 1957 about 19/- (approximately \$2) per head on gramophone records. In saying this though we should point out that probably no more than 30 per cent of homes have record playing equipment. The potential for expansion therefore is quite substantial.

The production of radiograms is currently running at a level of 100,-

000 per year. While record players and changers incorporated into other equipment and sold lose through trade channels totals a further 70,000 pieces a year.

Figures for the Australian gramophone record industry show that for the 12 months ended January 1958, 8,983,223 records were manufactured. These figures represent an increase of 1.0% on those existing at the corresponding time last year. Production by record speeds for the 12 months ended January 1958 has been as follows:

R. P. M.	UNITS PRODUCED	%
78	3,047,638	33.9
45	3,505,563	39.0
33 1/2	2,430,022	27.1
Total	8,983,223	100.0

RELATIVE IMPORTANCE OF THE VARIOUS RECORD SPEEDS

	%	%	%
	78	45	33 1/2
rpm rpm rpm			
12 mos. ended Jan. 1957	52.6	22.8	24.6
Feb.	50.3	24.4	24.6
Mar.	48.3	26.1	25.6
April	47.0	27.2	25.8
May	46.0	28.1	25.9
June	45.3	28.5	26.2
July	44.3	29.4	26.3
Aug.	42.6	30.6	26.8
Sept.	41.1	31.8	27.1
Oct	39.7	33.4	26.9
Nov.	37.9	35.0	27.1
Dec.	35.9	37.2	26.9
Jan 1958	33.9	39.0	27.1

As Australia is so far away from the main sources of live entertainment, it is only in recent years that top rating American artists have appeared in Australia. In the last few years we have had Nat King Cole, Louis Armstrong, Johnnie Ray, Billy Daniels, Frankie Laine, Frank Sinatra, and many others, some of them returning two or three times. But the main emphasis on the exploitation of records is still through commercial radio stations. There are one hundred and eight commercial radio stations in Australia plus a Federal Government sponsored radio network called the Australian Broadcasting Commission in all major states and major country areas. All these stations run their hit parades. In the case of the commercial stations they rely to an enormous extent on recorded music.

Television has only been functioning in Australia for the last two years with three stations each in Melbourne and Sydney (composed of one government station and two commercial stations in each state). These again rely mainly on imported programs such as the Steve Allen Show, Perry Como Show, Dinah Shore Show, Dragnet, Rosemary Clooney Show etc.

There is not a great deal of local recording in the pop single field, but quite a few long playing records have been made in Australia and some of them released in the U. S. A. and Europe. But again well over 90 per cent of all the records issued in Australia are a U. S. A. or European recording.

The record business is still expanding greatly with new organizations springing up, many of them representing the latest American companies that have started in the U. S. A. during the last twelve months.

The future for records in Australia is very bright indeed and all companies are looking forward to the latest developments such as stereophonic disks, etc.

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"ROCKIN' ROBIN"**

(Originals)
Bobby Day
229
Billboard pick—Cash Box Award—
Featured on Dick Clark's American
Bandstand

**"HEY GIRL
HEY BOY"**

Oscar & Jeanette
228
(Original)
Smashing

"GEE WHIZ"

Bob and Earl
231
(Original)
Smashing

**"SHINE ON
HARVEST MOON"**

Googie Rene
277
Smashing

**"CHAINS OF LOVE"
"SWEET PEA"**

Bob and Earl
232

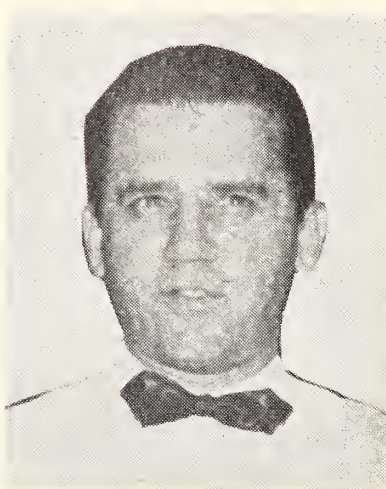
**"DIRTY DISHES"
"JIMMY"**

Jeani Mack
230

**Class
Records**

HOLLYWOOD
3621 WEST PICO BLVD.

Brazil



by JOSE SCATENA
Discos, R. G. E. Ltda.
Sao Paulo, Brazil

The development of the record industry and trade in Brazil has increased in an extraordinary way in the last five years. This development is due to various factors, such as:

- a)—growth of the market
- b)—arrival of new labels in the market
- c)—Installation of new factories
- d)—Young and dynamic people at the head of the artistic departments of the recording companies
- e)—increase in the number of foreign labels represented by Brazilian companies

The late Stefan Zweig, universally famous German writer, wrote a book entitled: "Brazil, Country of the Future". Although his book had nothing to do with the future of the recording industry in Brazil, we cannot help but say that we are feeling and living the accuracy of Mr. Zweig's prophecy in our field of activity. We are confident that we belong to the generation that is discovering, so to speak, the record business in Brazil, for the possibilities in this country are immense. Brazil is a great country and a large country. Territorially it is bigger than the United States, and its ever increasing population is now 60 to 70 million inhabitants.

When the Brazilian authorities decide to do something big towards making the whole world really aware of Brazil, there is no doubt that our music will take a prominent place in the important task of advertising our country.

Thanks to the excellent recording studios available in the country, which are equipped with the latest improvements available to the modern record industry, Brazil is now in a position to export its music in the form of records which, technically and artistically, leave absolutely nothing to be desired when compared to those made in the most advanced record producing countries.

The samba, the baião, the maxixe

and the frevo are genuinely Brazilian rhythms which are doomed to conquer the world in the same way as it has happened with the calypso, the cha-cha-cha, the bolero, etc.

Some of the Brazilian companies have recently commenced to export, through the intermediary of their associates abroad, a number of records "Made in Brazil". Special records have even been produced for exclusive launching in the United States, and we have every reason to believe that exportation is the next big step towards a new and immense field which is open to Brazilian records.

As far as the domestic trade is concerned, prospects are very bright. The expansion of the market is a fact. In all cities and towns all over the country record shops are multiplying themselves over night. Label competition has increased considerably with the successful and fast development of new labels which have forced one and all in the industry to improve their technical and artistic efforts to stay at the top. This healthy and increasing competition has considerably stimulated the trade.

There are, at present, 7 record factories in Brazil, all of them modernly equipped to turn out up to 2,000,000 records per month if necessary. These are: Odeon, Rea Victor, Copacabana, Sinter, Mocambo, Radio and Continental.

Four important other labels, added to the above mentioned, complete the total of 11 Brazilian labels on the market, namely: Rge, Columbia, Musidisc and Polydor.

All these names represent foreign labels, it being estimated that more than 100 different labels are recorded in Brazil, including several small and negligible local labels.

Foreign musical hits in Brazil happen in the same way as in the rest of the world. Pat Boone, for instance, is known all over the country the same way as in Italy or in France.

"Matilda", or "Banana Boat", for example, have become hits in Brazil on the same occasion as they were conquering the U. S. A. But not only music coming from the United States become "best-sellers" in Brazil. "Guaglione" or "Scapricciatello" not to mention many others, held the top places in the "Hit Parade" for a long time and were record sellers. Mexican music also has a big public in Brazil.

At present, American hits have been more frequent and in larger number, which led some local companies to launch Brazilian made records sung in English, which had never happened before.

The reason for the greater acceptance of the American music lies mainly in the fact that their editors here are keener and harder workers. The movies, of course, are another factor of the greatest importance in the launching and popularizing of the American music. "Bernardine" is a typical example of this latter factor.

Brazil is, however, far from reaching the selling targets reached in the U. S. A. for obvious reasons. A sale of 100,000 78 rpm records in Brazil is regarded as a smashing success. Incidentally, this type of record is resisting and surviving due to the low buying power of a great part of the population. However, long-playing records have for a long time now definitely secured the lion's share of the market, specially with the Hi-Fi fever now overwhelming the bigger centers. This fact, plus the recent introduction of 45 rpm records (which have not yet become popular), may be a sound indication that the standard 78 rpm record is doomed to disappear altogether within a couple of years.

As in all parts of the world, the stronghold of the record trade in Brazil lies in the pop music. Supplements of the Brazilian recording companies are 40 to 50% dedicated to national music. There are times, however, when foreign music repertoire reaches as much as 70% of monthly launchings, in view of many different local arrangements of foreign hits being recorded, some of which are in samba tempo with the lyrics in Portuguese. As a matter of fact, practically all world big hits are recorded in Portuguese, be they of American, Italian, French or any other origin.

Production and sale in Brazil at the moment is estimated at approximately 1,500,000 records per month, and according to a specialized foreign publication, Brazil is ranked as the fifth country in the world as a record producing country.

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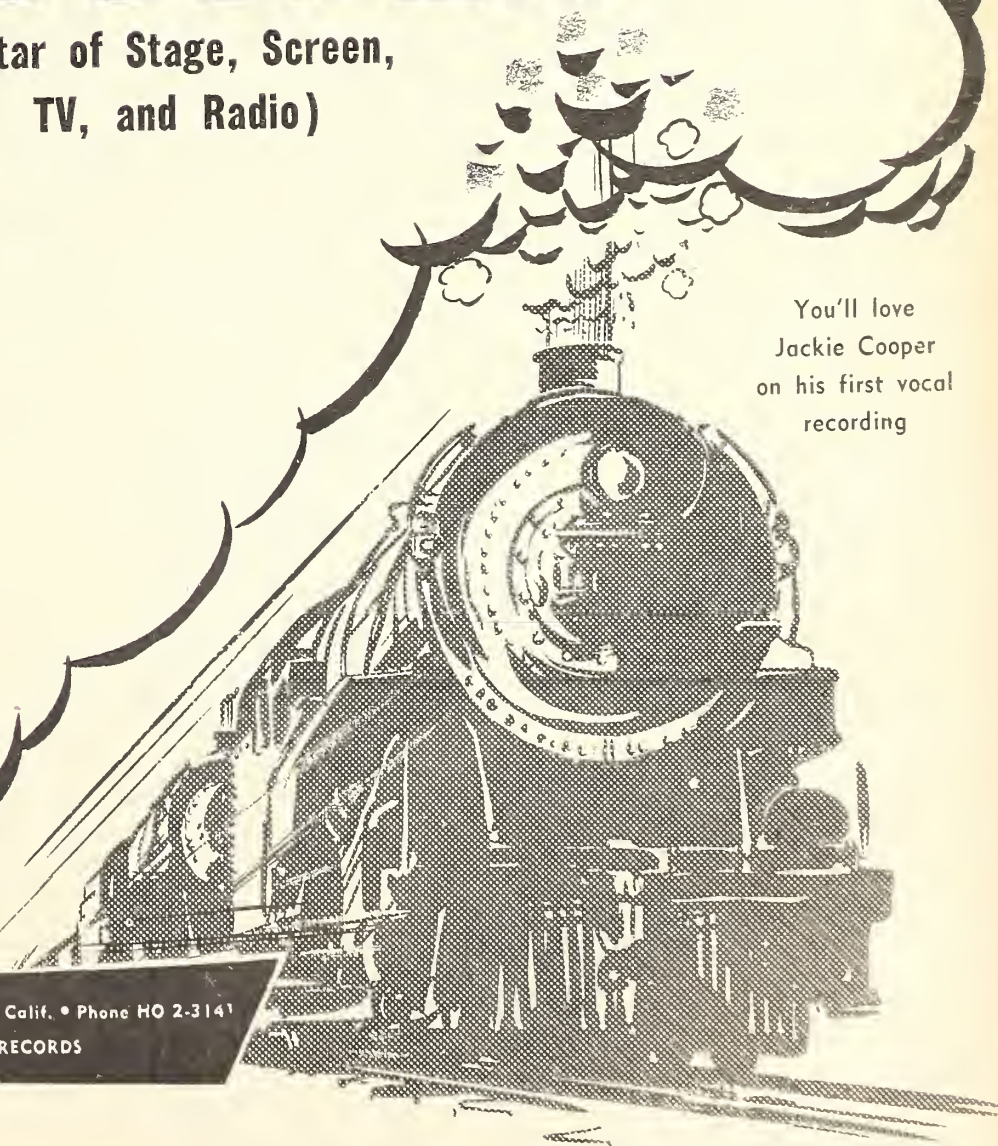


b/w

"WHEN MY SUGAR WALKS DOWN THE STREET"

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Belgium



by J. BEVIERRE
S. A. Gramophone N. V.
Brussels, Belgium

In everyday life almost throughout the world, one can affirm that "man is rarely completely satisfied with his lot". This statement applies to the individual, likewise to the family and business undertakings.

Seen from Belgium, which being one of the smallest countries in Europe, and where more than 150 different makes are distributed, the world disk market also gives the impression of being directed by people who are discontented with their lot, notwithstanding that throughout the world the disk has remained relatively prosperous, and has suffered little if anything during the recession of these last few months.

During recent years two major factors have contributed to this prosperity: the launching of microgroove disks coupled with first rate technical musical qualities, and the maintenance of low selling prices.

It is thus in Belgium where current retail prices for disks rarely exceed double the price of those prevailing before the war, although the quality is infinitely better, whereas for most other products the average retail price is 4 to 5 times higher than those prevailing in 1940. The purchasing power of the masses having at least tripled, has therefore provoked a tremendous demand for the disk.

Has this prosperity of the microgroove disk really reached its culminating point? In normal circumstances I should say NO. I insist on the contrary that its expansion is being arrested both artificially and systematically by precisely those very people who have a major interest in exploiting the vast possibilities which

the microgroove disk offers in its actual form.

It would have sufficed for example to push production technically towards better and standard quality, assuring such perfection that the customer purchasing the disk would do so with absolute confidence, and only the element of the artistic execution would still play a subsidiary role. One would have thus created absolute confidence for the buyer and facility for the seller, which would undoubtedly have resulted in additional consumption of disks, and probably on a very considerable scale.

Unfortunately new developments, some more bewildering than others, are announced one after the other: 16 2/3 rpm—8 2/6 rpm—stereophonic records, pre-recorded tapes—high fidelity and stereophonic tapes—video tapes—etc.

The disk lover is led by the arm or pushed in a direction opposite to that of microgroove disks, and is obliged to acquiesce in spite of himself. With apprehension and doubt he looks at his disk playing equipment destined to become outdated and he waits. . . . Waits in effect for something "imperfectly" more perfect than that which he possesses. He waits and the masses wind up by following suit and hesitate to purchase, and business suffers accordingly. To coin a phrase "This hen of golden eggs has not finished laying and it is feared it will be killed much too quickly"!

Australia



by A. W. T. SMITH
Australian Record Company Ltd.
Sydney, Australia

Down under here, Australia looks pretty small and a long way from most anyplace, which it is. With a population of just under 10,000,000 we roughly approximate the state of Pennsylvania. All major American and European labels are marketed here, mainly through local franchise holders or subsidiaries. The development of the record market in Australia has been little short of phenomenal, production having jumped from seven to ten million disks in the past three years. Because of intense competition, quality of local pressings is generally accepted as being comparable to the best being produced anywhere in the world. One of the most significant changes over the last twelve months has been the very rapid decline in the popularity of 78 RPM records. This has been filled by the 7" 45 RPM.

Although approximately nine thousand miles from the New World and twelve thousand from the Old, this young country of ours offers its record buyers the latest hit recordings within a few weeks of their appearance in the American Hit Paradés. This has brought about a very fast moving market in the singles field, with the financial gain going to the record company that is geared to press and distribute in a hurry. Like any other country the pop market is dominated by the fickle fancy of the teenager, and this leads to many grey hairs in the A & R and sales field!

In the promotion of record sales the disk jockey plays a tremendously important part, operating in much the same way as his American counterpart. The accent is on personal relations with the DJ's, with all companies competing for air play.

Trends in music closely follow the general pattern of the U.S.A. For example, Calypso came and vanished almost overnight—currently it is Rock

'n Roll, and like it or not the record companies with saleable Rock 'n Roll material are doing great business. The ballad is showing some signs of recovery but Rock 'n Roll undoubtedly dominates the singles market. In the album field, the 12" 33 1/2 is king, with heavy emphasis being placed on lush, attractive covers. One of the real problems facing all record manufacturers in Australia is the high cost of packaging the 12" disk on a relatively small market. To give you some idea, a real smash hit in the 12" album field would be 50,000 copies, with most good releases averaging 3,000 to 4,000.

With more and more labels coming on to the market each day the dealers' constant cry is "Too many records are being released", but with less than 30% of all homes equipped with record-playing equipment the cry should be "We have only just started!" Already progressive companies are actively examining the entire distribution and marketing set-up for, like all who manufacture and sell, the record manufacturer must sell more to existing outlets or get more outlets. Record clubs, rack jobbing and discount houses are almost unknown, but as Australia closely follows the American pattern in marketing it seems these are just around the corner.

Up till now we have not developed any strong national characteristic in recorded music, but if you think we're not going to, ask the local composers!

MILLS HAS THE HITS!

I CAN'T BELIEVE THAT YOU'RE IN LOVE WITH ME

Arlene Fontana — Paris

SCARLET RIBBONS

The Kingston Trio — Capitol

THE SHEIK OF ARABY

Lou Monte — RCA-Victor

"WHEN YOU'RE SMILING"

(THE WHOLE WORLD SMILES WITH YOU)

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Coral Liberty

LOUIS ARMSTRONG
Decca

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THE PLATTERS
You're Making A Mistake
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PATTI PAGE
Left Right Out of Your Heart
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*My Deep
Appreciation
For Your
Faith In Me**

Your playing of "HONEYCOMB",
"KISSES SWEETER THAN WINE", "OH,
OH, I'M FALLING IN LOVE AGAIN",
and "SECRETLY", has made my fond-
est hopes come true.



Jimmie Rodgers

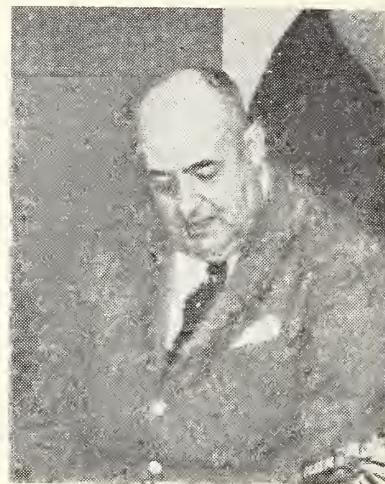
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Brazil



by CESAR R. BAHAR
Copacabana Discos
Rio de Janeiro, Brazil

Until seven years ago Brazil manufactured only between 10 and 15 percent of the records sold here. And only a few companies released international disks made from imported master records. This was because imports were unrestricted and it was more practical to bring into the country finished records than make them here. Local production was confined to publication of Brazilian music recordings.

Established companies began importing only master records five years ago when the government prohibited record imports. The positive results of locally manufactured records encouraged establishment of new record making companies. Today there are some 20 companies making records in Brazil. Among them are many representatives of a dozen American and European houses. Practically all American record makers are represented here.

Long playing records greatly increased record sales in Brazil. Average weekly releases are between 60 and 70 new records and at peak new disks reach 100 per week. This rapid and unforeseen expansion of the record industry has given rise to numerous problems still to be solved. A major problem is the formation of a record-minded public via a well-planned publicity campaign supported by all branches of the industry as a whole. The "Camera Brasileira del

Disco" was recently formed in Sao Paulo to study and try to remedy all problems springing from the rapid growth of record production.

Research organizations' reports show that the public's first preference is popular Brazilian music followed by United States records. Only a few European records appear in Brazilian collections and French and Italian numbers are far behind those from America.

Classic music disks have gained wide acceptance among the public here. National production in this field is practically non-existent. There are only a few long playing classics recorded here. The rest are made from imported matrixes. In the classics field, the public appears to have evolved faster than publishers. Existing repertories concentrate on very well known works and authors tending toward schmaltz. Record buyers, with growing discernment, are turning from superficial works and demanding music which goes deeper than in the past. Vivaldi and pre-classic and classic composers are now more to the public taste.

The Brazilian record picture gives all reason for optimism. The number of disks released, repertorial variety, and public response indicate that in the near future releases and sales will exceed, in many cases, the market in European countries with established musical record traditions.

Denmark

by KARL EMIL KNUDSEN
I. S. Dansk Grammofonpladeforlag
Copenhagen, Denmark

The European record scene is more complex now than ever. The time has ended when the market was divided between 2 big groups and their agencies in each country.

With the many new companies coming up there are many possibilities for the independent U. S. labels to find the right company to represent them and thus get the best out of each market.

Nevertheless a lot of the smaller indies still give the European rights to the big two. In most cases they suddenly find themselves with a hot record and are only too happy to sell to a company guaranteeing them a complete European distribution. Here one must also bear in mind, that the biggest market for U. S. recordings is England, where the big two control by far the most sales.

When the indies have a substantial catalogue of albums and singles (standards, hits, names and jazz) they are in a position, where they can afford to change their view. They can now in each of the major markets

select the distributor, they believe will do the best business for them. The major markets are England, Germany-Austria, France, Scandinavia, Italy, Holland-Belgium and Spain-Portugal approximately in this order. In most cases Switzerland is covered by contracts with Italy, France or Germany.

Naturally it is not as simple as one might believe from reading the above. Assuming therefore that there is a great need for a thorough survey of the European record markets I am now preparing a book which will give the addresses of all record-companies, their labels, the companies they represent (both European and American) etc. Although the book may not be complete, it will give a very clear picture of facts, which I am sure will be of assistance to companies seeking new distributors. As the book will be a limited edition I would like to hear from everyone who is interested.

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THAT
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RCA VICTOR
TRADE MARK RADIO CORPORATION OF AMERICA



Holland



by A. J. G. STRENGHOLT
Les Editions Internationales
Basart, N. V.
Amsterdam, Holland

Long ago, in the golden days when Irving Berlin was a handsome singing waiter and Cole Porter was not even born, long ago a music publisher printed his songs, plugged them where and when possible and sold his sheet music: ten thousand copies, fifty thousand, a hundred thousand copies of his top hits.

After all of this the record business—once a Cinderella in the wonderland of pop music—came and sold some records of each Tin Pan Alley hit. The more sheet music, the more records.

And everybody, music publisher and record man, was happy.

Tempora mutantur — times have changed. Nowadays most of all—too most of all!—a song success is made not in the shops of the sheet music dealers, but through the mikes of the disk jockeys, in the radio and TV studios, via the build up boys of Madison Avenue, or even in Hollywood before the song is known in New York. Once we sold music to sell records—now records are being sold to sell sheet music.

Well, que sera sera, what will be will be. So let this Dutchman try to make the best of it and let him sing a love song to the records in his best—not too splendid—Oxford English.

Records can be a joy forever . . . millions found out. And the day will come that in each well established family home you will find not only a frigidaire, some good paintings and a TV set, but also a first class record

player and a disk library! Millions all over the world will buy and need a good record collection as well as their daily steak and their daily drinks.

That time will be a good time, because more music in this troubled world—**CHOSEN AT YOUR OWN TIME, IN YOUR OWN PLACE, IN YOUR OWN TASTE!**—will bring happiness to everybody.

To the composers and the lyric writers, the jockeys and the printers, the publishers and the arrangers, the singers and the musicians, to the record producers and the record dealers, to all the millions who like record music, that brings a smile to their faces and lightness to their hearts. And after all it will bring a little bit of special pleasure to Sid Parnes, editor-in-chief of this gigantic international issue about records.

This Dutch publisher, who is not only publishing a lot of the best music of all the world—we control more than 25,000 titles!—but who just as enthusiastically is selling the fine American records to which he is singing this love song, this publisher-and-record-man will finish with a simple last but not least: Proficiat to *The Cash Box*, one of my favorite papers, in my favorite second fatherland, the United States of America.

Spain



by JOAQUIN ALFONSO
Belter, S. A.
Barcelona, Spain

For many years, the record trade in Spain, which was shared by two big companies only, led a languid life. The coming to this market—coinciding with the introduction of the microgroove records—of several other companies, such as RCA, Telefunken, Belter (this latter representing over ten American and some European companies), Hispavox and, lately, Mercury, has totally changed the situation and the trend for purchasing records is rapidly increasing amongst the public.

In spite of the fact that record players in Spain are scarce due to rather high prices, and that the record industry has to face many difficulties derived from the financial and economic situation in this country at present, records are steadily gaining ground amongst wide sections of the public, and the sales of retailers who care for the business are increasing from month to month. Prospects would even be more favorable if the economic situation of the nation were to improve and the standard of living—which is rising—reached the level of other European countries.

I must at this point emphasize that the foreign companies which early came to our market at a moment when it seemed negligible, did in fact a good operation—long term operation of course, but finally a good one—as they are already introduced in a rising market, having assured posi-

tions and advantages that other companies, newcomers in the field, will find difficult to replace or combat.

As concerns recordings, Spain may be considered as a virgin territory. Lack of good recording equipment has restricted production, but when the time arrives—and it is not very far—when there will be two or three well equipped studios available to the independent foreign companies, it will be found that there is a splendid mine to be exploited, as we have here good orchestras and good soloists, at a cost much lower than those of other countries.

Considering now the future of the record in the international market, I am convinced that it has unlimited good possibilities. The continued improvements and advances which are being achieved in the techniques and science of sound augur a marvelous future, to the benefit and delight of music amateurs and record fans.

In a world such as ours, which is undergoing so severe a moral crisis, and is absorbed by materialistic preoccupations, the fact that one branch of techniques and science is devoted to increasing, improving and popularizing a so sublime and universal food to the soul as music is, is for me far more transcendental than all business figures which may be considered, though for the financial aspect of the trade I foresee also a brilliant future.

Belgium

by W. GOLDSCHMIDT
Anvers-Radio
Brussels, Belgium

Compared to most other European countries, Belgium is most receptive to American Music, even though the records may carry lyrics in English. In many European countries, English-sung lyrics are rejected because they are not understood by the majority, and only versions carrying lyrics in the native tongue are accepted. Not so here in Belgium, where the customers are less stubborn in this respect and where teenagers mainly appreciate the wonderful rythm of American orchestras.

In order to improve the sales potential and with it increase direct exports from the States, the following points should be observed:

1) It should be investigated whether the 2¢ publisher's royalty, as paid by manufacturers in the United States, could not be waived on bona-fide exports. This 2¢ royalty per record, or record side, is levied once more upon arrival of the records abroad. It is then collected by BIEM or the European music-publisher who happens to hold the copyright to the tune in the respective country. Such royalty here is usually higher than the customary 2¢ and means an unnecessary increase of the resale price, if the rate of exchange is being considered.

2) It would perhaps be in the best interest of the American record manufacturer or music-publisher to secure the cooperation of lyric writers who master both French or German or Italian. Indeed if American publishers would sell right away the French (or German) version of American Hit Tunes to the respective countries, many a tune would be a good seller which otherwise does not become known at all. It would be ideal, of course, if both versions could be recorded simultaneously in the studio, although it is realized that this is impossible for the entire production of a firm's catalogue. There is no doubt however, that exports would be increased greatly through bilingual hit tunes.

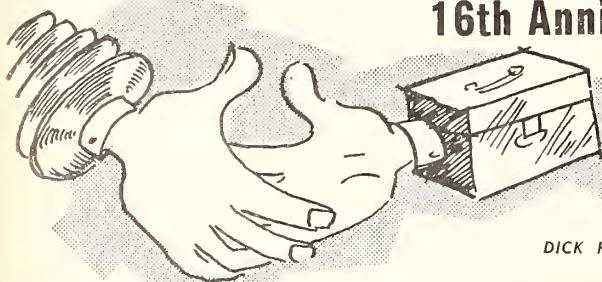
3) It should not be overlooked that the European record industry is making tremendous efforts, when it means increasing sales. No doubt deliveries from the States are expensive, especially when arriving by airfreight which is imperative for hits. The prices of both EP's and 45 RPM singles therefore should be reexamined. Maybe a bonus system might help in this situation, such bonus being based on quotas.

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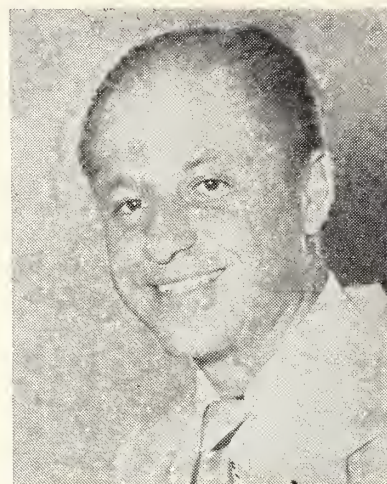
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* HITSVILLE 19, GEORGIA

* Formerly known as Atlanta.

IN CANADA: SPARTON RECORDS

Colombia



by ALFREDO DIEZ M.

Compania Colombiana De Discos Ltd.
Medellin, Colombia

During the last few years, the phonographic industry has experienced an extraordinary development all over the world. This rapid rise can be observed not only in the more industrialized countries, but also in less developed countries, such as Latin America.

During the post-war years, a substantial transformation took effect in the recording industry, an industry which, before, had reached a period of stagnation, due to various reasons. The causes for this change were multiple but, without doubt, the most decisive cause was the technical revolution in the systems of sound recording, leading to new industrial processes making possible the production of phonograph records which were incomparably better in their sound production and general quality than the earlier ones. These new records, produced on a large scale, meant lower production costs, thus stimulating a larger demand on the market. The new systems used in manufacturing phonograph records, on the one hand, and the steadily increasing restrictions in international trade, on the other hand, contributed greatly to the development of national record producing industries, especially in the Latin American countries. Actually, these plants did not only attend to purely national production, but used a great deal of their productive

capacity for the reproduction of material recorded in foreign countries, especially that originating in the U.S.A. and in Europe.

This form of covering the international markets has greatly increased in certain parts of the world and will have a favorable effect on the world consumption of records. However, it is beyond doubt that these benefits would be greater if the producers in the small countries would make greater efforts to offer their national recordings on the large foreign markets, thus obtaining a positive interchange, the results of which would surely be a surprise to many. Mexican music, for instance, has a large demand, not only on the American markets, but on the European markets as well. The same could also apply to Colombian music, the dancing rhythms of which are now becoming known internationally.

Records represent a marvelous conquest for our civilization and play an important part in our modern life, in all layers of society. Considering the latest progress made in the field of sound recordings, the possibilities of the phonographic industry seem unlimited.

England

by D. M. LEVY

Oriole Records Limited
London, England

In writing about the international picture relating to gramophone records one must really think in terms of being truly international. For many years America has led the field in popular music, and I suppose we must admit that the most interesting and exciting recordings emanate from that country.

Showmanship is the keyword, and in my opinion there is no country in the world like America that has such a flair for it. It is gratifying however, to us, that during the last few years Great Britain has been making its presence felt. We have learnt a good deal from America and are continuing to do so.

Commercialism both in radio and television have been a great advantage to the U. S. A. in fostering creative and artistic talent. Here in England, the comparatively recent arrival of commercial television has given increased scope to existing artists, and in addition has attracted many more young and promising people to the industry, giving greater opportunity than has hitherto been possible.

Our record industry has consequently benefited and as a result artists such as Mantovani, Vera Lynn, Frank Chacksfield, Tommy Steele, Ted Heath, Laurie London, our own Nancy Whiskey, and Russ Hamilton of 'Rainbow' fame have reached world markets, and have all made their mark particularly in America.

The life blood of record business is the new and novel ideas that are infused into it. Whether it be calypso, cha-cha, French chanson, music of Africa, Asia or Europe, the mixture makes for good entertainment. Who knows where we are going to find another Tauber, Chevalier, Harry Lauder, or for that matter another Caruso? America can play an important part in making these things possible, and her doors should be opened as widely as possible.

I have every confidence in the future. It not only lies in the hands of the major labels, but also the smaller independent ones. Much of the output that has reached the Hit Parade Charts has been provided by these small labels. Give them every encouragement.

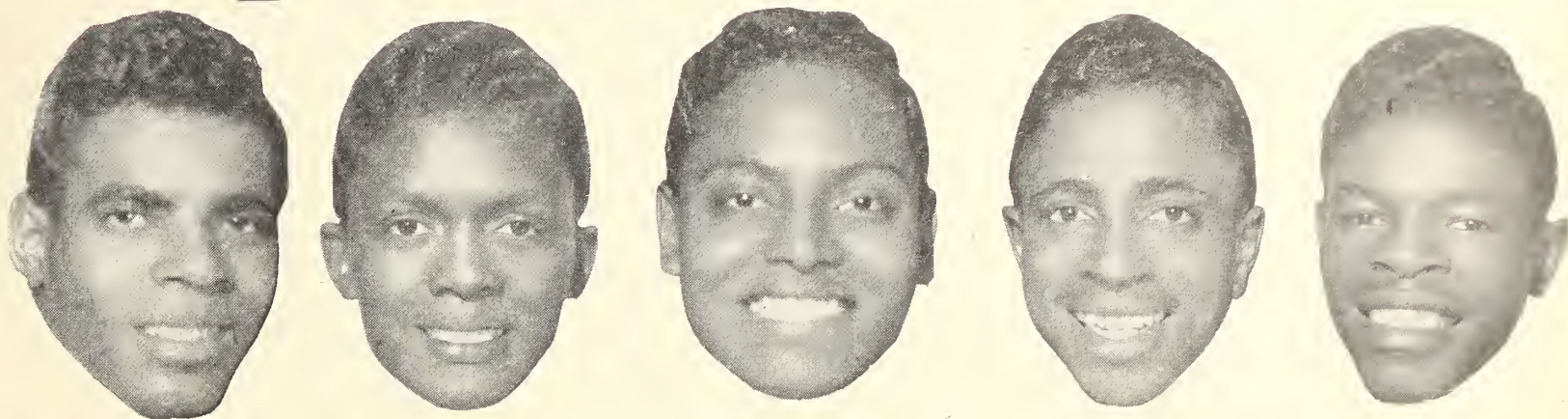
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GINO & GINA
 Pretty Baby
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THE PLATTERS
 You're Making A Mistake
 MERCURY 71320

PATTI PAGE
 Left Right Out of Your Heart
 MERCURY 71331

New Zealand



by A. J. WYNESS
His Master's Voice (N. Z.) Ltd.
Wellington, N. Z.

The present and future prospects of the gramophone record industry in New Zealand are bright, sales of recordings having reached an all-time high level with every indication that the market will continue to expand.

There is little doubt that the high standard of reproduction now attained, together with the introduction of the microgroove record, has stimulated the public demand. This is reflected in the increasing sales of radio-gramophones and record reproducers, it being estimated that there is one of these instruments in every two and a half New Zealand homes.

Owing to our Government's import restrictions, brought about by what we hope will only be a temporary lack of overseas funds, the importation of records from other countries has been totally prohibited; therefore we rely solely on our own manufacturing resources. Fortunately, as far as our own organization is concerned, we have, for the past few years, produced locally over 85% of our requirements for records; therefore, our organization is not unduly embarrassed at the lack of imports, although it will have a detrimental effect on making available to the music loving public those recordings which have a strictly limited annual sale, and consequently would be uneconomical to produce as

the total population of New Zealand is only two and a quarter million.

New Zealand record buyers are catholic in their musical tastes, international artists being equally as popular as those of our own nationality. Musicals and motion picture sound tracks are extremely popular.

H. M. V. (N. Z.) Ltd. is by far the largest record organization within the Dominion, acting as distributor for the following labels:

H. M. V. (world-wide releases) plus U. S. A.: Grand Award, Zondervan, Alma, Prep.

COLUMBIA (English) plus Marconi, Angel.

PARLOPHONE (English) plus King (U. S. A.)

REGAL-ZONOPHONE (English)
BELTONA (English)

DECCA (English) plus Felsted, Vogue, London plus U. S. A.: Abbott, Bally, Cadence, Cameo, Carlton, Crown, Dot, Era, Essex, Fabor, Flair, Kapp, Bigtop, Kem, Liberty, Media, Modern, Palda, Somerset, Specialty, Sun, Swan, Imperial, Savoy plus London International, Ducretet-Thomson, L'Oiseau-Lyre.

M. G. M. (U. S. A.)
DISNEYLAND (U. S. A.)
AUDIO BOOKS (U. S. A.)
CAPITOL (U. S. A.)

France

by F. VALOUSSIÈRE
Compagnie Française Thomson-
Houston
Paris, France

The coming of the microgroove gave, all over the world, a new impulse to the record trade.

The microgroove first came to France a little more than six years ago and its appearance, due to the wide prospects it opened from the commercial viewpoint, led, on the one hand, to the fact that important groups (such as Thomson and Philips) became interested in records and, on the other hand, to the founding of autonomous companies which, during the years, have created important business on the French market. This was the case with the House of Barclay, and to a lesser degree, with the House of Vogue.

Actually, records with 78 revolutions have practically disappeared. The microgroove has dethroned them and, in variety music, the 45 EP revolutions have taken their important place (60% of sales). To this have greatly contributed: a renaissance of the music hall, the steady increase of the use of records by the radio broadcasting stations, and the importance of the juke-boxes, augmenting the demand for records by individuals by carrying them into public life.

After years of fast expansion, it seems that the French market is beginning to become saturated and that the recession, of which people talk so much in the U.S.A. and which begins to be felt in France, as well as the initiation of a common market, could have the effect of forcing important groups, interested in records, to con-

solidate, which would have the result of concentrating the record trade in a small number of hands. This would permit these groupings to fight efficiently to keep their importance on the French market and to resist, on the one hand, the business stagnation and, on the other hand, an inescapable alignment of prices to those practiced in the countries with a common market.

We cannot conclude without mentioning quickly stereophonic records, whose appearance on the market—announced in the U.S.A. for the beginning of the second half year of 1958—will be shortly felt on the French market, after their appearance on the English market. Without entering into the question of the value of this type of record—which is incontestable—we could ask whether this appearance is not untimely or at least premature, risking the disturbance of the market of classical records, thus increasing the difficulties which are threatening. However, we can expect that records, which have weathered many crises since their inception, will overcome others and come out strengthened, because the work done by the record producing firms through the years has resulted in making records just as indispensable for intellectual life as printed material.

Sweden

by GUNNAR BERGSTROM
Scandinavian Record Co.
Stockholm, Sweden

The Swedish record market is quite different from that of other countries. A characteristic feature is the very small sale of the single 45 disks. Instead, the most popular kind of record is the extended play album, even when it comes to popular music and hit tunes. Most record companies will only issue the biggest hits on single 45 and in these cases the sale of the single 45 is only a small part of the entire sale of this popular hit. The rest are extended play records. The wide demand for the EP of course brings some disadvantages. For example, you have to record four tunes for each release, which causes some difficulties, especially when it comes to popular music. As far as jazz music is concerned there are hardly any single releases at all.

Although the EP disk is the most popular type in Sweden, the 12" LP also enjoys some following. However, because of the big import of 12" albums from the United States the market is rather surfeited. The old 78 RPM record is more or less vanished.

The single 45 disk is much sold in the other Scandinavian countries, especially in Norway and Denmark while in Finland they are still selling 78 disks. None of these countries have had an opportunity to import records

from America.

As far as my own view of the U.S. market is concerned I think that the great demand for jazz unfortunately has brought an over-production of long playing albums. Lately, however, I have noticed a tendency to cut down production and increase the care and planning afforded each LP. The LP album really needs very careful planning to keep up the interest of the listener. Artists capable of sustaining the interest alone, for an entire LP album, are scarce, thus the reason for the careful planning.

Finally a few words about Scandinavian Record Company. We began our activities two and a half years ago and started importing records from the U.S.A. and building a distribution in Sweden. About a year later we commenced making our own recordings and our collaboration with a young, progressing company in Denmark, Dansk Grammofonpladeforlag, started. Since that we have together built a catalogue on our two labels Sonet and Storyville containing about 200 numbers, mostly jazz music. Our records are distributed over Northern Europe and we represent several foreign companies. Furthermore we have exclusive contracts with several outstanding artists, among them the baritone star Lars Gullin.

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



by I. BRAUNSTEIN
Discopress, S. A.
Brussels, Belgium

The phonographic industry in Belgium has very much developed since the end of World War II.

Actually almost all record labels are represented or pressed in Belgium. However the country is very small and the tastes of the public are very different, which makes the work of the manufacturers and importers very difficult.

The import of records is free in Belgium from any part of the world. But the export is difficult owing to the high cost of records in Belgium and to the fact that many countries do not receive the necessary currencies for Belgium.

Belgium has a very important advantage compared to its neighbors, as to the force of the trade-union and authority of this corporation to maintain the prices which are fixed for the retail sale of records of any kind. Any "cheapjacking" is severely repressed and one can say that all the retailers in Belgium buy the records with the same rebate and the records are sold in the about 1,000 record shops of Belgium at the same fixed prices.

The public is very attentive for all international hits and especially the American, which are almost released at the same time as in the States.

The 78 rpm records lived much

longer in Belgium than in any other country of Europe. This is due to the fact, that immediately after the war, the economic situation of Belgium was better than in the neighboring countries, and people bought new record players with one speed, as in the years 1944-45 there were not yet 45 or LP players. This part of the population is very slow in buying new three- or four-speed players, and thus still want 78 rpm records. One actually can say that the steps taken by the manufacturers to suppress the 78 rpm will be successful in a very near future.

Another typical fact on the Belgian market is the refusal of the buyers to accept the 12" popular records. People prefer these records in 10", which is the size most used in Belgium as well as in France.

During the last two years, many companies abusively used the Hi-Fi denomination, and the public is very suspicious when this slogan is used.

The stereo material becomes popular in Belgium and the reproducers for this kind of recordings enjoy a good demand. We thus can hope that our country will be one of the first in Europe to sell stereo and the record industry will attentively watch the development of stereo in the States.



by W. HAMBURGER
Nordisk Polyphon Aktieselskab
Copenhagen, Denmark

If you look at a map of Europe you will find that Denmark does not take up much room. The country is very closely populated, however, and has about 4 million inhabitants whose social and cultural standard is high. Among other things this finds its expression in the interest in gramophone records; in 1957 the sale—transferred to singles—amounted to 1 single-record per inhabitant (1 single = 2 titles).

The total sale in 1957 went up 15% in comparison with the 1956 sale. This rise lies mainly on the sale of EP- and LP-records. The first four months of 1958 showed a slight decline compared with the same period in 1957. This decline is due to high taxes, unemployment, (especially among outdoor-workers, caused by a very hard and drawn-out winter) and to a threatening, but fortunately averted wage conflict between workers and employers. On top of all this comes a fall in the agricultural export proceeds, reducing the farmers' buying-power.

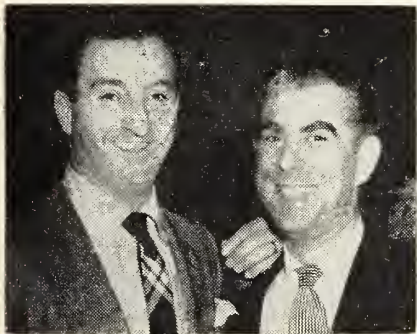
The 7" single-record has this year almost completely taken the place of the 10" shellac-record. This is particularly evident in the towns, whilst there is still a need for 10" shellacs among people in the country, who have not yet to the same extent as the townspeople replaced their old

gramophones with new ones with speeds of "33" and "45".

The sale of gramophone records is apportioned at about 15% classical, 15% jazz and 70% light popular and dance music.

The American popular music has in 1957 been pushed into the background. One of the reasons may be a conflict between the American film industry and the Danish film distributors. This conflict has recently been settled and American films are once more shown in Danish cinemas. It is worth noticing that the teenagers' share of the total record-sale is increasing, but it must also be noted that this group of the population buys not only jazz and popular music but that it also shows a great deal of interest in the more serious recordings.

It is of course difficult to forecast anything about the size of the record-sale for 1958 because of its dependence on Denmark's economic state of affairs as a whole, and this in turn is dependent on the international economy. The fact is that Denmark in proportion to its population has a very large foreign trade and is thus particularly vulnerable to every deflationary tendency be it in Europe or overseas, especially in the United States.



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* The Top 10 Records of 1947 thru 1957 As Compiled By
The Cash Box In Its Annual Year-End Poll

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BILL DOGGETT
BLIP BLOP
KING 5138

LITTLE WILLIE JOHN
YOU'RE A SWEETHEART
b/w
LET'S ROCK WHILE THE
ROCKIN'S GOOD
KING 5142

**TALK TO ME,
TALK TO ME**
KING 5108

EARL BOSTIC
TWILIGHT TIME
(Instrumental Only)
KING 5136

BUBBER JOHNSON
I'M CONFESSIN'
KING 5132

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**I WANT TO BE LOVED
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ROW YOUR BOAT
b/w STARS IN THE SKIES
DELUXE 6166

NEW RELEASES

THE "5" ROYALES
DOUBLE OR NOTHING
b/w
TELL THE TRUTH
KING 5141

MILTY AND NAT
**BABY I'M COMING
HOME TO YOU**
b/w
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2 for the money!
I GIVE MY LOVE TO YOU
Bonnie Lou
Fraternity 812

I REALLY MEAN IT
Bill Walters
Fraternity 813

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1947

1. Peg O' My Heart—The Harmonicats
2. Near You—Francis Craig
3. Heartaches—Ted Weems
4. Anniversary Song—Al Jolson
5. That's My Desire—Frankie Laine
6. Mamselle—Art Lund
7. Linda—Charlie Spivak
8. I Wonder Who's Kissing Her Now—Perry Como
9. Anniversary Song—Guy Lombardo
10. That's My Desire—Sammy Kaye

1948

1. My Happiness—Jon & Sondra Steele
2. Manana—Peggy Lee
3. Ballerina—Vaughn Monroe
4. Four Leaf Clover—Art Mooney
5. You Can't Be True, Dear—Ken Griffin—Jerry Wayne
6. Nature Boy—King Cole
7. Little White Lies—Dick Haymes
8. It's Magic—Doris Day
9. You Call Everybody Darling—Al Trace
10. Mickey—Ted Weems

1949

1. Forever And Ever—Russ Morgan Orch.
2. Riders In The Sky—Vaughn Monroe
3. Again—Gordon Jenkins Orch.
4. Forever And Ever—Perry Como
5. Cruising Down The River—Blue Barron Orch.
6. Cruising Down The River—Russ Morgan Orch.
7. Again—Vic Damone
8. So Tired—Russ Morgan Orch.
9. Lavender Blue—Dinah Shore
10. Buttons And Bows—Dinah Shore

1950

1. Goodnight Irene—Gordon Jenkins & The Weavers
2. It Isn't Fair—Sammy Kaye
3. Third Man Theme—Anton Karas
4. Mule Train—Frankie Laine
5. Mona Lisa—King Cole
6. Music, Music, Music—Teresa Brewer
7. I Wanna Be Loved—Andrews Sisters
8. I'd've Baked A Cake—Eileen Barton
9. I Can Dream Can't I—Andrews Sisters
10. That Lucky Old Sun—Frankie Laine

1951

1. Tennessee Waltz—Patti Page
2. How High The Moon—Les Paul & Mary Ford
3. Too Young—Nat "King" Cole
4. Be My Love—Mario Lanza
5. Because Of You—Tony Bennett
6. On Top Of Old Smoky—Weavers & Terry Gilkyson
7. If—Perry Como
8. Sin—Four Aces
9. Come On-A My House—Rosemary Clooney
10. Mockin' Bird Hill—Les Paul & Mary Ford

1952

1. Cry—Johnnie Ray
2. Blue Tango—Leroy Anderson
3. Anytime—Eddie Fisher
4. Delicado—Percy Faith
5. Kiss Of Fire—Georgia Gibbs
6. Wheel Of Fortune—Kay Starr
7. Tell Me Why—Four Aces
8. I'm Yours—Don Cornel
9. Here In My Heart—Al Martino
10. Auf Wiederseh'n Sweetheart—Vera Lynn

1953

1. Song From Moulin Rouge—Percy Faith
2. Till I Waltz Again With You—Teresa Brewer } Tie
3. April In Portugal—Les Baxter
4. Vaya Con Dios—Les Paul & Mary Ford
5. I'm Walking Behind You—Eddie Fisher
6. I Believe —Frankie Laine
7. You, You, You—Ames Bros.
8. Doggie In The Window—Patti Page
9. Why Don't You Believe Me—Joni James
10. Pretend—Nat "King" Cole

1954

1. Little Things Mean A Lot—Kitty Kallen
2. Hey There—Rosemary Clooney
3. Wanted—Perry Como
4. Young At Heart—Frank Sinatra
5. Sh-Boom—Crewcuts
6. Three Coins In The Fountain—Four Aces
7. Little Shoemaker—Gaylords
8. Oh, My Papa—Eddie Fisher
9. Secret Love—Doris Day
10. Happy Wanderer—Frank Weir

1955

1. Rock Around The Clock—Bill Haley & Comets
2. Davy Crockett—Bill Hayes
3. Cherry Pink And Apple Blossom White—Perez Prado
4. Melody Of Love—Billy Vaughn
5. Yellow Rose Of Texas—Mitch Miller
6. Ain't That A Shame—Pat Boone
7. Sincerely—McGuire Sisters
8. Unchained Melody—Al Hibbler
9. Crazy Otto—Johnny Maddox
10. Mr. Sandman—Chordettes

1956

1. Don't Be Cruel—Elvis Presley
2. The Great Pretender—Platters
3. My Prayer—Platters
4. The Wayward Wind—Gogi Grant
5. Whatever Will Be, Will Be—Doris Day
6. Heartbreak Hotel—Elvis Presley
7. Lisbon Antigua—Nelson Riddle
8. Canadian Sunset—Hugo Winterhalter
9. Moonglow & Picnic—Morris Stoloff
10. Honky Tonk—Bill Doggett

1957

1. Tammy—Debbie Reynolds
2. Love Letters In The Sand—Pat Boone
3. Bye Bye Love—Everly Brothers
4. It's Not For Me To Say—Johnny Mathis
5. Young Love—Sonny James—Tab Hunter
6. All Shook Up—Elvis Presley
7. So Rare—Jimmy Dorsey
8. Little Darlin'—Diamonds
9. Round And Round—Perry Como
10. Diana—Paul Anka

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his *newest*
and greatest



BUDDY HOLLY

*with the most
exciting sound
of the year...*

EARLY IN THE MORNING
and
NOW WE'RE ONE

CORAL 9-62006



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

Is That How I Sound?



NEW YORK — Jackie Cooper, screen, TV and stage star, who last week signed a recording contract with Dot Records, is obviously enjoying the results of his initial recording session under the guidance of Bob Theile, Dot A & R head and veepee, and Milton DeLugg, Dot musical director.

Cooper cut a vocal single for immediate release. Also planned is an album on which Cooper will play the drums.

Seen above are, from left to right, Theile, Cooper, and standing, DeLugg.

Montenegro Offers Instrumental Wax Of "A Certain Smile"

NEW YORK—Ork leader-arranger Hugo Montenegro, who was recently appointed musical director for 20th Fox Records, is featured as a recording artist in the only instrumental version of "A Certain Smile" for his initial 20th Fox issue. The flip side is a reading of a popular European number, "Little Serenade."

Montenegro has previously been an arranger on TV shows conducted by Paul Winchell, and Arthur Godfrey, and is the ork leader-arranger of a Vik mood album, "Loves Of My Life."

Roulette Launches Big Kick-Off For New Label "Co-Star"

NEW YORK — Roulette Records' new label Co-Star, which features famous stars of the theatre, motion pictures and television on albums playing scenes opposite the record buyer, received an important initial kick-off to the consumer via the Jack Paar NBC-TV network show. On Friday, June 20th, Jack Paar introduced the new record acting game on his program. He discussed how it worked, displayed a copy of the Tallulah Bankhead album on the screen and then proceeded to act out a scene opposite the Bankhead album by reading from the script enclosed for this purpose. Also, Co-Star received a heavy radio plug from Klavan and Finch over W.N.E.W. The team played scenes opposite the Arlene Dahl album which features scenes from the motion picture "Casablanca."

All the record dealers who had picked up Co-Star albums Friday afternoon from Tico Distributing, the

New York Co-Star distributor reported immediate sales reaction to the video and radio plugs, according to Roulette execs. On Monday morning, Pete Garris, general manager of Tico Distributing announced that every single one of the Broadway record shops in New York had sold out its initial stock and had re-ordered. Initial sales over the weekend were reported well over a thousand albums.

This is the first week that the Co-Star albums and display materials will be in the record stores all over the country. Joe Kolsky, Executive Vice President for Roulette stated: "This is the fastest initial reaction we have ever had to any of our albums since we've been in business. It's like the reaction you get to an overnight smash single." Because of this immediate consumer response to Co-Star, Roulette has directed all its field promotion representatives to concentrate for the next few weeks on promoting Co-Star in their respective areas.

WNOE All Star Rock 'N' Roll Show

NEW ORLEANS, LA. — Saturday nite, June 21st, New Orleans Municipal Auditorium was the scene of an All-Star Rock 'n Roll show featuring Ace recording artist Jimmy Clanton whose tune "Just A Dream" is currently the number one song on the WNOE survey. The show broke attendance records for the Crescent City's auditorium with over 5000 inside—1000 turn-aways!

The show was emcee'd by WNOE deejays Bob Adams and Jim Stewart with walk-on stage bits featuring staff deejay John Stone and P. D. Bud Connell. Show was directed by WNOE writer Gerald E. Monday and entire bit was coordinated by general manager James A. Noe Jr. Proceeds were turned over to local charitable institution. The WNOE all-star show success is due to hard work which was turned in by WNOE staffers and the splendid performance delivered by the artists.

Seen pictured below are top row—left to right—The auditorium at intermission; Decca's The Sparks; WNOE deejays Bud Connell and John Stone; Jimmy Clanton, Ace Records, backed by Capitol's The Chants. Second row—left to right—Huelyn DuVall, Challenge Records; The Lane Brothers, RCA Victor; Bobby Darin, Atco Records; Smiley Lewis, Imperial; and The Rockets, Ace Records. Third row down—left to right—Joe Jones and his orchestra, Roulette Records; Jimmy Trotter, Swade Records; M.C. Bob Adams, General manager James A. Noe, Jr., and Miss Nancy Evans of Kingsley House (to whom the proceeds were given); MC Bob Adams and Joyce Harris, Dot Records. Bottom row—left to right—Jack Scott, Carlton Records (backed by The Lane Brothers); Dale Hawkins and band, Checker Records; Mickey Gilley, Dot Records; and Barbara Bennett, Swade Records.



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THANKS *Disk Jockeys of America*

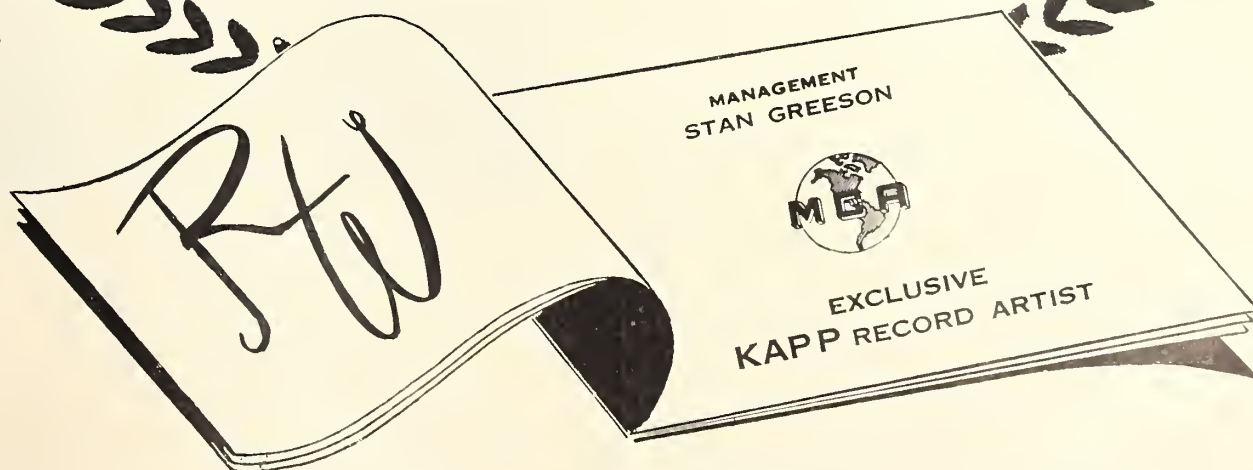
For the No. 1 Award

"MOST PROGRAMMED INSTRUMENTALIST OF THE YEAR"

Roger Williams

....and THANKS also for making a hit of
"YOUNG AND WARM AND WONDERFUL"

KAPP 224



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

Wallichs Awards Cahn



BEVERLY HILLS, CALIF. — Capitol Records President, Glenn E. Wallichs (right), presents his company's first gold record to a song writer, Sammy Cahn, at a recent Roastmasters dinner tendered the lyricist by the Friars Club of Beverly Hills, Calif. On the dais were such celebrities as Dean Martin, Gene Kelly, Burt Lancaster, Jack Benny, George Burns, Desi Arnaz, Art Linkletter, Georgie Jessel, Tony Martin, and Billy Daniel.

Dot Shipping Boone LP

HOLLYWOOD—Dot Records has begun shipping the new Pat Boone LP, "Stardust."

Boone, backed by the Billy Vaughn ork, sings the following fourteen tune bill: "Stardust," "Deep Purple," "Autumn Leaves," "September Song," "I'll Walk Alone," "Ebbtide," "To Each His Own," "Anniversary Song," "Cold Cold Heart," "Solitude," "Blueberry Hill," "Heartaches," "St. Louis Blues," and "Little White Lies."

ABC-Paramount Skeds Distrib Meet

NEW YORK—Sam Clark, president of the ABC-Paramount diskery, last week confirmed plans for this year's national distributor meeting.

The diskery is holding its special three-day convention at the famed resort hotel, the Concord in Kiamasha, New York, for three days from July 16th through the 18th. Special transportation will convey all distributor principals and their respective staffs from New York directly to the Concord on the morning of July 16th. After luncheon and a four-hour period of getting settled, Clark and his staff department heads will meet with the general body of distributors at 3:00 p.m. in the opening session of discussions, scheduled to last until 6:00.

After breakfast on July 17th, the group will again hold a formal meeting, followed by an open forum discussion.

Besides Clark, himself, department heads scheduled to address the distributor group are: Harry Levine, vice-president; Larry Newton, general director of sales; Dewey Bergman, Jr., director of album sales and merchandising; Don Costa, director of artists and repertoire; Creed Taylor, special album production (A&R); and Natt Hale, national director of promotion and publicity. Other staff heads attending the meeting will be Irwin Garr, in charge of national disk jockey relations and music publishing; Romeo Fabrizio, general director of production; Al Genovese, comptroller; and Dave Berger, New York radio and TV liaison.

Special honored guests of the convention will be Leonard Goldenson, president of American Broadcasting-Paramount Theatres, Inc., and Si Siegel, executive vice-president of ABC-PT.

Lyons Named Chairman Of Trade Show

CHICAGO—Howard R. Lyons of Lyons Band Instrument Co. in Chicago has been named chairman of the National Association of Music Merchants 1958 convention and trade show.

A leading educational distributor, Lyons has played an active part in the Music Merchants since 1927, the year he and his cousin William founded their own family music firm. At the four-day show which opens July 21 at the Palmer House in Chicago, Lyons will coordinate trade activities and function as a representative-at-large of dealers. He was a member of this year's NAMM nominating committee and has served in various other NAMM posts since the group's inception.

The special feature of this year's exhibits, a full-industry showing of

the new stereo records and players, has a personal plus a professional appeal for Lyons. "I'm a hi-fi fan, as who isn't these days?" he says. "Now I've started adding stereo tapes to my collection and I'm frankly eager to see the full range of stereo equipment — speakers, amplifiers and cartridges — to be introduced this year."

Lyons' interest in music hasn't flagged in more than 35 years as a music merchant. Though he no longer plays the saxophone, he has been responsible for introducing thousands of Chicago youngsters to every instrument in a modern full-piece orchestra.

His music company, located in the Loop, has promoted a continuing music education program in the Chicago schools for more than a generation.

HAPPY BIRTHDAY, CASH BOX!

Like any other recording industry, we don't make records for the fun of it. We love Bach, Brubeck and Berlin (Irving). But ultimately it's our cash box that counts. And that's why WE count so much on The Cash Box!

If So-and-So became an American topstar yesterday, he may be a European hitparader tomorrow. If Mathis jumps to fame, he may well be our Johnny too. To say nothing of the eye we always keep on U. S. development in matters such as stereo and the sale of tapes.

In short, we realize that America sets the pace in the recording race. And in order to stay a strong runner-up, we have to feel the pulse across the Atlantic as often as we can.

That's why we like The Cash Box. This trade magazine has become part of our (and anybody's) commercial compass and more—it has become a welcome weekly friend.

What can one say to a festive friend? Happy birthday! And may you stay ahead of the trade for a long time to come!



N. V. PHILIPS'
PHONOGRAPHISCHE INDUSTRIE
Baarn — The Netherlands

"Purple People Eater" Winners



DES MOINES, IOWA—When Sheb Wooley's MGM "Purple People Eater" record first came out, one of the D.J.'s on the New KIOA, Des Moines, mentioned he wondered what the thing looked like.

At that time, the record was the "New KIOA Pick Hit of the Week". It became Des Moines' best seller within 3 days.

"Purple People Eater" drawings started pouring into the station the very next day. Expanding the off the cuff remark into a contest was a logical step.

The contest ran for 2 weeks. Close to 2,000 entries were received from all over Iowa, Missouri, Kansas, Nebraska and Minnesota. Winner of the grand prize of a table model Westinghouse radio was Mrs. Bob Hooper, II of Des Moines.

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

INSIDE PARIS

by

DAN FISHER

(Tin Pan Alley's John Gunther)

PARIS—Gen. DeGaulle missed the biggest battle in France. It's taking place in the music business and it's all the result of a new project called "Le Coq de la Chanson Francais". Boiled down to simplest terms it amounts to a song festival in which pro writers put their latest efforts up for voting, broadcast them over the station aptly titled "Europe No. 1" and then wait for pandemonium to set in all over France. That's accomplished by broadcasting direct to the stages of theatres in every major city in the country. The show originates from the L'Olympia Theatre in Paris, with a full orchestra backing the singer, special arrangements for the singer and a jammed house to flip at the end of each entry. The cheering and jeering could never be duplicated—only Frenchmen with their uninhibited emotions could make this kind of sound. Godfrey's applause meter wouldn't last past the opening announcement. And just imagine—this is repeated in dozens of theatres, equally overflowing with enthusiastic Frenchmen determined that their province should pick the winners. The winning songs are published and broadcast all over Europe. If the contest I witnessed is typical, then the Algerian crisis is definitely No. 2 on the average Frenchman's battle agenda. It's an A-1 promotion for the music business, but none of the songs I heard were ready to make the journey across the Atlantic.

A big conference among local publishers and their cohorts in every important city of Europe was underway when I arrived in Páree. It was akin to the annual ASCAP shindig at the Waldorf, with top firms like Doront, Salabert, Chappell, Peter Maurice, Ricordi, Beuscher and many joining hands to talk over the current musical situation. I wasn't among them, but if their objective is to lift standards of music throughout Europe, then they've got a big supporter in this refugee from the Brill Building.

Italian songs are making it big in France, which is a rather surprising development in lieu of past reactions. The main reason seems to be the increasingly less complex composing output of the Italian writers. They've apparently learned from the American

and French songs which carry a simple melodic line, and once again they're proving Italy's soul is music—and we may yet see a big Renaissance of Italian musical popularity throughout the world. On a less aesthetic plane, I also think that Italy's low tourist prices lured so many Frenchmen to Italy that exposure to the hit parade there resulted in tourists returning and bombarding their stations and artists with requests for the songs they'd heard in Italy. American tunes are still popular in France, but not to the degree they were before the war.

Rock and roll never made it here. Only 15 percent of the French people really dig American songs—and then only if they're simple. A big French record will sell from 200,000 to 300,000, but a record sung in English, Pat Boone for example, never tops 20,000. Le Jazz Hot is holding its own among a certain cult.

Singles are scarce here; most of them are in the juke boxes. The 200,000 figure I quoted for a hit song means LP's. Records are luxury items, so the first impact of a recession is felt by the music industry. The publishers find it dangerous to promote an LP unless it's an exceptional one.

The Platters are the leading American artists by French standards, reaching over 200,000 on some platters (no pun intended). Harry Belafonte, Nat Cole, Frank Sinatra and Elvis are our most effective ambassadors; Doris Day and Ella Fitzgerald rank tops among the femmes. Mitch Miller's "Bridge on the River Kwai" is sure to top 300,000 which is fantastic in France.

Among the French male stars are Gilbert Beaud, Louis Mariano and Tino Rossi; among the girls are Dalida (no first name), Gloria Lasso and Jacqueline Francois.

I'm either getting old or am just exhausted by the pace. It's been up at 8 a.m. and to bed at 2 ever since arriving, but I've managed to see just about everybody in the music business in the past few days. A parting thank you to Ray Ventura, Jack Denton, Paul Beuscher, Mr. Minescot, Mr. Marbot and all the other nice people who've been so helpful.

Off now to Geneva and then Milan.

Co-Star Label's Premiere



NEW YORK — Roulette Records recently gave a lavish party for the press at the Roundtable in New York to introduce the firm's new label Co-Star Records. Co-Star Records is a new record acting game including a series of albums which feature famous stars of the theatre, motion pictures and television playing scenes opposite the record buyer. Above are some of the Co-Star personalities who appeared at the party.

(Top Left) Comic Jack E. Leonard broke up the entire audience with his ad libs as he ran thru the acting

game with a Tallulah Bankhead Co-Star recording.

(Top Right) Standing in rear are Hugo Peretti and Luigi Creatore, Roulette's A & R heads and producers of the Co-Star albums; in foreground are Morris Levy, Roulette's president; two Co-Star artists, Sir Cedric Hardwick and Paulette Goddard; and Joe Kolsky, Roulette's Executive VP.

(Bottom Left) Hugo and Luigi surround two more Co-Star personalities, Fernando Lamas and Arlene Dahl.

(Bottom Right) Basil Rathbone is seen reading the buyer's part of his own recording for the label.

2+3= TOP SALES

THE FIVE KEYS



two great lead vocals by

RUDY WEST
rockin' slow on
"EMILY PLEASE"

MARYLAND PIERCE
flyin' home on
"HANDY ANDY"

The Five Keys, noted for their group sound, have switched to the more commercial lead vocal type performance. Rudy West handles the ballads and Maryland Pierce takes off on the up tempo material. The great Keys' blend is prominent as background.

record no. 4000



Jenkins Named To Head Up Victor Record Distribution In Los Angeles



HARRY JENKINS

Steve Sholes, Chief of Popular Artists & Repertoire, and H. Ray Clark, Merchandise Manager, he has been responsible for the activities of the company's Single Division which developed such new talent as Don Gibson, Ronald & Ruby, Sammy Salvo and Ray Peterson.

From 1954 to January 1958 Jenkins was Manager of Sales and Promotion in New York. From 1948 to 1954 he was a fieldman in the Chicago territory and from 1945 to 1948 he was Manager of Order Service and Warehousing in the Indianapolis plant. He joined the company in 1941 as quality control supervisor and after three years' service as a bomber pilot in the U. S. Army Air Force resumed his duties with RCA Victor Records.

H. Ray Clark, Merchandise and Sales Planning Manager for Single Records, assumes the responsibility for many of Jenkins' current duties. In addition, he will be responsible for EP's, and Victor's Bluebird Children's Records.

Thunderbird Sells Masters

NEW YORK—Thunderbird Records announced the sale of its first rock & roll masters to Coral Records. Key tune in the deal was "My Heart, Let Me Be Free" recorded by Eddie Singleton and The Chromatics. Tunes were to be Thunderbird's first rock & roll release but it was decided to sell the masters so Thunderbird could concentrate on its successful LP, "The Worst of Morris Garner."

NEW YORK—New sales, promotion and marketing techniques designed to benefit distributors, dealers and consumers, will be put into effect in the Los Angeles area by RCA Victor Records under the direction of Harry E. Jenkins.

The announcement was made last week by George R. Marek, Vice President and General Manager of RCA Victor Records, who said that Jenkins would head the Los Angeles record distributing activity for RCA Victor. Marek, in making the announcement, commented that "we are playing one of our aces in a most important undertaking."

Since January of this year, Jenkins has been Manager of Single Records at the New York office. Together with

Allen Bucks Rock 'n Roll Tide With Ballads

NEW YORK—Cleffer Robert Allen, whose strong ballad out-put ("Chances Are," "Who Needs You," "Moments To Remember," etc.) has successfully bucked the rock 'n roll tide, was the subject of a "Can Songwriter Succeed Without Rock 'n Roll" article by TV-radio columnist Ben Gross in New York's Daily News last week.

Asked why he has been able to "strike out on his own" despite the "time when most denizens of Tin Pan Alley are certain that anyone who writes anything but r&r is merely wasting his time," Allen replied that "anyone who claims he simply has to write, sing or play rock 'n roll is simply not being honest about it. The truth is the public will still listen to and buy other kinds of music . . . if given the chance." Gross caught Allen's "if given the chance" remark and stated that "until recently, most radio listeners and TV viewers haven't had that chance" because of the insistence of so many singers and disk jockeys, on "airing inferior songs. Also because of the insincerity of the tunesmiths themselves, the publishers and the general laziness of the public."

About deejays, Allen commented that "no deejay alive has the time to do his job and still listen to the hundreds of new records that cross his desk every week." "So he plays those numbers," Allen said, "the various publishers and record companies are plugging, and they plug rock 'n roll, because such a number can 'take off' in a week. Being primarily a rhythmic feel, it doesn't require any concentration when listening. On the other hand, a ballad, which requires such concentration, takes time to catch on. But the publisher gives up if a number doesn't become a hit right away. And, naturally, when a publisher gives up, so does the disk jockey. He no longer plays that song. That's why there are so few successful ballads today. It's not because the public won't buy." According to the songwriter, his answer to the ballad plight is "to stay with a song and plug it for all its worth, and, also, unlike some writers, instead of writing for the present day market, I create only numbers in which I believe."

The public has believed in Allen's songs to the tune of more than ten million disk sales.

First Disk



NEW YORK — Spencer Williams famed composer of "Basin Street Blues" is shown getting the first MGM disk of the Leroy Holmes recording prior to its being placed on a midtown, New York's coin operated music machine.

Arc Records Reactivated

NEW YORK—Arc Records has been reactivated after a two year period of inactivity.

The company, which was formed in 1954, has signed several new groups and artists, including the Hall Bros., whose pressing, "My White Convertible," is being shipped to the diskery's distributors. The group is currently visiting key disk jockeys in the east, and are skedded for several TV appearances.

Edward Dambach, Arc sales and promotion director, announced seven new distributors for the Arc line: Metro, Buffalo; General, Baltimore; Superior, New York City; Dumont, Boston; Chips, Philadelphia; Seaboard, Albany; and Nutmeg, Connecticut.

Fargo Forms Wells Subsid

NEW YORK—Lew Fargo, whose Fargo label recently clicked with "You" by the Aquatones, announced the formation of a Fargo affiliate, Wells Records. The initial offering on Wells is Bob E. Lee's "Darling I Love You" b/w "Anna Mae."

Our Thanks

THE CHAMPS



VOTED: Most Promising Up and Coming Instrumental Group
Most Programmed Instrumental Group (R&B)

"TEQUILA" # 1016

"EL RANCHO ROCK" # 59007



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

Purple People Eater vs. Witch Doctor



SALT LAKE CITY—A zany dee jay promotion was held recently at the New Lagoon resort in this city where radio station KLUB dee jay Paul Coburn, dressed as the Purple People Eater, wrestled Bill Terry, as the Witch Doctor, in what was billed as "the craziest fight of the century." It all started when the two jockeys argued on the air as to who would win if the two characters as personified by the hit records were to actually meet in mortal combat. The fight drew hundreds of people on the Lagoon midway. A \$100 prize was given away to the listener who guessed closest to the time the battle would run. It took 10 minutes and 55 seconds. Dave Brubeck refereed the match.

He's The Tops



WASHINGTON, D. C.—“In the country field and the pop's he's the tops” was the honor bestowed on Roulette recording artist, Jimmie Rodgers, by the deejays in the Washington, Maryland and Virginia area. It was a poll, taken a few weeks back of both teenage and adult listeners, for the artist having the best disk of the week. In the above photo we see, standing, left to right, TV and radio personality, Don Owens, TV Producer and C&W Promoter, Joe Sissler and Jimmie. Kneeling are Dot disk star of WTTG's “TV Jamboree”, Vernon Taylor and “Club 780” deejay, Jim Clark, who rated Jimmie's “Secretly” as the best on his WARL show. A party was held for Rodgers later at the “Casino Royale” where he was playing at the time.

Marshall WMGM Host

NEW YORK— WMGM's Jerry Marshall will assume the duty as personal host of the WMGM Tour Of Europe, which leaves New York August 8th, via Sabena World Airways, for a special 17 day “package” tour, thanks to exclusive arrangements with one of Marshall's sponsors—the Fugazy Travel Service.

Marshall along with his wife, will personally escort all of his listeners who avail themselves of the opportunity for this gala junket. The tour will embrace the Brussels World's Fair, Rome and Paris, as well as Nice, Cannes and Venice.

Marshall plans to meet with many of the key music and radio personalities of the Continent to gather material for his subsequent broadcasts on “Jerry Marshall's Record Room,” heard on WMGM every Monday thru Saturday from 10:00 A.M. to 1:00 P.M.

Radio Shack Biz Up

BOSTON—Now in its third year of discount disk selling, Radio Shack of Boston reports a 28% increase over Jan-June of 1957 based on Jan-June, 1958 sales in Boston and New Haven, Conn. Business is 85% LP, 15% 45; few EP's and no 78's are stocked.

Plans for over 100% immediate expansion of Radio Shack's facilities were also revealed by company officials. Radio Shack has just acquired an 80,000 sq. ft. building on Commonwealth Ave., opposite Boston University and M. I. T.

The new location will house executive, merchandising and sales department offices as well as the central warehouse for the downtown Boston and New Haven stores. In addition, a third Radio Shack store will front the Commonwealth Ave. property. This 8000 ft. store will house three stereophonic hi-fi sound rooms, a full LP record department, phonographs, radios, tape recorders, electronic and general merchandise.

Construction of these facilities is now under way and a mid-summer opening date is anticipated. The store will be about 80% self-service, with small parts being stocked in the warehouse and delivered by conveyor to the store upon receipt of customer orders.

Expenditure of over \$600,000 for direct advertising in the Sept. 1958-59 period was forecast by Kornfeld. “This represents a substantial increase over the like '57-'58 period,” he said, “but with a third store plus growing mail-order and industrial sales, it's hardly a time for pulling in our horns.”

Ames Forms Edison-International Records

HOLLYWOOD—Jack Ames, who recently sold his interest in Liberty Records, has formed a new record company, Edison-International Records with headquarters in Hollywood.

According to Ames, the new firm plans to release singles in all fields as well as a line of package goods. For the present, Ames has set a releasing schedule for Edison-International of two singles and one album per month. National distribution has already been set for the new line, and its first release of “Teedle De Bum Bum” and “Shim Sham” by Billy Bobbs and the Chips, was issued last week.

Monkey Business



BEAUMONT, TEXAS.—Jape Richardson, KTRM-Beaumont deejay and Mercury recording artist, shares his monkey with the “King of Monkey Business”, Bob Hope. It's all apropos of Jape's latest waxing, “The Monkey Song.” The pic was snapped at a recent benefit show for the Babe Zaharias Cancer Fund at Beaumont.

New G.E. Stylus

AUBURN, N. Y., June 24—General Electric revealed last week that it will market a .5 mil diamond stylus version of its new stereophonic magnetic variable reluctance hi-fi cartridge in August, along with the two .7 mil stylus types announced in May.

The .5 mil stylus version, the “Golden Classic”, type GC-5, is designed for application only in turntables, with high quality tone arms. Its suggested consumer price will be \$26.95.

The GC-5 will have a 20 through 20,000 cycle frequency response, at a tracking force of two to four grams. Its lateral compliance will be 4×10^{-6} centimeters per dyne, and its vertical compliance 2.5×10^{-6} centimeters per dyne. These features also contribute to lower distortion.

The replacement stylus for the GC-5 will be the type ST5D, at a suggested consumer price of \$11.95.

Pricing information and specifications on all three versions of the cartridge:

“Golden Classic,” Type GC-5: .5 mil diamond stylus; suggested consumer price, \$26.95; replacement diamond stylus, ST5D at suggested consumer price of \$11.95.

“Golden Classic,” Type GC-7: .7 mil diamond stylus; suggested consumer price, \$23.95; replacement diamond stylus, ST7D at suggested consumer price of \$9.95.

“Stereo Classic,” Type CL-7: .7 mil synthetic sapphire stylus; suggested consumer price, \$16.95; replacement synthetic sapphire stylus, ST7S at suggested consumer price of \$2.50.

Specifications (identical for all three except as noted):

Frequency response: GC-5, 20 through 20,000 cycles; GC-7 and CL-7, 20 through 17,000 cycles.

Output: Six millivolts, nominal, per channel at stylus velocity of 5.5 centimeters per second.

Inductance: 500 millihenries, nominal, per channel.

Separation between channels: 20 decibels, nominal, from 100 through 7,000 cycles.

Lateral compliance: GC-5, 4×10^{-6} centimeters per dyne; GC-7 and CL-7, 3×10^{-6} centimeters per dyne.

Vertical compliance: GC-5, 2.5×10^{-6} centimeters per dyne; GC-7 and CL-7, 2×10^{-6} centimeters per dyne.

Recommended load, each channel, for flat response: 100K ohms.

Minimum load, each channel: 47K ohms.

Recommended tracking force: GC-5, two to four grams; GC-7 and CL-7, 3.5 to seven grams.

Further information on the stereo cartridges is available from: General Electric Company, Specialty Electronic Components Department, West Genesee Street, Auburn, New York.

Sacks Of Mail



HOLLYWOOD, CALIF.—KFWB's Joe Yocam (second from left) gets the help of Capitol recording artists, The Beavers, in checking out mail received in Joe's “I wouldn't either look like a bag in a sack—because” contest. The Beavers, who recently recorded “Sack Dress” also admire the modeling efforts of one of their members.

HAPPY SWEET 16th

DEL CLARK

WJJD

CHICAGO

**Yesterday -
Radio!**

**Today -
TV!**

**Tomorrow -
THE WORLD!**

MARTY FAYE

“MARTY'S MORGUE”

WAAF — WBKB-TV

CHICAGO



JIMMY ROYTER
MEJ 45-1-A

A new star on a new label.

Sky Records, presents their first release “THEY MAY NOT LIKE ME” 2:38 ascap Mary E. Johnson tells a story of a boy and girl who plan to elope. B/W “ROCK” 2:03 ascap Mary E. Johnson. A jump number that teenagers are sure to love.

Many dis. predict a great future for this lad. Send for your copy today.

SKY RECORDS

1064 Divisadero St.

S. F., Calif.

Jordan 7-9982

Bongos



LOS ANGELES, CALIF. — Turnabout is fair play. After KABC-Los Angeles deejay Don MacKinnon kicked off Kip Tyler's Challenge recording of "Jungle Hop" by playing it for one solid hour, Tyler invited Don to a Bongo factory. Result—more skin beating than any jungle ever knew.

12 Dot Stereo Albums For August

HOLLYWOOD—Dot Records' first stereophonic albums are being readied for release in early August and will number a dozen packages, according to president Randy Wood. The LP releases are expected to be followed in late October by the same packages on stereo tapes.

Tom Mack, vice president in charge of Dot's album division, reports that the 12 stereo LPs will be a mixture of big-selling monaural packages of the past made available on stereo, and the simultaneous release of new albums in both monaural and stereo. Mack further revealed that Dot has a large library of stereophonically recorded music which the firm has been recording for the past year and a half in preparation for its entrance into the stereo market. In the case of Dot's previously issued monaural packages which are to be included in the forthcoming stereo releases, new backliners are being supplied containing stereo information. Mack also stated that Dot's stereo LPs are not compatible disks.

First Arrow Album

NEW YORK — Arrow Records is preparing its first LP issue, Howard Stone, Arrow publicity director, announced last week.

The package will be labeled "Have You Heard Johnny Smith At The Organ?" and will feature the artist on evergreens and Smith originals.

Specialty Eastern Mgr.

NEW YORK—Bob Van Metre has been appointed Eastern Manager for Specialty Records albums and singles. He will headquarter at 1318 South Howard St. in Philly.

Van Metre was previously South Eastern District Manager for London Records.

Code First Release

NEW YORK—Code Records, a new label, announced its first release, a rhythm vocal by Arthur James called "Ditty Bop Walk" b/w "Congratulation."

Code is owned by Joe Dasher with offices at 160 W. 46th. St.

Mills Bros. Promote LP



VANCOUVER, B.C.—On May 8 at the Georgia Hotel, this city, Taylor Pearson & Carson, Dot Distributors, hosted a deejay party to help promote the Mills Brothers first Dot LP. Seen here are Herb Mills, Harry Mills, Don Solem, Ken Walsh, Norman Brown and Donald Mills.

Foreign Labels

BRITAIN

LONDON, ENGLAND—The most popular labels in England, according to prominent juke-box operators in London, include the following: Decca, London, Brunswick, Vogue, Coral, Philips, Fontana, Parlophone, Columbia, MGM, Capitol, HMV, Pye-Nixa, Mercury, Oriole, Melodisc, RCA Victor, Felsted, and Durium.

FRENCH

PARIS, FRANCE—Here's a listing of record labels featured by juke-box operators in Paris and all through France: Columbia, Philips, Vogue, Pathe-Marconi, Polydor, Fontana, Barclay, Mistral, Decca - France, Odeon, Ducretet-Thomson, RGM, Pacific, RCA Victor, Vega, Supraphon, MGM, and Mercury.

BELGIUM

BRUSSELS, BELGIUM — The forty-one record labels purchased by Belgian juke-box operators include American, English, German, French and Dutch pressings.

They are: ABC Paramount, Brunswick, Blue Star, Barclay, Capitol, Cadence, Columbia, Coral, Champ, Decca, Dot, Durium, Ducretet Thomson, Deutsche Grammophon, Jubilee, Fontana, Imperial, Festival, Philips, Pathe, Polydor, Omega, Odeon, Moon-glow, Mercury, MGM, Parlophone, Kapp, Telefunken, Roulette, London, RCA Victor, Tempo, Ronnex, Riviera, Epic, Victory, Savoy, Verve, Vogue, Voix De Son Maitre.

PHILIPPINE

MANILA, PHILIPPINES — Here's a run-down of the 27 record labels sold in the Philippines today: Decca, Columbia, Capitol, MGM, Dot, Coral, Globe, Mercury, Advance, MICO, Villar, RNL, Bell, Mabuhay, Fama, Jensen, Parlophone, Goldwyn, Cap, Fidelity, Broadway, Rico, Gateway, Specialty, Regtar, Royal, and Paramount.

Millionth Disk



GERMANY — Dr. L. Veder, right, managing director of Electrola Gesellschaft (Germany), presents German crooner Fred Bertelmann with the "one million copy" of his hit "The Laughing Vagabond." Veder and Bertelmann are in the pressing room of the factory.

BREAKING OUT!!
 Chuck Berry
"VACATION TIME"
 b/w
"BEAUTIFUL DELILAH"
 Chess 1697

"HUSH YOUR MOUTH"
 Bo Diddley
 Checker 896

Two Sided Smash!!
"YOU GOT ME WHISTLING"
 b/w
"ALL NIGHT LONG"
 Johnny Fuller
 Checker 899

"WHY OH WHY"
 Johnnie & Joe
 Chess 1693

"TOM FOOLERY"
 The Monotones
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"Music For Swingers"



LOS ANGELES — Nope! Harry James hasn't changed to the clarinet. However his look-alike, the famed Gus Bivona is one of the lion's of the licorice stick. Gus, who recently signed with Mercury Records is pictured here with his number one booster, Steve Allen, a constant crusader on behalf of the talents of the swinging Mr. Bivona. Gus' new Mercury long play album is "Music For Swingers."

802 Prexy Joins NARAS

NEW YORK—Al Manuti, president of New York American Federation of Musicians, Local 802, has joined the National Academy of Recording Arts and Sciences as an honorary member, Ben Selvin, treasurer of the Academy, has announced.

In making the Manuti announcement Selvin pointed out that many important names from all phases of the music business have joined the growing membership of the organization. From the popular recording artists field, the following names have recently joined: Roger Williams, Dorothy Olsen, Sammy Kaye, Archie Bleyer, the Chordettes and the Everly Brothers.

Classical music names have also sent in membership applications, such as the Met's George London, Mishel Piastro, Zinka Milanov, Leopold Stokowski, Robert Russell and Nathan Milstein.

Membership in NARAS is not confined to New York or even to this country. Recent members from England include Malcolm Lockyer and Tony Osborne.

Membership in NARAS is open to anyone connected with the recording industry. One year's membership fee is \$15.00. Applications should be sent to Post Office Box 505, Radio City Station, New York 17, N. Y.

Carlton Finds Reaction Favorable On Tour

NEW YORK—Joe Carlton, prexy of Carlton Records, has just returned from a road trip through eleven major markets, during which he received favorable reaction to two disks, and purchased a master.

Carlton reports Jack Scott's "My True Love" (the flip side of the chart success, "Leroy") as going strong for him. Scott will make two appearances on the Dick Clark show, one on Friday, July 4th, the other on Clark's July 19th Saturday night stint, and will visit fifteen cities in two and a half weeks, performing on TV disk jockey shows, and record hops. According to Carlton, he has received good notices from Washington, Pittsburgh, Chicago, Cincinnati and Boston on a side by the Rondell's, "Good Good."

In Detroit, Carlton bought a master from the Penthouse label, "Margaret," b/w "I'm Sorry" by the Royal Holidays, which was skedded for release last week.

Carlton also announced the appointment of Lelan Rogers, former Decca sales executive, as Carlton field representative covering South Western and Southern areas including Texas, Oklahoma, and Louisiana.

Bobbi Dieterle To Be Married

BEVERLY HILLS, Calif.—Bobbi Dieterle, executive secretary of Liberty Records, and Earl M. Daniels, vice-president of Hydrill, an oil-industry firm, have announced their engagement with the wedding to be held at the Santa Barbara Biltmore on July 3rd. The couple will honeymoon at Lake Louise and Banff, Canada, and reside in San Marino on return. The bride to be was formerly a record company executive in New York before moving to California. Daniels is well known in Southern Calif. oil industry circles and is president of the Los Angeles Chapter of The Nomads, honorary oil industry organization.

Seeco Buys LP Master

NEW YORK—Sidney Siegel, Seeco Records' topper, announced last week that the diskery has purchased an album master from independent producer Dickson Hall and will put it on national release the first week in August. The LP is titled "Songs That Were Censored In The Hills" and was recorded by hillbilly disk jockey and singer, Sid "Hardrock" Gunther.

Sales manager Abbot Lutz stated that this purchase is part of Seeco's "Stronger Summer Sales" drive.

Lutz revealed that with the strong sales now being racked up by the new Jose Melis LP, "Melis At Midnight," Aldo Bruschi's "Enchantment Italy" and "A Visit To Cuba" the diskery is currently enjoying peak sales.

SWEET SIXTEEN
BUT—MAN, HAVE YOU BEEN KISSED!
JERRY LEIGHTON
(the deejay that made Chicago, Ill.)
WAAF — CHICAGO

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"AT A DANCE"

b/w

"QUIET VILLAGE"

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"WHISTLIN' JOE"

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**Fiedler Receives Award For
Two Millionth Record Album**

BOSTON, MASS. — A golden plaque was presented last Sunday to Boston Pops Conductor Arthur Fiedler by the RCA Victor Record Division in recognition of the sale of his two-millionth record album. Fiedler is the first Red Seal artist performing today to attain the two-million sales mark.

Alan Kayes, Manager of RCA Victor's Red Seal Artist and Repertoire Department, made the presentation at the opening program of the 30th season of Boston's Esplanade Concerts, which Fiedler himself founded as one of the first free open-air orchestral concerts in America. He stated that Fiedler's sale of two million record albums was "a notable accomplishment rarely achieved by a classical artist. Through the medium of records, Arthur Fiedler's music-making is as beloved in Kansas City or Sacramento as it is in Boston. We at RCA Victor are as proud of our association with him as are the people of Boston".

The oak-framed, gold-embossed plaque is a replica of an album cover, showing an etching of the conductor. Below it is an inscription reading: "On the occasion of the 30th anniversary of the Esplanade Concerts this plaque is presented by RCA Victor to one of the world's outstanding ambassadors of good music in recognition of the sale of his two-millionth record album—June 1958".

Fiedler has recorded exclusively for RCA Victor throughout his career.

**"Shut-Ups" Breaks Open
In New York Market**

NEW YORK—The New York area was the scene of record excitement last week when another novelty, "The Shut-Ups" by The Wild-Tones on Madison Records, stirred up the market to a point where, according to reports, more than a dozen record companies were bidding for the master.

At press-time, Larry Uttal, president of Madison Records, reported that he had not closed a deal with anyone and was in the process of setting up distributorships throughout the country.

Alan Freed, WABC-New York disk jockey, reported the station was besieged with calls and called it "New York's hottest record and the fastest breaking record in three years."

Coral Reduces EP Prices

NEW YORK—Norman Weinstroer, Coral Records General Sales Manager, announced a reduction of prices on Coral and Brunswick EP sets effective immediately. Single sets will retail at \$1.29; two pocket sets, \$2.49; three pocket sets, \$3.98; and four record sets, \$4.98.

Goldner Buys "Trickle Trickle"

NEW YORK—George Goldner revealed last Thursday that he had acquired the master of "Trickle Trickle" by The Videos.

The platter was put on the air by Jocko Henderson, Newark deejay, and the reaction prompted Goldner to go after it.

Ward Group's 25th Anniversary

NEW YORK — The Twenty-fifth Anniversary of the Clara Ward gospel group will be celebrated by an appearance by the group at The Arena in West Philadelphia, Sunday, July 6th.

**Audio - Fidelity Forms
Classical Department**

NEW YORK — Audio Fidelity has announced the formation of a classical music department. Plans are underway for hi fidelity albums, stereotapes and stereo disks ranging from popular classics to more serious works.

Sidney Frey, president of Audio Fidelity, has appointed violinist-conductor-arranger Emanuel Vardi as the A & R classical department director. Vardi has done recordings on numerous other labels as conductor and violinist throughout Europe and the United States.

Love Ups 45 RPM Price

NEW YORK — Love Records has announced that the price of its 45 RPM singles have been upped from 89¢ to 98¢. The diskery's latest release is Cozy Cole's "Topsy."

4 GREAT RECORDS

CHERIE, I LOVE YOU
PAT BOONE Dot
SAME OLD MOON
PERCY FAITH Columbia
FELICIA SANDERS Decca
RAY HEINDORF R.C.A. Victor
TIP-TOE THRU' THE TULIPS
WITH ME
RUSS HAMILTON Kapp
TOO MUCH, TOO SOON
SARAH VAUGHAN Mercury

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"Watch for my new Arthur Prysock!"

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Anniversary Greetings

from your DJ Friend

GENE WHITTAKER

Radio Station WEEB

Southern Pines, N. C.

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For Foreign Release



HOLLYWOOD—Rusty Draper presents "Zorro", Guy Williams, star of the TV show of the same name, with his version of the song "Zorro". Rusty, Mercury recording star, has recorded "Zorro", a big smash in this country, solely for foreign release.

SRO Signs Lavern Baker

NEW YORK—Al Wilde, president of the recently formed SRO Artists, Inc., this week announced the signing of another big name to his talent roster. Wilde stated that he had signed Lavern Baker, one of the country's leading female vocalists, now recording for Atlantic Records.

Last week, on announcing the formation of SRO, Wilde also gave out the information that as his first client he had signed Dick Clark, Philadelphia "Bandstand" disk jockey.

Affiliated with Wilde are Chuck Reeves and Mort Curtis, both vice presidents. Curtis is associated with Grossinger's Country Club, upstate New York resort, and will continue to book its talent. Reeves is the producer of Clark's Saturday night TV show. He will continue in that capacity in addition to his SRO duties.

Wilde also announced the appointment of Charles B. Seton and Andrew J. Fineman as co-counselors for the firm.

Capitol Intros 1959 Line of Phonographs

HOLLYWOOD — Capitol Records has introduced its new 1959 line of Capitol phonographs, five of which are equipped for stereo sound. The new line, the second for Capitol, includes 11 phonographs (seven portables and four consoles) and one stereo tape recorder.

The new phonos include: a four-speed manual portable (Model 823); a 45 RPM automatic portable (Model 821); a twin-speaker four-speed manual portable (Model 822); a four-speed automatic portable (Model 824); a deluxe automatic portable (Model 827); a deluxe automatic portable (Model 828); a deluxe high fidelity portable (Model 832); a stereo "lowboy" console (Model 833); a deluxe stereo console (Model 834); a high fidelity stereo console (Model 836); a Provincial stereo console (Model 838); a high-fidelity tape recorder (Model 850).

The retail price for the new line of phonographs will be from \$29.95 for Model 820, to \$349.95 for Model 838 (prices slightly higher in the West). The new high fidelity tape recorder with stereophonic reproduction is available at the retail price of \$249.95 (in the East; slightly higher in the West).

Features of the various units are as follows:

Model 820—An electronically balanced amplifier; a turnover type cartridge, moisture-proof with two jeweled styli; a permanent-magnet four inch heavy-duty Alnico V speaker; separate tone and volume controls; new speed selector switch; plays all record sizes and speeds; the case is scuff-resistant and washable in red and white, charcoal and white or green and white; 13" wide, 7" high, 12 3/8" deep.

Model 821—An electronically balanced amplifier, a high-compliance cartridge, moisture-proof, with jeweled stylus; a permanent-magnet four inch heavy-duty Alnico V speaker; plays with lid open or closed; tone and volume controls are on the outside of the case; plays as many as twelve 45 rpm records, the case is scuff-resistant and washable in red with white, charcoal with white or green with white, 11" wide, 7 1/2" high, 11 1/2" deep.

Model 822—An electronically balanced amplifier; a turnover type, full-compliance cartridge, moisture-proof, with two jeweled styli; two four inch extended-range heavy-duty Alnico V speakers, with permanent magnets; separate tone and volume controls; plays all record sizes and speeds; the case is leather-like, scuff-resistant in tan; 11 1/4" wide, 5" high, 13 3/4" deep.

Model 824—An electronically balanced amplifier; a turnover type, full-compliance cartridge, moisture-proof, with two jeweled styli; a permanent-magnet five inch heavy-duty speaker; the tone and volume controls are on the outside of the case; the phonograph turns itself off after playing the last record; an automatic intermix model changer; plays all record sizes and speeds; the case is scuff-resistant and washable in red with white or brown with white; 14 5/8" wide, 8 7/8" high, 16 5/8" deep.

Model 827—A four-watt, push-pull amplifier with three tubes plus selenium rectifier and special feedback output circuit; a turnover type cartridge, moisture-proof, with two jeweled styli; a high-fidelity 6" heavy-duty speaker with a mechanical tweeter; complete wiring for stereophonic sound with jack for external amplifier-speaker; separate bass, treble and volume controls; the phonograph

turns itself off completely after playing last record; and automatic intermix model changer; plays all record sizes and speeds; the case is scuff-resistant and washable in gray; 15 1/2" wide, 9 1/2" high, 20" deep.

Model 828—A four-watt, push-pull amplifier with three tubes plus selenium rectifier and special feedback output circuit; a turnover type cartridge, moisture-proof, with two jeweled styli; two six inch heavy-duty speakers with mechanical tweeters; complete wiring for stereophonic sound with jack for external amplifier-speaker; separate bass, treble and volume controls; the phonograph turns itself off completely after playing the last record; an automatic intermix model changer; plays all record sizes and speeds; the case is scuff-resistant and washable in driftwood brown with white; 16 1/2" wide, 9 1/2" high, 20" deep.

Model 832—Two complete push-pull amplifiers which operate when playing stereo or standard records, with special feedback output circuits, provision for channel balancing and six tubes plus silicon rectifier; a stereo cartridge with diamond stylus; a six inch heavy-duty speaker with two 3 1/2" tweeters; a single master control panel with bass, treble and volume controls; the phonograph turns itself off completely after playing the last record; an automatic intermix four-speed model changer designed especially for stereo record reproduction; plays all sizes and speeds of microgroove records, both stereo and standard; the case is genuine Barco leather in California Sun Tan; 15 1/2" wide, 10" high, 21" deep. A matching extra speaker case (Model 1832) is available. Number and size of speakers are same as in main unit.

Model 833—A special dual-channel amplifier, complete for stereo and standard record reproduction and provision for channel balancing; a stereo cartridge with diamond stylus; an eight inch heavy-duty speaker with two 4" tweeters; a single master control panel with bass, treble and volume controls; the phonograph turns itself off completely after playing the last record; a deluxe automatic intermix four-speed model changer, designed especially for stereo record reproduction; plays all sizes and speeds of microgroove records, stereo and standard; the cabinet is custom-crafted and hand-polished in a choice of mahogany, limed oak or walnut; 30" wide, 26 1/4" high, 15 3/4" deep. Available (As Model 2833) with AM-FM radio built in. Radio has nine tubes plus selenium rectifier, high-gain ferrite AM antenna, oscillator circuits compensated for minimum drift. One control adjusts both amplifiers. Control knobs for bass, treble, tuning, loudness/on-off, AM-FM-Phonograph selection. A matching extra speaker cabinet (Model 1833) is available. Contains record storage space. Number and size of speakers, and dimensions of cabinet, are same as in main unit.

Model 834—Two complete amplifiers which operate when playing stereo or standard records, with provision for channel balancing; a stereo cartridge with diamond stylus; two ten inch heavy-duty speakers with one 4" tweeter; an input jack for plugging in a tape recorder; a switch for using speakers with external radio, TV or tape recorder; a single master control panel with separate bass, treble and volume controls; the phonograph turns itself off completely after playing the last record; a deluxe automatic intermix four-speed model changer, designed especially for stereo record production; plays all sizes and speeds of microgroove records, stereo and standard; the cabinet is custom-crafted and hand-polished in a choice of mahogany, limed oak or walnut; 30" wide, 29" high, 18" deep. It is available (as Model 2834) with AM-FM tuner built in. The tuner has

seven tubes plus selenium rectifier, automatic frequency control for FM, high-gain ferrite AM antenna. One control adjusts both amplifiers. Function switch selects AM, FM-AFC, phonograph. A matching extra speaker cabinet (Model 1834) is available. Number and size of speakers, and dimensions of cabinet, are same as in main unit.

Model 836—Two complete amplifiers which operate when playing stereo or standard records with provision for channel balancing; a stereo cartridge with diamond stylus; two 12" heavy-duty speakers with two 5" tweeters; an input jack for plugging in a tape recorder; a switch for using speakers with external radio, TV or tape recorder; a single master control panel with bass, treble and volume controls; the phonograph turns itself off completely after playing the last record; a deluxe automatic intermix four-speed model changer, designed especially for stereo record reproduction; plays all sizes and speeds of microgroove records, stereo and standard; the cabinet is custom crafted and hand-polished in a choice of mahogany, limed oak or walnut; 36" wide, 30 3/4" high, 18" deep. Available (as Model 2836) with AM-FM tuner built in. The tuner has seven tubes plus selenium rectifier, automatic frequency control for FM, high-gain ferrite AM antenna. One control adjusts both amplifiers. A matching extra speaker cabinet (Model 1836) is available. Number and size of speakers, and dimensions of cabinet, are same as in main unit.

Model 838—Two complete amplifiers which operate when playing stereo or standard records with provision for channel balancing; a stereo cartridge with diamond stylus; two 12" heavy-duty speakers with two 5" tweeters; a single master control panel with function selector switch and controls for bass, treble, volume and stereo balance; an input jack for plugging in a tape recorder; a switch for using speakers with external radio, TV or tape recorder; the phonograph turns itself off completely after playing the last record; a deluxe automatic intermix four-speed model changer, designed especially for stereo; plays all sizes and speeds of microgroove records, stereo and standard; the cabinet is custom-crafted and hand-polished with French Provincial styling in fruitwood finish; 35 1/4" wide, 19 1/4" deep, 30" high. Available (as Model 2838) with AM-FM tuner built in. The tuner has Armstrong FM circuitry with automatic frequency control; built-in antennae; seven tubes plus selenium rectifier; faceplate to match phonograph control panel. One control adjusts both amplifiers. This tuner is available separately (as Model 854) for use with other instruments. A matching extra speaker cabinet (Model 1838) is available. Number and size of speakers are same as in main unit. 28 3/4" wide, same height and depth as main unit.

Model 850—Two separate portable cases; each contains one 5" by 7" speaker and one 3 1/2" tweeter; speaker cases fasten together when not in use; in-line stereo head plus erase head; speeds of 7 1/2 inches per second and 3 3/4 IPS; wire-range metal-cased microphone; two 7" reels; twenty-foot cord with each speaker case; stereo balance and hum balance adjustments; input jacks for radio-phonograph and microphone; a monitor switch, pause button; rewind, record, stop, play, fast forward, volume and tone controls; brown and white speaker cases together, and matching main unit closed; both have the same dimensions, 15 1/2" wide, 9 1/8" high, 11 5/8" deep; plays stereophonic tape recordings; plays monaural tapes; records and plays voices and music; serves as a public address system; records and plays high-fidelity sound from radio or phonograph.

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1650 Broadway, New York, New York

That's It!



SAN FRANCISCO, CALIF.—Smiles were the order of the day as San Francisco Branch Manager Bob Davenport of King Records, and King salesman Dick Haist point out the King window display to owner Freddy Hage of Hage's Stanford Music in Palo Alto, Calif.

The King window in the retail outlet of this Stanford University town served as a kick-off promotional campaign for King's new release of 7 Spiritual LP's, and tied in other King merchandise with the new release.

Davenport is shown on the left, Hage in the middle, and Haist on the right.

Bow And Arrow Pactees

NEW YORK—Arrow Records has announced the pacting of Dora Tapp, and Bow Records, an Arrow affiliate, has announced the signing of the Chuck-A-Lucks. Miss Tapp's first Arrow effort is "Blue And Broken Hearted" b/w "Little Boy." The Chuck-A-Lucks have "Chuck-A-Luck" b/w "Heaven Knows" as their first Bow entry.

The two Richmond, Va. personalities are managed by WANT-Richmond deejay Bill Gibbons.

German Wax Viewed By Siegel

BERLIN, GERMANY — For the past several months, Paul Siegel, American representative for two publishing firms owned by publisher-film composer Heino Gaze, Edition Takt u. Ton GmbH., and Song Edition, has been traveling all over Germany visiting radio-tv stations, record companies, music shops, arrangers, artists, and, in general, observing the music picture in Germany. What follows is Siegel's own observations on what makes the German record-music industry tick:

"What kind of records are the Germans buying today? Eighty-five of the German records today originate from our hit parade. The German teenagers, known here as 'halb staerker' (half grown) buy only rock 'n roll up to age twenty-two, and listen mostly not to German radio stations, but to the Armed Forces Radio Network, which broadcasts the latest American hit records. Most of the German public in the twenty-two to thirty age range buy ballads, semi-classical music, such as by George Gershwin, and also a great deal of jazz records. From age thirty on, the people buy operettas, old songs, and classical disks. Because of the high cost of LP's in Germany, LP sales are small, and 45's are the main purchasing item.

"Today in Germany a million record sale is not unknown. Fred Bertelman has reached the million sales mark with "The Laughing Vagabond," and Mitch Miller has a great hit with "The Bridge On The River Kwai." Currently, smooth ballads don't have much of a chance, but rather the quick moving instrumental themes, since Germans like to dance quickly, and, of course, the youth prefers rock 'n roll. Lately rock 'n roll is not selling as much as it did several months ago as German radio stations are simply not programming this kind of music, only Armed Forces Radio.

"Juke boxes carry almost eighty-five percent American records, but only in the past month (April) has there been a decided reaction against so much overflowing of American recordings, and, in preference, growing in strength are both native German and Italian recordings."

Siegel said he made a "secret" visit

to East Berlin, where he spoke with Russian soldiers and found out that "perhaps with music can come greater understanding between the United States and Russia." He asked the Russians what American artists they liked and received George Gershwin, Paul Robeson, and Cole Porter as answers. Siegel was given copies of two "hit" songs in Russia, which he hopes to release in the U. S.

Siegel has made an agreement whereby he will do a radio disk jockey show with records on tape out of New York to be broadcast in Berlin. The show will be called "American Record Premiere In Berlin."

"Kings Go Forth" Released On Capitol LP

HOLLYWOOD — The Elmer Bernstein score from the Frank Ross production of "Kings Go Forth", starring Frank Sinatra, Tony Curtis and Natalie Wood, is currently in release nationally on a Capitol album, made direct from the motion picture soundtrack. The dramatic film, released through United Artists, is from the Joe David Brown novel, "Kings Go Forth". Delmer Daves directed the Merle Miller screenplay.

The picture will be premiered July 2nd at the Fox Beverly Theatre in Beverly Hills, Calif., following "An Evening with Frank Sinatra" concert to be presented earlier that evening at the Beverly Hilton Hotel in the same city. Proceeds from the premiere go to the Cedars of Lebanon Hospital free bed care in Los Angeles. The film will be released elsewhere throughout the United States later in July.

The Bernstein compositions on side one of the album include the title song, "The Riviera", "Monique's Theme", "The Bunker", "Sam's Theme", "Sam and Monique", and "Sam Returns". The reverse side of the album includes tracks titled "Monique's Theme", "Britt's Blues", "Le Chat Noir", "Quiet Drive", "Britt's Kiss", "Monique's Despaire", "Displaced", and "Finale".

In addition to the soundtrack album, Frank Sinatra has recorded, for Capitol, a single record of the theme from the picture, "Monique".

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Peck's Guests



HOLLYWOOD, CALIF.—Gregory Peck hosted a special preview screening of his new western "The Bravados" at 20th Century Fox Studio for western stars of the past and present. Jimmy Wakely, right starred in better than 30 westerns while, George "Gabby" Hayes has appeared in countless films of the same type. The pair were among Peck's guests. Wakely has just released 2 new sides tagged "High School Romance" and "Puppy Love" on his own Shastone Label. The numbers are both 'Pops,' a departure for the singer who is widening his recording scope.

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

Giant Autograph Party



PITTSBURGH, PA. — A giant autograph party at Pittsburgh's North Hills Shopping Center launched the first RCA Victor Bluebird record by KDKA Radio's Cordic and Company recently. Rege Cordic (second from right) landed in a helicopter and was met by his Confederate colleagues Col. Beauregard Cornpone (Karl Hardman) (right) and Cpl. Culpepper (Bob Trow). Mort Locker (left) of Hamburg Bros. RCA Victor division joined in the free distribution of balloons and the awarding of the Cordic records, "Omicron and the Sputnik."

MGM Announces July LP Program

NEW YORK — Irving Jerome, vice president and national sales manager of MGM Records, this week announced MGM's July Album Program about to be launched.

It will be titled the "Natural Seven". The name of the project is derived from the seventh month, the release of seven albums, and the offer of a free album with every seven purchased.

The July drive is being kicked off with several powerful merchandising aids. Jerome revealed that salesmen will receive special order pads, dummy album covers will be shipped in profusion, special dee-jay LP samples will be sent around the country, salesmen brochures with covers and liner notes, dealer supplements for counter distribution and consumer advertising with special magazine and newspaper concentration.

The seven albums are "Reflections In The Water", David Rose; "Jose Melis Of The Jack Paar Show"; "Hi-Fi Play For Dancing", Art Mooney; "On The Hollywood Sound Stage", Johnny Green; "Seltzer On The Rocks", Humor & Songs By Lee Tully; "A Man And His Dreams", Tony Aquaviva; "The Weary Blues", Langston Hughes.

Bennett Clicks At Maksik's

NEW YORK — Tony Bennett concluded a successful four-week engagement at Ben Maksik's Town & Country Club in Brooklyn on Sunday, June 29th.

Once again, during the stylist's stay at the club, he displayed a winning stage personality as he showcased a repertoire of tunes mostly associated with his disk out-put. Bennett paced himself with rousing up-tempo, and soft readings of durables like "Blue Moon," "Just In Time," "Rags To Riches," "Lost In The Stars," "One For My Baby," "Lullaby Of Broadway," his current hit, "Young, Warm And Wonderful," and "Because Of You," the closing number in the act.

Bennett was backed by his own trio, which included bongoist Candido.

Cadence Pulls Out Of Buffalo

NEW YORK — Bob Kornheiser, sales manager of Cadence Records, announced last week that Cadence has pulled its line out of the Buffalo area and at present has no distributor representing the line for the Buffalo, Syracuse and Rochester territories.

Kornheiser said that the reason for this move was made necessary by the "general chaotic conditions one of which is the overabundance of one stops the majority of which are owned by distributors".

Kornheiser made it emphatic that Cadence has no intentions of doing without distributors. "Distributors are extremely important, but when there is dissatisfaction with a distributor, the company will take action," Kornheiser said.

For the present, however, Cadence will ship direct to one stops on a C.O.D. basis until such time as Cadence resolves the problem.

Audio Recording Stereo Radio—TV Commercials

NEW YORK—Sidney Frey, prexy of Audio Fidelity Records, has announced that Audio Fidelity is recording a series of two channel radio-tv commercials in stereophonic sound in conjunction with radio-tv outlet WNTA-Newark, N.J. In addition, Frey reported that plans are underway for a consultant service to supervise recordings of radio-tv commercials in stereo.

Audio Fidelity, which introduced the first commercially pressed stereo disk in October '57, has taken part in various stereo broadcasts with deejays Ted Steele and Jim Coy (WOR-TV-Radio-New York); Del Courtney (KPIX-TV-KSFO-San Francisco); and Marty Faye (WBKB-TV-WENR-Chicago).

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Taking Over



NEW YORK — Bob Crosby, who took over the Perry Como show for the summer months, had an all-star cast on hand for his premiere. The bill was headlined by Cadence Records' Everly Brothers (left). On right of Crosby are Gretchen Wyler and Joe Bishop.

Allstate, Chi., Moves Aug. 1; Offers Self-Service

CHICAGO — Paul Glass, head of All State Distributors, this city, recently announced plans to move to new, larger quarters, at 1450 South Wabash Avenue, on or about August 1. Glass stated that at that time he will reveal, "for the first time in the middle west, an entirely new concept of record distribution—a super market-self service operation."

Glass explained that the racks and stock facilities will be conveniently arranged on the ground-level floor, while the firm's offices will be laid out on the second floor.

Glass said, "We are, of course, stressing maximum convenience for dealers in making their selections of singles, LP's and EP's. They will have flat-topped, rubber-tired carts to carry their records for them during their tour around the floor. When selections are completed, customers will be quickly checked out at the front of the store."

"Although this is a new concept

of distribution in this area," Glass said, "we are assured of its successful operation, because of the convenience it offers; and reduction of errors in making selections, due to the fact that the dealer can now leisurely select his own choice, right off the racks."

Another important feature to consider," Glass continued, "is the fact that this arrangement makes it possible for the customer to be better informed regarding the fastest moving numbers, as everything is placed before his eyes. It would be difficult for him to miss seeing the action on hit records."

Glass commented on another innovation at All State, when he announced the appointment of Records Unlimited in Milwaukee, Wisconsin, to represent his firm throughout the entire Wisconsin area. This appointment was made effective as of June 1st.

Buffalo Bills Set For Music Barn Fest

LENOX, MASS. — The Buffalo Bills, the barber shop quartet featured in "The Music Man," will harmonize in the Berkshires on Sunday night, June 29th, at 8:30 when the Music Barn in Lenox, Mass., opens its summer concerts with a Barber-shop Quartet Festival.

The Bills will be presented in cooperation with the Pittsfield Chapter of the Society for the Preservation and Encouragement of Barber Shop Quartet Singing of America. They will highlight a program which will include the Tangle Aires of Pittsfield, the Valley Four of Springfield, and the Clip Chords from Schenectady.

The Bills first became acquainted with Meredith Willson, author of "The Music Man," when they appeared on his radio program. Later, when Willson's show called for a barberhop quartet, he chose the Bills.

After passing auditions for speaking and acting roles in the show, three of the original Bills, lead Al Shea, tenor Vernon Reed, and bass Bill Spangenberg, agreed to accept the job. However, baritone Dick Grapes decided not to leave his job. The Bills then added Wayne "Scotty" Ward to round out the quartet and became a hit in the new musical.

In the show the Bills sang three songs, "It's You", "Lida Rose," and

"Sincere," and make a total of seven appearances on the stage, including three renditions of "Lida Rose," which they will sing with a local female vocalist in the Music Barn concert. Cedric Willson, Meredith Willson's brother, will officiate as Master of Ceremonies at the Festival.

In addition to the Bills' program, Sunday's concert will include an introductory barbershop skit by the Pittsfield Chapter, an informal competition among the three local quartets, chorus presentations by the Pittsfield group, and a finale presenting all participating quartets.

The Barbershop Quartet Festival is the opening concert in the Music Barn's summer-long series of jazz and folk performances. A picnic dinner in honor of the Buffalo Bills will be held on the grounds of the Potting Shed, the Music Inn's bar which features piano music and jam sessions, starting at 6:00 p.m. All participating groups will attend the dinner.

In the next two weeks, the Music Barn's series will feature the Dave Brubeck Quartet on Friday, July 4th, at 8:30 p.m.; folk singer Odetta, at 8:30 Saturday afternoon, July 5th; Duke Ellington with his Orchestra, Sunday, July 6th, at 8:30 p.m.; and a West Indian Night, Thursday, July 10th, at 8:30.

Ad and Sales Bally Set For Rondo Label

NEW YORK — Eli Oberstein, who recently launched his Rondo LP line in both monaural and stereophonic sound, disclosed last week that he is backing up his first set of releases with a "high-powered" sales, advertising and publicity campaign.

Herb Joseph, Oberstein's executive assistant in the Rondo operation, revealed that three full-time fieldmen have been retained to work in close conjunction with the distributors. "The job of the fieldmen," Joseph said, "will be to help our distributors with local promotions, arrange for advertising tie-in deals and help with any sales problems that may exist. They will travel constantly, returning to New York only for meetings."

Plans are being made and the initial orders are being placed now for a national advertising campaign in consumer and trade press as well as heavy newspaper insertions on the local level. Rondo will be running better than one hundred full page ads per week in newspapers all over the country by the first Sunday after Labor Day. In addition, the diskery will be shipping over 2,500 albums to reviewers and columnists all over the country by the end of July.

Research Craft Moves

LOS ANGELES—A. R. Ellsworth, president of Research Craft Corporation, announced the opening of the pressing plant's new building, located at 1011 No Fuller Ave. in Los Angeles.

The new 17,000 sq. ft. plant has doubled Research Crafts' capacity and facilities can be expanded to operate a total of forty presses. The new plant is also fully equipped to handle the production of stereophonic disks.

Picking The Hits



NEWPORT NEWS, VA. — Students of Hampton High School, Hampton, Va., pick the record of the week for Al Clarke's "Platter Panel" show of WYOU, Newport News, Va. Clarke's panel show, one of the most popular radio shows in the area, is slated for television this fall. Schools as far away as Williamsburg, York Town and Norfolk have appeared on the Platter Panel. Al is program director and announcer for station WYOU, now in its second year of broadcasting.

Clarke is shown standing in the background conducting the panel.



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More Appointments At Warner Records

BURBANK, CALIF.—Additional staff appointments to the Warner Brothers Records home office and Eastern operations division were disclosed last week.

Norman Goodwin, for the past six years Los Angeles Branch Manager of Columbia Records, has been named Product Manager of the company. Goodwin's appointment is effective July 1st, and he reports to Joel Friedman, Merchandising Director. A veteran of more than eleven years' experience in the record industry, Goodwin's responsibilities will include liaison between the sales and merchandising departments. Prior to his tenure with Columbia and the Ray Thomas Company—Goodwin was associated with Decca Records here.

Irv Iserson, Eastern Operation Manager of the firm, disclosed the appointment of Monroe Glasberg as his assistant, with headquarters in New York. Glasberg was most recently General Manager of Kapp Records.

Karl Engemann has been appointed to the label's artist and repertoire staff in Hollywood. Engemann was formerly a mid west territorial band leader before joining the Warner Brothers' staff.

The label also named David Rose (not to be confused with the orchestra leader) to its Art Director's post. Rose formerly was associated with Cunningham and Walsh and Mogge-Privett here.

"Elizabeth"



LOS ANGELES—KFBW newsman Bill Angel had the pleasant duty of taking Lizabeth Scott for a spin in KFBW's Mobile Unit 98 and interviewing her when she visited KFBW to leave a copy of her new VIK album, "Elizabeth."

Lenny Herman Opens 10 Weeks At Roosevelt

NEW YORK—Lenny Herman and his band, billed as the "Mightiest Little Band in the Land," opens a ten week engagement in the Grill Room of the Hotel Roosevelt on Monday, June 30th.

Lenny Herman is an old friend of New York. His initial booking in a hotel dance room was a 1938 date in the Astor Hotel. Booked for a ten week engagement, the band stayed on for ten years.

Herman has just completed an engagement at the Sahara in Las Vegas. Other recent engagements include the Carlton Hotel in Washington, the Warwick in Philadelphia, the Traymore in Atlantic City and the Baker in Dallas.

In the way of recordings, the band's current big seller is an album entitled "Dancing in the Dark" on the Judson label.

Alternating with Herman on the Roosevelt Grill bandstand is Bill Snyder, pianist, composer and recording artist.

This is Bill Snyder's first club appearance in New York, even though he has been a "name" artist in the Mid-West for many years and his recording of "Bewitched" was a million-plus seller.

For a number of years, Snyder has had a dance band on radio and in hotel dance rooms in the Mid-West, such as the Edgewater Beach in Chicago, Schroeder in Milwaukee and the Park Plaza in St. Louis.

For the past two years he has devoted himself exclusively to recording. All told, Decca estimates that as a result of his national acceptance through album catalogues, Snyder's individual records and dozen albums have sold well over the four million mark. The current Snyder album is "Sweet and Lovely."

Snyder is a classically trained pianist who was a student of the late Moritz Rosenthal.

At The Hop



DES MOINES, IOWA — Felsted Record's rising young star, Kathy Linden, recently appeared on the "Record Hop" emceed by Larry Monroe via KIOA. Kathy's latest release is "You'd Be Surprised".

What Kind Of Music Do You Want?



MEMPHIS, TENN.—Radio Station WHHM, this city, this week ended a two day filibuster in an attempt to find out what kind of music the people wanted to hear on a radio station.

WHHM did not play one single record for 42 continuous hours . . . the announcers did nothing but talk. According to station manager, George Crump, the survey proved most indicative with some 14,700 votes tabulated.

Elvis Presley's hometown had much of the rock taken out of the roll, because the survey showed that people wanted to hear just about all kinds of music on WHHM. Ironically, this alleged rock and roll center voted only 12% of the total vote for rock and roll music.

On the local scene, WHHM announcers carried the filibuster to the listeners, answering phone calls coming into the station in droves from people voting for the music they wanted as a steady diet.

Shown above is the staff of WHHM telephone operators who handled the thousands of calls.

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"Pops" Lends A Hand



CHICAGO—Radio-TV specialist, Sp/3 Jim Mills (left), from Fifth U. S. Army headquarters, interviews Paul Whiteman in Chicago for a guest appearance as conductor of the All-Gershwin charity concert held in Orchestra Hall recently.

15 LP's In King's Summer "Booster" Program

CINCINNATI, OHIO—King Records kicks off its special summer "Booster Business Program" with a release schedule calling for 15 albums in July and August, and a 1-for-8 Free Merchandise Deal, featuring such names as Earl Bostic ("Alto Magic In Hi Fi"); Bill Doggett ("Swingin' Easy"); Little Willie John ("Talk To Me"); Bonnie Lou; Steve Lawrence; Grandpa Jones; Moon Mullican; Organist Bob Kames ("Golden Years In Hi Fi"); Eddie "Lockjaw" Davis ("Big Beat Jazz"); and an assortment of other spirituals, country and western, hillbilly and jazz names. The plan goes into operation July 1st.

In an effort to "boost business", Al Miller, King Sales Manager, stated all field personnel and branch offices of King were prepared to launch an all-out offensive geared to get maximum exposure via point-of-sale merchandising, and a local market saturation program.

Tied into the plan is a 60-day continuation of the Spring "Spiritual Festival" program, a series of seven spiritual LP's pre-packed with each pack containing point of sale merchandising display material and a "pay for six—get one free" deal. Miller stated "because of the sales and acceptance of the spiritual package was so encouraging, and with the trend toward spirituals, the plan is being continued."

The Finer Points



NEW YORK—Fabian, whose first Chancellor release, "I'm In Love" b/w "Shivers", was released a few weeks ago, receives some professional pointers from his friend and tutor, Frankie Avalon.

Columbia Appoints 2

NEW YORK—The appointment of James Turnbull as Manager, Field Sales for Columbia Records, and the promotion of Peter Munves to the position of Coordinator, Columbia Special Merchandise, has been announced by William Gallagher, Director of Sales.

Turnbull assumes the responsibility for national record distribution, and for the development and co-ordination of Columbia Records' sales effort in the field, with Columbia's District Sales Managers and Frank Campana, National Promotion Manager, reporting to him. Turnbull will report to Gallagher. Associated with the company since 1953, Turnbull has served as District Sales Manager in both Midwestern and Eastern Districts. He has also played an active part in setting up the function of the company known as Columbia Record Distributors.

In his new capacity, Munves, who previously held the positions of Assistant Manager in popular album and classical album sections, will be responsible for maintaining liaison between the company's popular and classical album sections and the incorporation of material from either source into products of a specialized nature, such as stereophonic disks and tapes. Munves will report directly to Gallagher.

Anka's Away

NEW YORK—ABC-Paramount star Paul Anka has a busy summer-early fall schedule ahead.

Having recently completed an 80-day tour as one of the featured headliners of Irvin Feld's "Biggest Stars of '58" road show tour, Anka was the featured star at the "Festival Of The Americas" held in Miami on June 20, 21st and 22nd. This past Saturday (28th), he appeared on the Dick Clark Show over ABC-TV, and is scheduled to leave for the Coast for a screen test and a sound track recording on July 7th.

On July 20th, he headlines at the Steel Pier in Atlantic City for one week, then completes the second half of his deejay promotional tour through August 9th.

Starting August 11th and continuing through the 17th, Anka will be featured with Red Buttons and his Hollywood All-Stars at the Carter Barron Amphitheatre in Washington, D. C. Then come four days—August 29th through September 1st—with Bob Hope in Indianapolis, preparatory to the 17-year-old's departure on September 8th for a three-week tour of Japan. Reports from the Orient are that Anka is considered one of the top American names from the standpoint of box office draw at present. According to the schedule, Anka, accompanied by his road manager, Bill McCadden, will return to America about October 1.

Besides the single recording "midnight" b/w "Verboten," the long-playing album, "Paul Anka," is one of ABC-Paramount's top-selling packages of the past six weeks.

Somewhere in the schedule, Don Costa, A & R chief for the diskery, has pencilled in a number of recording dates for some of the youngster's output of songs, and is also preparing some new selections for his next album.

Dumont To Distribute Roulette In Boston

NEW YORK—Roulette Records announced last week that it has appointed Dumont Distributing Corp. an exclusive distributor of Roulette Records and its divisions (Tico, Rama and Gee) in the Boston, Mass. area. The move went into effect last week when Jerry Shiffrin, National Sales Mgr. for Roulette, went to Boston and concluded the actual mechanics of moving the Roulette stock over to Dumont. Roulette was formerly distributed by Records, Inc. in this area.

Both Don Dumont, President of Dumont Dist. and Jerry Shiffrin issued a joint statement: "We are looking forward to a highly successful association which we are certain will result in increased profits for both Roulette and Dumont Dist. in the Boston area."

Dumont Dist. will also handle Roulette's newly formed label, Co*Star Records, the record acting game.

Perkins Plugs Platter



PHILADELPHIA—Film-stage star Tony Perkins visited Philly recently to promote his new Victor album and his latest single "The Prettiest Girl In School". Above he is shown (left) with Gertie Katzman of WPEN. On right Perkins discusses his recordings backstage at the Dick Clark show with Paul Knowles, RCA Victor record manager of the Raymond Rosen Company.

AND JUST IN TIME !!

IT'S A HIT!

"SUMMER LOVE"

by **BETTY PAT**

WITH EDDIE LA FRENIERE ORCH.

VITA LABEL 45V-175X

SEECO

Album Of The Week

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NEW YORK 23, N. Y.
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JERRY LEE LEWIS

SUN 296

RECORD CO. 706 UNION ST. MEMPHIS, TENN.

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OVERNIGHT SMASH!

OVER THE WEEKEND

The Playboys

Cameo 142

CAMEO RECORDS

CAMEO • CAMEO • CAMEO

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MOST PROGRAMMED RECORD



"SEARCHIN' "
★
COASTERS
★
ATCO RECORDS
★
TIGER MUSIC

MOST PROGRAMMED MALE VOCALIST



SAM COOKE
★
KEEN

MOST PROGRAMMED FEMALE VOCALIST



LAVERN BAKER
★
ATLANTIC

MOST PROGRAMMED VOCAL COMBO

COASTERS
★
ATCO



MOST PROGRAMMED BAND OR SMALL INSTRUMENTAL GROUP



CHAMPS
★
CHALLENGE

UP & COMING VOCAL GROUP



MONOTONES
★
ARGO

MOST PROMISING MALE VOCALIST

TIE

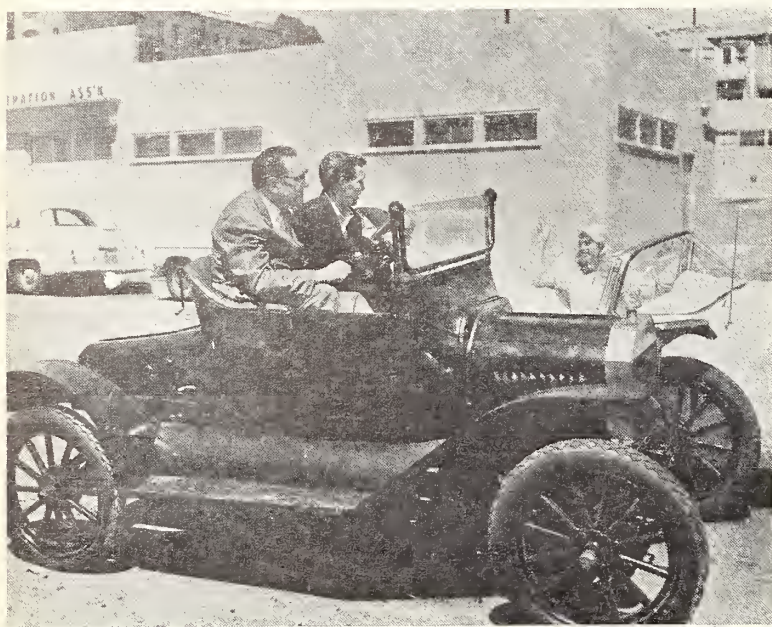


HUEY SMITH
★
ACE



LARRY WILLIAMS
★
SPECIALTY

Auto-Disk Promotion



HOLLYWOOD—Lee Palmer, ABC-Paramount's Western Representative and Jackie Lee Cochran pull their ancient Ford alongside actress Sandra Giles' fur trimmed Thunderbird to demonstrate that they should "Buy A Car", which just happens to be the title of Jackie's new ABC-Paramount disk.

Field Sales of S. F. Into Larger Quarters

SAN FRANCISCO — Field Music Sales, of San Francisco is moving to larger quarters at 1480 Howard Street on Monday, June 30. There will be 4000 square feet of warehouse space plus mezzanine offices.

In line with this expansion program, Dick Field, president of the firm made the following appointments: Pete Marino, vice president in charge of promotion, Dave Eshoo to sales manager, and Bill Perasso to office manager. During recent months, Field Music Sales added to its roster of lines Carlton, Old Town, East West, and Singular.

Field reported that, "during the past year, our business has been growing at such a rate as to make it imperative to relocate. These changes in facilities and organization will insure the greatest degree of efficiency in our operation in line with the accelerated pace of the record industry."

Atco Takes Over Disk

NEW YORK—Atco Records this week announced the purchase of a master from Brunswick Records titled "Early In The Morning" by The Ding Dongs.

The record was originally released on Brunswick.

Atco will issue the original record but will change the name of the group to the Rinky Dinks.

HIT-SATIONAL!

LITTLE JR. PARKER'S

"The BAREFOOT ROCK"

b/w

"WHAT DID I DO?"

DUKE # 193

DUKE RECORDS, INC.

2809 Erastus St., Houston 26, Tex.

KDKA Appointment

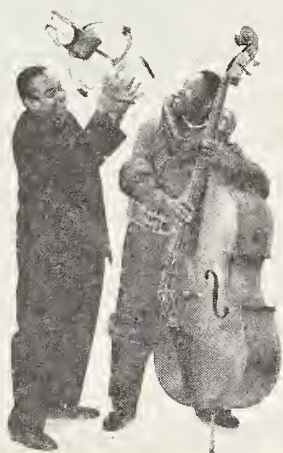
PITTSBURGH, PA.—The appointment of Daniel J. (Danny) McKenna as a producer at KDKA Radio has been announced by Program Manager Guy S. Harris. He joined the Westinghouse station on June 23.

McKenna will operate in the areas of popular music programming and station relations with the music and recording industries. During the past year, he has been associated with major record distributors in the Pittsburgh district, first with MGM and more recently with Coral.

He was a member of the publicity department of the Stanley-Warner Theaters Pittsburgh zone from 1951 to 1953, handling newspaper and radio advertising.

McKenna entered the Army in March 1953 and was sent to Germany after completing his basic training. For 17 months, he was in charge of the Second Armored Division radio section.

Exploring The Future



LOS ANGELES—Dootsie Williams, Dooto Records executive, adjusts space helmet for Curtis Counce, as the latter prepares to take off on an imaginary trip to outer space. Counce's colorful costume is part of promotional campaign which launched his newest Dooto jazz LP "Exploring the Future". Counce heads his own all-star group. He toured Europe with Stan Kenton's orchestra in 1956.

The Cash Box



NEW YORK

CHICAGO

NEW ORLEANS

1 YAKETY YAK
Coasters
(Atco 6116)

FOR YOUR PRECIOUS LOVE
Jerry Butler & Impressions
(Abner 1013)

JUST A DREAM
Jimmy Clonton
(Ace 546)

2 FOR YOUR PRECIOUS LOVE
Jerry Butler & Impressions
(Abner 1013)

LOOKING BACK
Nat "King" Cole
(Capitol 3939)

YAKETY YAK
Coasters
(Atco 6116)

3 SPLISH SPLASH
Bobby Darin
(Atco 6117)

TALK TO ME, TALK TO ME
Little Willie John
(King 5108)

FOR YOUR PRECIOUS LOVE
Jerry Butler & Impressions
(Abner 1013)

4 JUST A DREAM
Jimmy Clonton
(Ace 546)

YAKETY YAK
Coasters
(Atco 6116)

WHAT AM I LIVING FOR
Chuck Willis
(Atlantic 1179)

5 LOOKING BACK
Nat "King" Cole
(Capitol 3939)

DO YOU WANNA DANCE
Bobby Freeman
(Josie 835)

SPLISH SPLASH
Bobby Darin
(Atco 6117)

6 ONE SUMMER NIGHT
Dand'leers
(Mercury 71322)

TO BE LOVED
Jackie Wilson
(Brunswick 55052)

HOOTCHY KOO
Larry Williams
(Specialty 634)

7 PURPLE PEOPLE EATER
Sheb Wooley
(MGM 12651)

TWILIGHT TIME
Platters
(Mercury 71829)

I'M WANDERIN'
Jackie Wilson
(Brunswick 55070)

8 PATRICIA
Perez Prado
(RCA Victor 7245)

PATRICIA
Perez Prado
(RCA Victor 7245)

WILLIE AND THE HAND JIVE
Johnny Otis
(Capitol 3966)

9 ALL I HAVE TO DO IS DREAM
Everly Brothers
(Cadence 1348)

OLD MAN RIVER
Earl Grant
(Decca 30640)

ANYTHING TO SAY YOU'RE MINE
Lula Reed
(Argo 5298)

10 JENNIE LEE
Jan & Arnie
(Arwin 108)

JOHNNY B. GOODE
Chuck Berry
(Chess 1691)

MY TRUE LOVE
Jack Scott
(Carlton 462)

ST. LOUIS

NEWARK

DALLAS

1 FOR YOUR PRECIOUS LOVE
Jerry Butler & Impressions
(Abner 1013)

FOR YOUR PRECIOUS LOVE
Jerry Butler & Impressions
(Abner 1013)

YAKETY YAK
Coasters
(Atco 6116)

2 YAKETY YAK
Coasters
(Atco 6116)

YAKETY YAK
Coasters
(Atco 6116)

DO YOU WANNA DANCE
Bobby Freeman
(Josie 835)

3 I'M WANDERIN'
Jackie Wilson
(Brunswick 55070)

WHAT AM I LIVING FOR
Chuck Willis
(Atlantic 1179)

JENNIE LEE
Jan & Arnie
(Arwin 108)

4 DO YOU WANNA DANCE
Bobby Freeman
(Josie 835)

LOOKING BACK
Nat "King" Cole
(Capitol 3939)

ENDLESS SLEEP
Judy Reynolds
(Demon 1507)

5 LOOKING BACK
Nat "King" Cole
(Capitol 3939)

BLIP BLOP
Bill Doggett
(King 5138)

FLIP TOP BOX
Dickey Do & Don'ts
(Swan 4006)

6 WAKE UP BABY
Sonny Boy Williamson
(Checker 894)

JUST A DREAM
Jimmy Clonton
(Ace 546)

PURPLE PEOPLE EATER
Sheb Wooley
(MGM 12651)

7 ALL DAY LONG
Jimmy Smith
(Blue Note)

OH GEE OH GOSH
Kodaks
(Fury 1015)

SPLISH SPLASH
Bobby Darin
(Atco 6117)

8 WHAT AM I LIVING FOR
Chuck Willis
(Atlantic 1179)

I LOVE YOU SO
Chantels
(End 1020)

FOR YOUR PRECIOUS LOVE
Jerry Butler & Impressions
(Abner 1013)

9 MUSIC, MUSIC, MUSIC
Ahmad Jahmal
(Argo 5294)

GIVE ME THE RIGHT
Lula Reed
(Argo 5298)

COME WHAT MAY
Clyde McPhatter
(Atlantic 1185)

10 AIN'T NOTHING WRONG WITH THAT BABY
Al Hibbler
(Decca 30622)

SPLISH SPLASH
Bobby Darin
(Atco 6117)

HARD HEADED WOMAN
Elvis Presley
(RCA Victor 7280)

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

The Cash Box



PHILADELPHIA

LOS ANGELES

DETROIT

- 1 **YAKETY YAK**
Coasters
(Atco 6116)
- 2 **SPLISH SPLASH**
Bobby Darin
(Atco 6117)
- 3 **DO YOU WANNA DANCE**
Bobby Freeman
(Josie 835)
- 4 **JENNIE LEE**
Jan & Arnie
(Arwin 108)
- 5 **FOR YOUR PRECIOUS LOVE**
Jerry Butler & Impressions
(Abner 1013)
- 6 **ONE SUMMER NIGHT**
Dandleers
(Mercury 71322)
- 7 **WHAT AM I LIVING FOR**
Chuck Willis
(Atlantic 1179)
- 8 **SHINE ON HARVEST MOON**
Googie Rene
(Class 227)
- 9 **JOHNNY B. GOODE**
Chuck Berry
(Chess 1691)
- 10 **LOOKING BACK**
Nat "King" Cole
(Capitol 3939)

- 1 **YAKETY YAK**
Coasters
(Atco 6116)
- 2 **FOR YOUR LOVE**
Ed Townsend
(Capitol 3926)
- 3 **TALK TO ME, TALK TO ME**
Little Willie John
(King 5108)
- 4 **RUMBLE**
Link Wray
(Cadence 1347)
- 5 **JOHNNY B. GOODE**
Chuck Berry
(Chess 1691)
- 6 **DO YOU WANNA DANCE**
Bobby Freeman
(Josie 835)
- 7 **I WONDER WHY**
Dion & Belmonts
(Laurie 3013)
- 8 **WHAT AM I LIVING FOR**
Chuck Willis
(Atlantic 1179)
- 9 **REBEL ROUSER**
Duane Eddy
(Jamie 1104)
- 10 **SECRETLY**
Jimmie Rodgers
(Roulette 4070)

- 1 **YAKETY YAK**
Coasters
(Atco 6116)
- 2 **DO YOU WANNA DANCE**
Bobby Freeman
(Josie 835)
- 3 **WOODCHOPPER'S BALL**
Hutchie Davie
(Atco 6110)
- 4 **FOR YOUR PRECIOUS LOVE**
Jerry Butler & Impressions
(Abner 1013)
- 5 **PURPLE PEOPLE EATER**
Sheb Wooley
(MGM 12651)
- 6 **WILLIE AND THE HAND JIVE**
Johnny Otis
(Capitol 3966)
- 7 **SPLISH SPLASH**
Bobby Darin
(Atco 6117)
- 8 **ENDLESS SLEEP**
Jody Reynolds
(Demon 1507)
- 9 **BLIP BLOP**
Bill Doggett
(King 5138)
- 10 **LOOKING BACK**
Nat "King" Cole
(Capitol 3939)

ATLANTA

NORFOLK

SAN FRANCISCO

- 1 **YAKETY YAK**
Coasters
(Atco 6116)
- 2 **FOR YOUR PRECIOUS LOVE**
Jerry Butler & Impressions
(Abner 1013)
- 3 **DO YOU WANNA DANCE**
Bobby Freeman
(Josie 835)
- 4 **JENNIE LEE**
Jan & Arnie
(Arwin 108)
- 5 **WHAT AM I LIVING FOR**
Chuck Willis
(Atlantic 1179)
- 6 **LOOKING BACK**
Nat "King" Cole
(Capitol 3939)
- 7 **TRUE FINE MAMA**
Little Richard
(Specialty 633)
- 8 **SPLISH SPLASH**
Bobby Darin
(Atco 6117)
- 9 **JOHNNY B. GOODE**
Chuck Berry
(Chess 1691)
- 10 **OOH MY SOUL**
Little Richard
(Specialty 633)

- 1 **FOR YOUR PRECIOUS LOVE**
Jerry Butler & Impressions
(Abner 1013)
- 2 **YAKETY YAK**
Coasters
(Atco 6116)
- 3 **DO YOU WANNA DANCE**
Bobby Freeman
(Josie 835)
- 4 **SPLISH SPLASH**
Bobby Darin
(Atco 6117)
- 5 **LOOKING BACK**
Nat "King" Cole
(Capitol 3939)
- 6 **I'M WANDERIN'**
Jackie Wilson
(Brunswick 55070)
- 7 **TALK TO ME, TALK TO ME**
Little Willie John
(King 5108)
- 8 **DRIP DROP**
Drifters
(Atlantic 1187)
- 9 **WHAT AM I LIVING FOR**
Chuck Willis
(Atlantic 1179)
- 10 **HARD HEADED WOMAN**
Elvis Presley
(RCA Victor 7280)

- 1 **YAKETY YAK**
Coasters
(Atco 6116)
- 2 **FOR YOUR PRECIOUS LOVE**
Jerry Butler & Impressions
(Abner 1013)
- 3 **LOOKING BACK**
Nat "King" Cole
(Capitol 3939)
- 4 **TO BE LOVED**
Jackie Wilson
(Brunswick 55052)
- 5 **FOR YOUR LOVE**
Ed Townsend
(Capitol 3926)
- 6 **JOHNNY B. GOODE**
Chuck Berry
(Chess 1691)
- 7 **PURPLE PEOPLE EATER**
Sheb Wooley
(MGM 12651)
- 8 **RUMBLE**
Link Wray
(Cadence 1347)
- 9 **PATRICIA**
Perez Prado
(RCA Victor 7245)
- 10 **JENNIE LEE**
Jan & Arnie
(Arwin 108)



R & B Sure Shots

"HOOTCHY KOO"

Larry Williams

Award of the Week 67

Specialty 634

"LITTLE MARY"

"PRISONER'S SONG"

Fats Domino

Disk of the Week 621

Imperial 5526

"BLIP BLOP"

Bill Doggett

King 5138

"OLD MAN RIVER"

Earl Grant

Decca 30640

"WHEN"

Kallin Twins

Best Bets

Decca 30642

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b/w
BABY DOLL
NA-2601

LADDINS

singing
NOW YOU'VE GONE
b/w
DID IT
NA-2602

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"BIG NELLIES"



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



R & B Reviews

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

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

The Cash Box Award o' the Week

"TOM FOOLERY" (2:20) [Arc & Keel BMI—L. Sherlock]
 "ZOMBI" (1:57) [Arc & Keel BMI—Monotones]
 THE MONOTONES (Argo 5301)

● The teensters in both the pop and r&b fields thought enough of the "Book Of Love" to send it probably well into its 'umpteenth printing'. The new Argo release, by the Monotones, out this week, could duplicate that success in a two-fold fashion. The reason? The group's newest pairing, labeled "Tom Foolery" and "Zombi", has the vocal tricks, gimmicks and sounds needed for a two-sided smash. "Tom Foolery", on the top end is an enticing, quick beat novelty that incorporates a "Bo Diddlyish" beat. Story line tells of a 'square', old-fashioned town that tries to put the big beat 'down'. "Zombi", on the flipside, is a wild, screaming 'rock-a-ballad', that's funny enough to bust thru. Both lids mean money in the bank for all concerned.

"BAREFOOT ROCK" (2:41) [Lion BMI—Harper, Scott]
 "WHAT DID I DO" (2:03) [Lion BMI—Robey]
 LITTLE JUNIOR PARKER (Duke 193)

● Little Jr. Parker, whose national clicks have been confined to the r&b department, currently evidenced by his "Sitting And Thinking", could make the big move into the dual-mart, pop-r&b category with his latest Duke entry. The tune labeled, "Barefoot Rock", is a rockin' delighter culled from the current LP that he shares with Duke's Bobby Blue Bland. On it the songster tantalizingly describes a new dance thrill as his band backs in colorful style. Not to be overlooked is the sock blues performance that Parker and his outfit hand in the under portion. Labeled "What Did I Do", the deck has what it takes to battle the upper lid for r&b chart honors. Potent pairing.

"ROCK 'N' ROLL ESPANOLE" (2:19)
 [Progressive BMI—Taylor, Gillespie]
 "RUMBLE TUMBLE" (2:16) [Progressive BMI—Taylor, Gillespie]
 MAD MAN TAYLOR (East-West 117)

● Atlantic Records oughta be made proud soon by another one of its 'off-spring'. The parent company, currently sizzling with a number of its own hits, has been set afire by its subsid label, Atco. Now the inferno should really be roaring as Mad Man Taylor explodes on the East-West label. The artist applies the Latin-touch, vocally and instrumentally, as he hammers out a certain attention-getter dubbed "Rock 'N' Roll Espanole". On the flip portion he continues in the house-rockin' vein as he pounds the piano and works his tonsils over on a torrid thumper tagged "Rumble Tumble". Topside's the one to watch.

"COME CLOSER TO ME" (2:46) [Peer Int'l BMI—Farres, Stewart]
 "NOTHING IN THE WORLD" (2:38)
 [Sweco-Eden BMI—Otis, Benton, Hendricks]
 NAT COLE (Capitol 4004)

● A release by the "King" always means dual-mart news. (See Pop Reviews).

"LITTLE STAR" (2:37) [Keel BMI—Venosa, Picone]
 THE ELEGANTS (APT 25005)

● Watch this one closely. It's already starting to attract a heap of attention. (See Pop Reviews).

TITUS TURNER (King 5140)
B+ "CORALEE" (2:38) [Jay & Cee BMI — Bernice, Snelson] An effective whistling intro leads into a persuasive low-down, torchy type vocal by Titus Turner on this rockin' blues opus. Deck brings to mind a combination of approaches employed by Cab Calloway on "Minnie The Moocher" and Little Willie John on "Fever". Could bust out. Bears close watching.

B+ "TEARS OF JOY FILL MY EYES" (2:27) [Jay & Cee BMI — D. Clowney] This end finds Titus emoting with conviction on a hard-hitting, slow moving religious-flavored affair. Another powerful side for Titus. Sensational choral and instrumental support on both halves.

MIGHTY JOE HOUSTON (Dooto 439)
B+ "THE CUCARACHA ROCK" (2:10) [Dootsie Williams BMI—J. Houston] As the Champs did with "El Rancho Grande" so does Mighty Joe Houston's crew with the old Latin favorite, "La Cucaracha". It's a dandy box-hopping interpretation on which the boys rock out in money-making style. Contagious vocal 'yah-yahs' spotted throughout the disk.

B "SHINDIG" (2:32) [Dootsie Williams BMI — J. Houston] Bottom waffle is a flavorful instrumental jumper from the "Honky Tonk" school. Strong coupler that should keep the hoofers swinging day and night.

THE VECTORS (Standard 700)
B "SLOW BUT SURE" (2:51) [Limited BMI—Burrell, Turner] The Vectors dish up a tempting piece of wax as they rock their way, vocally and instrumentally, over a stand out juke box affair. Should have the coin chutes jingling with excitement.

C+ "ONE DAY" (3:02) [Limited BMI — Burrell, Turner] Bottom waffle finds the artists in the rock-a-ballad category as they emotionally project an expressive romantic affair.

THE DODGERS & JOHNNY ANGEL (Skyway 119)
B "BIG MO" (2:21) [Skyway BMI — J. Moshenko] Except for one round of vocal "Big Mo's" this one is strictly instrumental. And it's an exciting one at that. It features the Dodgers and Johnny Angel on a powerful rocker that should end up much higher, in the music charts, than the team with the same name is doing baseball-wise.

B "POOR LITTLE FOOL" (2:28) [Eric BMI — S. Shelley] Angel hands in a strong, 'rock-a-billy' reading, on this fast moving, hip-swinging, romantic-blues item.

CHRISTLAND SINGERS (Religious) (Nashboro 621)
B+ "SOMETIMES OUR BURDENS ARE HARD" (2:37) [Excellorec BMI — L. Taylor] Here's one that should rock the spiritual record buyer to his or her very foundation. It's an electrifying piece of wax that the lead, along with the entire group, belts out in soul-stirring fashion.

B+ "HE WALKS WITH ME" (2:39) [Excellorec BMI] The artists do an about face this end as they warmly caress a very pretty, old hymn. Excellent fare for the market.

"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

"CAROLINA MOON" (2:13) [Cromwell & Morris BMI—Burke, Davis]

"SHOULD I" (2:05) [Robbins ASCAP—Brown, Fried]

JOE DIXON ORCH. (Herald 523)

● "Moon" titled instrumentals seem to be the order of the day. The latest one to hit the wax scene is Joe Dixon's orchestral version of the wonderful oldie, "Carolina Moon". And it's grooved in the currently popular alto-soprano sax, "Sail Along Silv'ry Moon" style. Keep close tabs on it, pop and r&b-wise. Could be a big chart item all over again. Reverse lid is a sax-modernized, instrumental-jump revival of another dandy oldtimer, "Should I". Two tasty morsels that the platter spinners are gonna have a picnic with.

"PLEASE COME ON HOME" (2:38) [Big "D" BMI—Esquerita]

"OH BABY" (2:07) [Big "D" BMI—Esquerita]

ESQUERITA (Capitol 4007)

● Looks like the r&b enthusiasts are gonna be talking up a new name in the weeks to come. He's Esquerita and Capitol's got him. The new-comer comes thru with two powerful readings on one of the few 'straight' r&b pairings that the diskery has issued to date. "Please Come On Home" falls into the heavy, southern-blues category while "Oh Baby" gets the rafter-shakin', rock 'n roll treatment. Solid vocal and instrumental support on two 'hot' sides with a 'big' sound.

"WHEN SHE WALKS" (2:20) [Recordo BMI—R. Byrd, E. Nelson]

"GEE WHIZ" (2:10) [Recordo BMI—J. Vikki, J. Thomas]

BOB & EARL (Class 231)

● Here's a Class item that could develop into a big summer hit for Bob & Earl. It's a contagious, quick beat swinger, titled "When She Walks", and the twosome wraps it up in most attractive style. It seems that the whole world revolves around the gal and the guys are mighty happy she's promised to 'em. On the reverse etching, the chanters slow down the pace as they tenderly carve out a very pretty, pop-oriented romantic ballad tabbed "Gee Whiz". It's "When She Walks" tho—for the charts.

"THE STASH" (2:17) [Loje BMI—Stone]

"TALL AND SHORT" (1:58) [Loje BMI—Stone]

JESSE STONE (Poplar 109)

● For an instrumental to step out it has to have that 'certain something' in addition to the all-important ingredient-exposure. That 'certain something' could be one of many things, the beat, the gimmick, the sound, etc. Jesse Stone seems to have found it in the "The Stash's" melody. It's a real infectious, up tempo shufflin' ditty and Stone's outfit polishes it off in ear-arresting fashion. Watch it! Could be Poplar's initial clicker—with exposure. Under lid, dubbed "Tall And Short", is a swinger that also falls pleasantly on the ear. However, it's the top-side for the quick action. Jocks are gonna find it great programming material.

Cliburn At The Keyboard



NEW YORK—The maestro, Skitch Henderson, conducts the NBC Symphony Orchestra and Van Cliburn during a rehearsal for the Steve Allen NBC-TV show.

Henderson recognized Van's talent as early as 1954 when Van made his TV debut on the "Tonight" show. Upon learning of his Moscow success, Henderson phoned Cliburn, in the Russian capitol, and arranged for his second Allen appearance. Skitch, whose ambition is to become a permanent concert conductor, has just completed a series of concerts in Portland, Oregon. A new Victor LP has just been completed, tagged "Skitch At The Pop's", and is scheduled for an early Fall release.

New Program Format

NEW YORK—A new music programming concept for WABC Radio will go into effect on Monday, June 30th, it was announced last week by Ben Hoberman, WABC General Manager.

The new concept, according to Hoberman, will be designed to please all age groups, and will encompass programming of top tunes, as well as presentations of all-time favorites, top show tunes, and introductions of up-and-coming songs and artists.

"We hope," said Hoberman, "by means of this balanced programming, to be able to provide something for the entire family. We also expect that WABC will have one of the richest musical sounds in town. We will certainly be playing more new music, in addition to the all-time great tunes and current hits."

Hoberman added that the station's sound will be further dressed up by means of jingles for each personality and special sound effects for news, weather and time breaks.

Distrib Switch

NEW YORK—Larry Newton, director of sales for ABC-Paramount has announced the appointment of the Harold M. Lieberman Company, 257 Plymouth Avenue, N., Minneapolis, Minnesota, to handle distribution of ABC-Paramount, Hunt, Fargo, Chancellor, and Colonial Records.

The new distributorship is effective immediately.

Snyder Cabot Prexy

NEW YORK—Cabot Music announced the appointment of Joe S. Snyder as President, effective July 1st, 1958. Snyder was formerly in record distribution in Philadelphia and more recently with Columbia Records.

He will replace Paul J. Wexler, who becomes Director of Operations for Colpix Records, a division of Columbia Pictures.

"Sparky" Honored



BALTIMORE, MD.—Bill "Sparky" Mullen, WSID-Baltimore, is shown receiving an award from the V.A.N.S., Veteran's Administration Volunteer Service, for his work in taping a "Latin Fiesta" show for the V.A. Hospital every week. Also a "Latin American Dance Club" has been formed in the Baltimore-Washington area with Bill acting as emcee.

Reed Emcees New Hop

HOLLYWOOD—Mitch Reed, KFWB deejay, emceed the first in a series of dance hops in Hawthorne, Calif. at the Red Wagon. A capacity crowd saw such artists as Sam Cooke, Billy Vaughn, actor-singer Eddie Albert, Barry Martin, Diane Maxwell, Kenny Loran, Marti Barris, and Ronnie Draper.

The show was produced and packaged by Bill Peppers and Harry Kaye.

Two Great New Records!

RONNIE BAXTER
GATES OF HEAVEN
 GONE 5036

THE DUBS
BE SURE (MY LOVE)
 GONE 5034

GONE RECORDS
 1650 BWAY N. Y., N. Y.



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

- *A CERTAIN SMILE
Johnny Mathis (Columbia 41095)
- AIN'T NOTHING WRONG WITH THAT BABY
Al Hibbler (Decca 30622)
- ALL DAY LONG
Jimmy Smith (Blue Note)
- ALL OF MY LIFE
Sam Cooke (Keen 32005)
- ALL THE WAY
Riff Ruffin' (Old Town 1054)
- APACHE
Chiefs (Greenwich 408)
- BEWILDERED
Mickey & Sylvia (Vik 0324)
- BIG MAN
Four Preps (Capitol 3960)
- BIKINI
Bikinis (Roulette 4073)
- *BIRD ON MY HEAD
David Seville (Liberty 55140)
- BLIP BLOP
- TANYA
Bill Dogget (King 5138)
- CHA-HUA-HUA
Eddie Platt (Gone 5031)
- CHERRY PIE
Marvin & Johnny (Kent 303)
- *DEACON'S WALK
Billy Hope (Savoy 1539)
- *DOTTIE
Danny & The Juniors (ABC-Paramount 9926)
- DOWN ON MY KNEES
Heartbeats (Roulette 4054)
- FLIP TOP BOX
Dickey Do & Don'ts (Swan 4006)
- GIVE ME THE RIGHT ANYTHING TO SAY YOU ARE MINE
Lula Reed (Argo 5298)
- GOT A MATCH
Daddy-O's (Cabot 122)
- HATTIE MALATTIE
Lee Diamond (Vee-Jay)
- *HEY BOY, HEY GIRL
Oscar & Jeanette (Class 228)
- HIGH SCHOOL CONFIDENTIAL
Jerry Lee Lewis (Sun 296)
- HIT THE ROAD
Gus Jenkins (Flash 128)
- HOOTCHY KOO
Larry Williams (Specialty 634)
- I BELIEVE IN YOU MARRY ME
Robert & Johnny (Old Town 1052)
- I LOVE YOU SO
Chantels (End 1020)
- I'M CONFESSIN'
Buber Johnson (King 5132)
- I NEED YOUR LOVIN'
Jimmy McCracklin (Peacock 1683)
- KISS AND MAKE UP
Crowns (R&B 6901)
- LIPS
JUNGLE FEVER
Roy Hamilton (Epic 9274)
- *LITTLE MARY
*PRISONER'S SONG
Fats Domino (Imperial 5526)
- LITTLE PIXIE
Moe Koffman (Jubilee 5324)
- MOONLIGHT BAY
DRIP DROP
Drifters (Atlantic 1187)

- MUSIC, MUSIC, MUSIC
*BUT NOT FOR ME
Ahmad Jahmal (Argo 5294)
- MY TRUE LOVE LEROY
Jack Scott (Carlton 462)
- NEVER AGAIN
Dinah Washington (Mercury 71317)
- NO CHEMISE PLEASE
Gerry Granahan (Sunbeam 102)
- OH GEE, OH GOSH
Kodaks (Fury 1015)
- OLD MAN RIVER
Earl Grant (Decca 30640)
- ONE SUMMER NIGHT WEELIN' AND A DEALIN'
Dandleers (Mercury 71322)
- OOH! MY SOUL TRUE FINE MAMA
Little Richard (Specialty 633)
- OP
Honeycones (Ember 1036)
- *OVER THE WAVES ROCK
Earl Bostic (King 5136)
- PATRICIA
Perez Prado (RCA Victor 7245)
- REBEL ROUSER
Duane Eddy (Jamie 1104)
- SECRETLY MAKE ME A MIRACLE
Jimmie Rodgers (Roulette 4070)
- SHE'S GOT IT
Muddy Waters (Chess 1692)
- SHINE ON HARVEST MOON
Googie Rene (Class 227)
- SITTING AND THINKING
Little Jr. Parker (Duke 184)
- SKINNY MINNIE
Bill Haley (Decca 30592)
- SUMMER LOVE
Joe Fuller (Hi)
- THE PARTY'S OVER
Dakota Staton (Capitol 3958)
- TRY THE IMPOSSIBLE
Lee Andrews & Hearts (United Artists 123)
- *WALK A WHILE
Choker Campbell (Everlast 5007)
- *WHEN
Kalin Twins (Decca 30642)
- WHY DO EVERYTHING HAPPEN TO ME
B. B. King (Kent 301)
- WILLIE AND THE HAND JIVE
Johnny Otis (Capitol 3966)
- WINDY
Paul Gayten (Argo 5300)
- WOE WOE IS ME
Bob Graddy (Old Town 1050)
- WOODCHOPPER'S BALL
Hutchie Davie (Atco 6110)
- YOU
Aquatones (Fargo 1001)
- YOU CHEATED
Slades (Domino)
- YOU GOT ME CRYING
Jimmy Reed (Vee-Jay 275)
- YOU GOT ME (WHERE YOU WANT ME)
LEND A HELPING HAND
Bobby Blue Bland (Duke 185)
- YOUR FUNERAL AND MY TRIAL WAKE UP BABY
Sonny Boy Williamson (Checker 894)
- YOU'RE MAKING A MISTAKE
*MY OLD FLAME
Platters (Mercury 71320)



THE NATION'S R & B TOP 20

		Pos. Last Week
1	YAKETY YAK Coasters (Atco 6116)	1
2	FOR YOUR PRECIOUS LOVE Jerry Butler & Impressions (Abner 1013)	3
3	WHAT AM I LIVING FOR Chuck Willis (Atlantic 1179)	2
4	DO YOU WANNA DANCE Bobby Freeman (Josie 835)	4
5	LOOKING BACK Nat Cole (Capitol 3939)	5
6	SPLISH SPLASH Bobby Darin (Atco 6117)	16
7	JOHNNY B. GOODE Chuck Berry (Chess 1691)	6
8	FOR YOUR LOVE Ed Townsend (Capitol 3926)	7
9	JENNIE LEE Jan & Arnie (Arwin 108) Billy Ward & Dominoes (Liberty 55136)	8
10	TALK TO ME, TALK TO ME Little Willie John (King 5108)	10
11	ALL I HAVE TO DO IS DREAM Everly Brothers (Cadence 1348)	9
12	PURPLE PEOPLE EATER Sheb Wooley (MGM 12651)	11
13	ENDLESS SLEEP Jody Reynolds (Demon 1507)	22
14	HARD HEADED WOMAN Elvis Presley (RCA Victor 7280)	-
15	TO BE LOVED Jackie Wilson (Brunswick 55052)	13
16	I WONDER WHY Dion & Belmonts (Laurie 3013)	15
17	TWILIGHT TIME Platters (Mercury 71829)	12
18	COME WHAT MAY Clyde McPhatter (Atlantic 1185)	14
19	I'M WANDERIN' Jackie Wilson (Brunswick 55070)	-
20	JUST A DREAM Jimmy Cloyton (Ace)	-

21. ONE SUMMER NIGHT. 22. CHA-HUA-HUA. 23. EL RANCHO ROCK. 24. PATRICIA. 25. WILLIE AND THE HAND JIVE. 26. HOOTCHY-KOO. 27. RUMBLE. 28. I LOVE YOU SO. 29. REBEL ROUSER. 30. WITCH DOCTOR.

OPERATORS—DEALERS ATTENTION
HEP JAZZ SINGLES ON 45 RPM
FOR BOXES AND JAZZ TRADE

- JIMMY SMITH AT THE ORGAN
45-1635 High And Mighty You Get' Cho
45-1636 The Preacher Midnight Sun
45-1637 Tenderly Joy
45-1641 The Champ (Parts 1-2)
45-1642 Bubbis Bayou
45-1643 Judo Mamba Autumn Leaves
45-1644 Fiddlin' The Minors Willow Weep
45-1652 I Cover The Waterfront I Can't Give You Anything
45-1660 The New Preacher (Parts 1-2)
45-1665 Where Or When (Parts 1-2)
45-1666 Love Is A Many Splendored Thing (Parts 1-2)
45-1667 How High The Moon Summertime
45-1677 Funk's Oats (Parts 1-2)
45-1682 Penthouse Serenade, I Can't Get Started
45-1683 East Of The Sun The Very Thought Of You
45-1686 There'll Never Be Another You/ Jitterbug Waltz
45-1676 All Day Long (Parts 1-2)
45-1703 Jimmy Smith at "Smalls" Paradise" After Hours (Parts 1-2)
- HORACE SILVER QUINTET
45-1630 The Preacher, Doodlin'
45-1631 Creepin' In Room 608
45-1654 Enchantment, Camouflage
45-1655 Senor Blues, Cool Eyes
45-1672 Home Cookin', The Back Beat
45-1673 Soulville, No Smokin'
45-1705 Safari, The Outlaw
- ART BLAKEY—JAZZ MESSENGERS
45-1626 The Message, Nothing But The Soul
45-1656 Quicksilver, Once In A While
45-1657 Wee Dot, If I Had You
45-1678 Now's The Time (Parts 1-2)
45-1679 Yo Yo, Meet Me Tonight
45-1693 Soft Wind (Parts 1-2)
45-1696 Abdallah's Delight, Elephant Walk
- JAY JAY JOHNSON
45-1632 Groovin'/Pennies From Heaven
45-1651 Joy, Old Devil Moon
- MILES DAVIS
45-1633 Donna Well You Needn't
45-1649 Lozy Susan, Tempus Fugit
45-1650 The Leap, Weirdo
- MILT JACKSON
45-1645 What's New, Bags' Groove
45-1646 Lillie, Willow Weep For Me
- LOU DONALDSON
45-1662 Corovan, Old Folks
45-1663 L.D. Blues That Good Old Feeling
45-1680 Dorothy, Peck Time
45-1681 Hermon's Mambo, Grits And Grovy
- SONNY ROLLINS
45-1669 Decision (Parts 1-2)
45-1670 Plain Jane (Parts 1-2)
45-1687 You Stepped Out Of A Dream, Why Don't I
- HANK MOBLEY
45-1671 Lower Stratosphere, Reunion
45-1675 Funk In Deep Freeze, End Of The Affair
45-1684 Bass On Bolts, Stellawise
- JOHN COLTRANE
45-1691 Blue Train (Parts 1-2)
- LEE MORGAN
45-1661 Gaza Strip, Reggie Of Chester
45-1692 A Night In Tunisia (Parts 1-2)
- BILL HENDERSON SINGS WITH HORACE SILVER QUINTET
45-1710 Senor Blues, Tippin'
- BENNIE GREEN
45-1706 I Love You You're Mine You
45-1707 Just Friends, Melba's Mood

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European Favorites



ANTWERP, BELGIUM — The Marino Marini Quartet, one of the best known and most popular groups in Europe, is shown here at the Belgian Rock-Ola distributor offices surrounding one of the Rock-Ola models. With Marino Marini and his group is Mr. Borzee, solo distributor for Durium (Vogue) Records in Belgium.

Robey Releases

HOUSTON, TEXAS—Don Robey's Duke-Peacock-Back Beat record firms have a combined total of five new releases on the market. They include a disk by newly pacted (on Duke) Peppermint Harris, "The Double Freeze", b/w "The Freeze"; "Three Kisses Past Midnight" b/w "It's Been A Long Time, Girl!" by The Original

Jazz Festival Opens Saturday, July 26

NEW YORK—The Hon. Stuyvesant Wainwright, Congressman from Long Island and an honorary patron of the Great South Bay Jazz Festival, will formerly open the Festival on Saturday night, July 26th, at 8:30 p.m., at the Timber Grove Club in Great River, L. I., where the five concerts ranging over two weekends will take place.

The first concert will feature Rex Stewart and his South Bay Seven, starring tenor saxophonist Ben Webster; blues singer Joe Turner, and the Modern Jazz Quartet in its only local appearance this summer. The MJQ will premier a new work by John Lewis, musical director of the Quartet, which was commissioned by the directors of the Great South Bay Jazz Festival.

A twilight concert on Sunday, July 27th, at 6:30 p.m. will present the Gerry Mulligan Quartet, the new Pepper Adams Quintet, Willie "The Lion" Smith, and jazz-songstress Maxine Sullivan. The three remaining concerts will take place the following weekend, August 1-2-3.

Casuals (Back Beat); "The Barefoot Rock" b/w "What Did I Do?" by Little Jr. Parker (Duke); "Family Rules" b/w "I'm In Love" by Jonny Spain (Back Beat) and "Completely Yours" b/w "Somebody Else Walked In" by Tommy Mosley (Peacock).

Duke currently has an r&b click in Little Jr. Parker's "Sitting And Thinking."



Top Selling Records

Reported by

R & B Retail Outlets

From Coast to Coast

LINN'S MUSIC SHOP

Philadelphia, Pa.

1. For Your Precious Love (J. Butler)
2. Yakety Yak (Coasters)
3. Looking Back (N. Cole)
4. What Am I Living For (C. Willis)
5. Zing Went The Strings (Coasters)
6. Walking And Talking (Solitaires)
7. Your Funeral & My Trial (S. B. Williamson)
8. Anything To Say You're Mine (L. Reed)
9. Do You Wanna Dance (B. Freeman)
10. But Not For Me (A. Jahmal)

KOPS PIANO HOUSE

Great Falls, Mont.

1. All I Have To Do Is Dream (Everlys)
2. Endless Sleep (J. Reynolds)
3. Bewildered (Mickey & Sylvia)
4. Jennie Lee (Jan & Arnie)
5. Johnny B. Goode (C. Berry)
6. Do You Wanna Dance (B. Freeman)
7. Cha-Hua-Hua (Hugo & Luigi)
8. Looking Back (N. Cole)
9. El Rancho Rock (Champs)
10. Hard Headed Woman (E. Presley)

GRAND RECORDS

Detroit, Mich.

1. For Your Precious Love (J. Butler)
2. What Am I Living For (C. Willis)
3. She's Got It (M. Waters)
4. You Got Me (B. B. Bland)
5. Why Do Everything Happen To Me (B. B. Bland)
6. Blip Blop (B. Doggett)
7. For Your Love (Townsend)
8. But Not For Me (A. Jahmal)
9. Ole Man River (E. Grant)
10. One Summer Night (Dandleers)

MARTHA JANE'S MELODY LANE

New Orleans, La.

1. Sick And Tired (F. Domino)
2. St. Louis Blues (N. Cole)
3. Rave On (B. Holly)
4. Bye Bye Love (Everlys)
5. She's Got It (L. Richard)
6. Johnny B. Goode (C. Berry)
7. I'm Gonna Be A Wheel Someday (B. Mitchell)
8. I'm Asking Forgiveness (T. Harris)
9. I Want You To Know (F. Domino)
10. Love With No Love In Return (Five Satins)

BUDDY'S HILL TOP RECORD SHOP

Newark, N. J.

1. For Your Precious Love (J. Butler)
2. I Know It's A Sin (J. Reed)
3. Yakety Yak (Coasters)
4. What Am I Living For (C. Willis)
5. Looking Back (N. Cole)
6. For Your Love (Townsend)
7. Who Cares About Love (Nobletones)
8. I Love You So (Chantels)
9. I'm Wonderin' (J. Wilson)
10. Blip Blop (B. Doggett)

HARLEM RIVER

New York, N. Y.

1. For Your Precious Love (J. Butler)
2. Yakety Yak (Coasters)
3. Walk Awhile (C. Campbell)
4. Just A Dream (J. Clanton)
5. Splish Splash (B. Darin)
6. Looking Back (N. Cole)
7. Talk To Me (L. W. John)
8. Bewildered (Mickey & Sylvia)
9. All I Have To Do Is Dream (Everlys)
10. For Your Love (Townsend)

NORTY'S MUSIC CENTER

Los Angeles, Calif.

1. Yakety Yak (Coasters)
2. I Wonder Why (Dion & Belmonts)
3. Rumble (L. Wray)
4. Rebel Rouser (D. Eddy)
5. Do You Wanna Dance (B. Freeman)
6. Willie & Hand Jive (J. Otis)
7. What Am I Living For (C. Willis)
8. Try The Impossible (L. Andrews)
9. I Love You So (Chantels)
10. We Belong Together (Robert & Johnny)

TOLZIEN MUSIC STORE

Amarillo, Texas

1. Purple People Eater (Wooley)
2. He's Got The Whole World (L. London)
3. Yakety Yak (Coasters)
4. What Am I Living For (C. Willis)
5. Witch Doctor (D. Seville)
6. Come What May (McPhatter)
7. Do You Wanna Dance (B. Freeman)
8. Looking Back (N. Cole)
9. Johnny B. Goode (C. Berry)
10. All I Have To Do Is Dream (Everlys)

MET MUSIC

Chicago, Ill.

1. For Your Precious Love (J. Butler)
2. To Be Loved (J. Wilson)
3. Patricia (P. Prado)
4. I'm Confessin' (B. Johnson)
5. Johnny B. Goode (C. Berry)
6. Windy (P. Gayten)
7. Hit The Road (G. Jenkins)
8. Happy Blues (G. Ammonn)
9. Twilight Time (Platters)
10. Moanin' For My Baby (Wolf)



R & B Disk Jockey REGIONAL RECORD REPORTS

JACK THE BELLBOY

WJIV—Savannah, Ga.

1. Yakety Yak (Coasters)
2. For Your Precious Love (J. Butler)
3. Willie & Hand Jive (Otis)
4. Do You Wanna Dance (B. Freeman)
5. Left Right Out Of Your Heart (P. Page)
6. For Your Love (E. Townsend)
7. Wear My Ring (E. Presley)
8. Flying Saucer Goes West (Buchanan & Goodman)
9. Cha-Hua-Hua (Pets)
10. The Gossip Wheel (Clovers)

BOB SMITH

- WJWL — Georgetown, Dela.
1. Purple People Eater (Wooley)
 2. What Am I Living For (C. Willis)
 3. Endless Sleep (G. Ross)
 4. Moonlight Bay (Drifters)
 5. Jennie Lee (Jan & Arnie)
 6. Yakety Yak (Coasters)
 7. Cha-Hua-Hua (Hugo & Luigi)
 8. Do You Wanna Dance (B. Freeman)
 9. When (Kalin Twins)
 10. Looking Back (N. Cole)/ Woodchopper's Ball (Davie)

RICHARD STAMS

WGES—Chicago, Ill.

1. Cha-Hua-Hua (Hugo & Luigi)
2. For Your Precious Love (J. Butler)
3. You Got Me Where You Want Me (B. B. Bland)
4. Sitting And Thinking (L. J. Parker)
5. High School Confidential (J. L. Lewis)
6. Try The Impossible (L. Andrews)
7. What Am I Living For (C. Willis)
8. I Gotta Find My Baby (L. Sonny)
9. Oh Gee Oh Gosh (Kodaks)
10. Wake Up Baby (Williamson)

HARRY BOON

CJCA—Edmonton, Alb., Can.

1. Yakety Yak (Coasters)
2. For Your Precious Love (J. Butler)
3. Do You Wanna Dance (B. Freeman)
4. Jennie Lee (Jan & Arnie)
5. Bewildered (Mickey & Sylvia)
6. All I Have To Do Is Dream (Everlys)
7. Twilight Time (Platters)
8. risoners Song (F. Domino)
9. Rebel Rouser (R. Eddy)
10. Splish Splash (B. Darin)

SAM STEWART

- KUDU—Ventura, Calif.
1. All I Have To Do Is Dream (Everlys)
 2. Purple People Eater (Wooley)
 3. Talk To Me (L. W. John)
 4. I Wonder Why (Dion & Belmonts)
 5. You (Aquatones)
 6. For Your Love (Townsend)
 7. I Love You So (Chantels)
 8. Wear By Ring (E. Presley)
 9. My Dear (Twins)
 10. Cherrie Pie (Tri-Lads)

DICK DEAN

WKTQ — Norway-Paris, Me.

1. Yakety Yak (Coasters)
2. High School Confidential (J. L. Lewis)
3. Purple People Eater (Wooley)
4. Hard Headed Woman (E. Presley)
5. Do You Wanna Dance (B. Freeman)
6. All I Have To Do Is Dream (Everlys)
7. One Summer Night (Dandleers)
8. Try The Impossible (L. Andrews)
9. Moonlight Bay (Drifters/Haskell)
10. Bewildered (Mickey & Sylvia)

JERRY BOYNTON

KVET—Austin, Texas

1. Yakety Yak (Coasters)
2. Purple People Eater (Wooley)
3. The Monkey Song (J. Richardson)
4. Cotton Picker (W. Watts)
5. What Am I Living For (C. Willis)
6. Johnny B. Goode (C. Berry)
7. Twilight Time (Platters)
8. Hard Headed Woman (Elvis Presley)
9. Jennie Lee (Jan & Arnie)
10. Witch Doctor (D. Seville)

"JIVIN'" JACK ROWE

- WYMB—Manning, S. C.
1. Big Man (Four Preps)
 2. Yakety Yak (Coasters)
 3. Witch Doctor (D. Seville)
 4. Johnny B. Goode (Berry)
 5. What Am I Living For (C. Willis)
 6. Jennie Lee (Jan & Arnie)
 7. Splish Splash (B. Darin)
 8. Purple People Eater (Wooley)
 9. Little Pixie (M. Koffman)
 10. Got A Match (Daddy-O's)

ROBERT "HONEYBOW" THOMAS

- WDIA—Memphis, Tenn.
1. What Am I Living For (C. Willis)
 2. Looking Back (N. Cole)
 3. For Your Precious Love (J. Butler)
 4. Johnny B. Goode (C. Berry)
 5. For Your Love (Townsend)
 6. Talk To Me (L. W. John)
 7. Loan Me A Helping Hand (B. B. Bland)
 8. Do I Like It (N. Cole)
 9. Hang Up My Rock & Roll Shoes (C. Willis)
 10. Yakety Yak (Coasters)

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JOHNNY CASH



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HANK WILLIAMS'
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**HANK
WILLIAMS**



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**KITTY
WELLS**



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**JOHNNY
CASH**



SUN

MOST PROGRAMMED VOCAL GROUP



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BROTHERS
&
RED ALLEN**



MGM

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

JOHNNY CASH



Country Disk Jockey REGIONAL RECORD REPORTS



SAYS

"THANKS!"

I want to thank the nation's Country Music Disc Jockeys for selecting me as the "Most Programmed Male Vocalist", and for choosing "The Ballad of a Teenage Queen" as the "Most Programmed Country Record" in the 1958 CASH BOX Poll. And also, for listing my LP Album third among "Most Programmed Albums." I just can't think of enough ways to thank you, the Country Music Disc Jockeys, your listeners, all of the Juke Box Operators, the Record Distributors, and everyone who has helped me attain this honor. Thanks to all of you from the bottom of my heart!

Sincerely,

CURRENT RELEASE:

SUN ("Guess Things Happen That Way")
295 ("Come In Stranger")

"Come In Stranger" published by JOHNNY CASH MUSIC, INC.—
1650 Broadway, New York, N. Y.

DICK CLARK SHOW—ABC-TV JULY 5

personal management & booking

BOB NEAL

Box 3753—Memphis, Tenn.—GI 2-0101.

- JOHN YANISH**
WNNJ—Hamburg, N. J.
- All I Have To Do Is Dream (Everlys)
 - Oh Lonesome Me (Gibson)
 - Just Married (M. Robbins)
 - Send Me The Pillow (H. Locklin)
 - Guess Things Happen That Way (J. Cash)
 - Curtain In The Window (R. Price)
 - I Can't Stop Loving You (D. Gibson)
 - Row #2 Seat #3 (W. Lee)
 - I Love You More (Reeves)
 - It's A Little More Like Heaven (H. Locklin)

- CLARENCE KNEELAND**
WICH—Jewett City, Conn.
- How Do You Hold A Memory (H. Thompson)
 - Oh Lonesome Me (D. Gibson)
 - You'll Come Back (Pierce)
 - It's A Little More Like Heaven (H. Locklin)
 - Overnight (J. Reeves)
 - Just Married (M. Robbins)
 - Big Wheels (H. Snow)
 - Every Time I'm Kissing You (F. Young)
 - Hey Mr. Bluebird (Tubb & Wilburns)
 - I've Been Around Too Long (C. Smith)

- HAPPY WAINWRIGHT**
WABB—Mobile, Ala.
- I Miss You (B. Gallion)
 - Just Married (M. Robbins)
 - All I Have To Do Is Dream (Everlys)
 - Send Me The Pillow (H. Locklin)
 - Your Name Is Beautiful (C. Smith)
 - Yea (Johnnie & Jack)
 - Ten Years (J. Clements)
 - Stop The World (Johnnie & Jack)
 - Whispering Rain (H. Snow)
 - Fools Like Me (J. L. Lewis)

- STEVE WOODMAN**
CFCF—Montreal, Que., Can.
- All I Have To Do Is Dream (Everlys)
 - Guess Things Happen That Way (J. Cash)
 - Just Married (M. Robbins)
 - Oh Lonesome Me (D. Gibson)
 - Send Me The Pillow (H. Locklin)
 - I Can't Stop Loving You (D. Gibson)
 - It's A Little More Like Heaven (H. Locklin)
 - Crying Over You (Pierce)
 - Big Wheels (H. Snow)
 - Stairway Of Love (Robbins)

- ROY DRUSKY**
KEVE—Minneapolis, Minn.
- Guess Things Happen That Way (J. Cash)
 - Alone With You (F. Young)
 - Crying Over You (Pierce)
 - Blue Blue Day (D. Gibson)
 - Cry Baby (D. Dudley)
 - Violet And The Rose (M. Tillis)
 - Lonely Moonlight (Jan & Patti)
 - Lonesome For You Now (W. Mack)
 - When The Work's All Done (M. Wiseman)
 - You Sure Look Lonesome (G. Douglas)

- JACK DUNIGAN**
WJTN—Jamestown, N. Y.
- It's A Little More Like Heaven (H. Locklin)
 - I Can't Stop Loving You (Wells/Gibson)
 - Just Married (M. Robbins)
 - You'll Come Back (Pierce)
 - How Do You Hold A Memory (H. Thompson)
 - I Love You More (Reeves)
 - Let The Teardrops Fall (Cline)
 - The Cat Came Back (D. Williams)
 - I Don't Apologize (Hawkins)
 - Heaven Is Just A Prayer Away (P. Wagoner)

- "D. C." MULLINS**
WGEE—Indianapolis, Ind.
- Sophronie/Ocean Of Diamonds (J. Martin)
 - Just Married (M. Robbins)
 - Hard Headed Woman (E. Presley)
 - Crying Over You (Pierce)
 - Guess Things Happen That Way (J. Cash)
 - Claudette (Everlys)
 - City Lights (Price/Rich)
 - Alone With You (F. Young)
 - Big Wheels (H. Snow)
 - Building On The Sand (Flatt & Scruggs)

- BILL GATES**
KAGT—Anacortes, Wash.
- It's A Little More Like Heaven (H. Locklin)
 - Hey Mr. Bluebird (Tubb & Wilburns)
 - Alone With You (F. Young)
 - Guess Things Happen That Way (J. Cash)
 - I Need You All The Time (S. Davis)
 - Curtain In The Window (R. Price)
 - Oh Lonesome Me (D. Gibson)
 - When The Work's All Done (M. Wiseman)
 - Crazy Dreams (Browns)
 - Big Wheels (H. Snow)

- HORACE LOGAN**
KCUL—Ft. Worth, Tex.
- Guess Things Happen That Way (J. Cash)
 - Secretly (J. Rodgers)
 - I Can't Stop Loving You (D. Gibson)
 - All I Have To Do Is Dream (Everlys)
 - It's A Little More Like Heaven (H. Locklin)
 - Oh Lonesome Me (D. Gibson)
 - Crying Over You (Pierce)
 - Jacqueline (B. Helms)
 - I Love You More (Reeves)
 - I Know My Baby Cares (B. Luman)

- JIM CLARK**
WARL—Arlington, Va.
- Ten Years (J. Clements)
 - Blue Boy (J. Reeves)
 - Alone With You (Young)
 - Somebody Touched Me (B. Knox)
 - Sophronie (J. Martin)
 - I Miss You (B. Gallion)
 - Guess Things Happen That Way (J. Cash)
 - Satisfaction Guaranteed (V. Taylor)
 - Moanin' The Blues (M. Rainwater)
 - My Jimmie (J. Carson)

- JACK MORRIS**
KXLA—Pasadena, Calif.
- Guess Things Happen That Way (J. Cash)
 - Oh Lonesome Me (D. Gibson)
 - All I Have To Do Is Dream (Everlys)
 - Just Married (M. Robbins)
 - Just Before Dawn (Johnny & Jonie)
 - Send Me The Pillow (H. Locklin)
 - No Love At All (Monroe)
 - Crazy Do (J. Turner)
 - Secret Date (K. Smith)
 - Who Is The Boy On The Record Machine (Baldwin)

- "COUSIN" JOHNNY SMALL**
WNLN—New London, Conn.
- Just Married (M. Robbins)
 - Oh Lonesome Me (D. Gibson)
 - Come In Stranger (J. Cash)
 - It's A Little More Like Heaven (H. Locklin)
 - Curtain In The Window (R. Price)
 - I Can't Stop Loving You (Wells/Gibson)
 - Is This My Destiny (Osbornes & Allen)
 - The Old Ladies Home (D. Williams)
 - Color Of The Blues (Jones)
 - Shakin' Hands With Heartaches (D. Vinson)

- "SLIM" WATTS**
KTRM—Beaumont, Tex.
- It's A Little More Like Heaven (H. Locklin)
 - Cotton Picker (W. Watts)
 - Guess Things Happen That Way (J. Cash)
 - Alone With You (F. Young)
 - What A Night (L. Emerson)
 - Just Married (M. Robbins)
 - Hey Mr. Bluebird (Tubb & Wilburns)
 - What Makes A Man Wander (J. Skinner)
 - Blue Blue Day (D. Gibson)
 - Crying Over You (Pierce)

- RAY GODWIN**
WFGV—Angier, N. C.
- Alone With You (F. Young)
 - City Lights (Price/Rich)
 - I'd Just Be Fool Enough (M. Endsley)
 - He's Got The Whole World (Statesmen)
 - I Love You More (J. Reeves)
 - You Mostest Girl (Trammel)
 - I Can't Help Wondering (K. Wells)
 - Rainbow Love (S. Scott)
 - My Lucky Love (D. Franklin)
 - Love (J. Webb)

- JOHN DICKINSON**
WPRY—Perry, Fla.
- All I Have To Do Is Dream (Everlys)
 - Just Married (M. Robbins)
 - Oh Lonesome Me (D. Gibson)
 - Guess Things Happen That Way (J. Cash)
 - Send Me The Pillow (H. Locklin)
 - Wear My Ring (E. Presley)
 - I Can't Stop Loving You (D. Gibson)
 - Curtain In The Window (R. Price)
 - It's A Little More Like Heaven (H. Locklin)
 - Purple People Eater (Wooley)

- "RED" HUGHES**
CKEY—Toronto, Ont., Can.
- Guess Things Happen That Way (J. Cash)
 - Big Wheels (H. Snow)
 - All I Have To Do Is Dream (Everlys)
 - Crying Over You (Pierce)
 - It's A Little More Like Heaven (H. Locklin)
 - My Baby Came Back (Louvins)
 - Just Married (M. Robbins)
 - Jacqueline (B. Helms)
 - Two Fools In Love (Marv & Patty)
 - Alone With You (F. Young)

- MACK SANDERS**
KSIR—Wichita, Kans.
- Oh Lonesome Me (D. Gibson)
 - Curtain In The Window (R. Price)
 - Crying Over You (Pierce)
 - Just Married (M. Robbins)
 - Send Me The Pillow (H. Locklin)
 - I Love You More (Reeves)
 - Big Wheels (H. Snow)
 - I Can't Stop Loving You (K. Wells)
 - You'll Come Back (Pierce)
 - All I Have To Do Is Dream (Everlys)

- KERMIT REID**
WTJH—East Point, Ga.
- Alone With You (F. Young)
 - City Lights (R. Price)
 - Guess Things Happen That Way (J. Cash)
 - A Violet And A Rose (M. Tillis)
 - Moanin' The Blues (M. Rainwater)
 - Crying Over You (Pierce)
 - No Song To Sing (Anderson)
 - The One I Love (R. Acuff)
 - Tell Her Lies And Feed Her Candy (P. Wagoner)
 - What Makes A Man Wander (J. Skinner)

- CARL FITZGERALD**
WCOC—Meridian, Miss.
- Crying Over You (Pierce)
 - Guess I've Been Around Too Long (C. Smith)
 - How Do You Hold A Memory (H. Thompson)
 - Come In Stranger (J. Cash)
 - It's All Your Fault (Price)
 - Me And My Big Loud Mouth (J. Dickens)
 - Is This My Destiny (Osbornes & Allen)
 - Curtain In The Window (R. Price)
 - Once More (R. Acuff)
 - Hey Mr. Bluebird (Tubb & Wilburns)

- GUY ANDREWS**
WHEB—Portsmouth, N. H.
- Oh Lonesome Me (Gibson)
 - Guess Things Happen That Way (J. Cash)
 - Jacqueline (B. Helms)
 - Just Married (M. Robbins)
 - Send Me The Pillow (H. Locklin)
 - All I Have To Do Is Dream (Everlys)
 - Can't Stop Loving You (Wells/Gibson)
 - Curtain In The Window (R. Price)
 - Stairway Of Love (Robbins)
 - I Love You More (Reeves)

- "KOOL" HUGH COOPER**
WCKI—Greer, S. C.
- All I Have To Do Is Dream (Everlys)
 - Rainbow Love (S. Scott)
 - Guess Things Happen That Way (J. Cash)
 - Crying Over You (Pierce)
 - Bummin' Around (Miller Bros.)
 - Blue Boy (J. Reeves)
 - Send Me The Pillow (H. Locklin)
 - Oh Lonesome Me (D. Gibson)
 - I Love You More (Reeves)
 - Just Married (M. Robbins)

Attention: Please address any information concerning Country music and talent to Ira Howard, Country Editor, The Cash Box, 1721 Broadway, New York 19, N. Y.



Country Big 10 JUKE BOX TUNES

		Pos. Last Week
1	GUESS THINGS HAPPEN THAT WAY Johnny Cash (Sun 295)	2
2	ALL I HAVE TO DO IS DREAM Everly Brothers (Cadence 1348)	1
3	JUST MARRIED Marty Robbins (Columbia 41143)	3
4	OH LONESOME ME Don Gibson (RCA Victor 7133)	4
5	IT'S A LITTLE MORE LIKE HEAVEN Hank Locklin (RCA Victor 7203)	8
6	SEND ME THE PILLOW YOU DREAM ON Hank Locklin (RCA Victor 7127)	5
7	PURPLE PEOPLE EATER Sheb Wooley (MGM 12651)	7
8	WEAR MY RING AROUND YOUR NECK Elvis Presley (RCA Victor 7240)	6
9	CURTAIN IN THE WINDOW Ray Price (Columbia 41105)	9
10	BLUE BLUE DAY Don Gibson (RCA Victor 7010)	13

11. SECRETLY. 12. I CAN'T STOP LOVING YOU. 13. CRYING OVER YOU. 14. BIG WHEELS. 15. HIGH SCHOOL CONFIDENTIAL. 16. JACQUELINE. 17. COME IN STRANGER. 18. HEY MR. BLUEBIRD. 19. WHAT MAKES A MAN WANDER. 20. ALONE WITH YOU.

WSIG Produces Live "Country Fair"

MT. JACKSON, VA.—WSIG, Mount Jackson, Virginia, has made its entry into the 'live' show field by producing a three-hour "Country Fair" on stage at the Nelson Theatre, Mount Jackson. The show is presented before an audience on Friday night, and tape recorded for air play the following Saturday morning.

Art Barrett, WSIG Country Music Director, said: "We tried doing it 'live' on Saturday morning, but you know how these country folk are—they're too busy on Saturday morning to take time out for a show. And being a daytime station, we had to make some changes. The taping was the best solution . . . so that was it. And since we've moved to the theatre on Friday nights, attendance has tripled."

Sparking the "Country Fair" show for WSIG are Bob and Cindy Dean and their Kountry Kounts of Starday Records. The group includes Carrol Ray, Sonny Meade and Kenny Dean in addition to the Deans. Other talent is gathered from the Shenandoah Valley towns served by WSIG and everybody is working the show on a "real profession style" according to Barrett.

Production of the show is in the hands of Shorty King, WSIG jockey, and the engineering is handled by Phil Potter, WSIG General Manager. Over thirty people make up the cast of the show.

"I can't speak for the rest of the country," said Art Barrett, "but to Shorty and Phil and me, the attendance to the show and the acceptance given to 'Country Fair' is a good indication that people still like to see people perform. Audience reaction has been most gratifying."

16th Million Seller



NEW YORK—Steve Sholes (left), Chief of Popular Artists & Repertoire at RCA Victor, congratulates Elvis Presley on making musical history in the record industry. Shortly after entering the U. S. Army, Presley's disk, "Wear My Ring Around Your Neck," passed the million mark in sales. It represented Elvis' 16th consecutive million-selling record, an unprecedented achievement in the music field.

Wins Pet Milk Contest

NASHVILLE, TENN. — Margie Bowes won over five other finalists in the First Annual Pet Milk Contest conducted on WSM's "Grand Ole Opry."

Miss Bowes, who entered the contest at WDVA-Danville, Va., was chosen the grand winner during the Opry show, and received a recording contract with Hickory Records, a contract to appear on Grand Ole Opry, and an RCA Victor four-speed hi-fi phono.

The five follow-ups to Miss Bowes won an RCA Victor phono, an all-expense paid trip to Nashville, and were entertained at luncheons, dinners, and parties. They also spent an entire day at the home of country star Roy Acuff.



The Country Records Disk Jockeys Played Most

A SUMMARY OF REPORTS RECEIVED FROM NATION'S DISK JOCKEYS

		POS. LAST WEEK
1.	GUESS THINGS HAPPEN THAT WAY	Johnny Cosh (Sun) (4)
2.	ALL I HAVE TO DO IS DREAM	Everly Brothers (Cadence) (2)
3.	JUST MARRIED	Marty Robbins (Columbia) (3)
4.	OH LONESOME ME	Don Gibson (RCA Victor) (4)
5.	IT'S A LITTLE MORE LIKE HEAVEN	Hank Locklin (RCA Victor) (5)
6.	CRYING OVER YOU	Webb Pierce (Decco) (6)
7.	ALONE WITH YOU	Faron Young (Copitol) (16)
8.	CURTAIN IN THE WINDOW	Roy Price (Columbia) (7)
9.	BIG WHEELS	Honk Snow (RCA Victor) (9)
10.	COME IN STRANGER	Johnny Cash (Sun) (10)
11.	PURPLE PEOPLE EATER	
12.	I LOVE YOU MORE	
13.	I CAN'T STOP LOVING YOU	
14.	SEND ME THE PILLOW YOU DREAM ON	
15.	BLUE BLUE DAY	
16.	TEN YEARS	
17.	COLOR OF THE BLUES	
18.	YOU'LL COME BACK	
19.	HEY MR. BLUEBIRD	
20.	HOW DO YOU HOLD A MEMORY	
21.	WHAT MAKES A MAN WANDER	
22.	I MISS YOU	
23.	WEAR MY RING AROUND YOUR NECK	
24.	SECRETLY	
25.	STAIRWAY OF LOVE	
26.	HIGH SCHOOL CONFIDENTIAL	
27.	OVERNIGHT	
28.	JACQUELINE	
29.	ME AND MY BIG LOUD MOUTH	
30.	EVERYTIME I'M KISSING YOU	
31.	WHEN THE WORKS ALL DONE THIS FALL	
32.	FOOLS LIKE ME	
33.	I CAN'T HELP WONDERING	
34.	OCEANS OF DIAMONDS	
35.	GUESS I'VE BEEN AROUND TOO LONG	
36.	I CAN'T FIND THE DOORKNOB	
37.	CITY LIGHTS	
38.	BECAUSE I'M A DREAMER	
39.	TOMORROW WE'LL RETIRE	
40.	BALLAD OF A TEENAGE QUEEN	
41.	ONCE MORE	
42.	THEME OF LOVE	
43.	WHOLE LOTTA WOMAN	
44.	TWO FOOLS IN LOVE	
45.	I DIG YOU BABY	
46.	24 HOUR NIGHT	
47.	COTTON PICKER	
48.	HARD HEADED WOMAN	
49.	MY BABY CAME BACK	
50.	SOPHRONIE; YOU SURE LOOK LONESOME; I'M HURTIN' ALL OVER; LONELY MOONLIGHT; MOANIN' THE BLUES; BLUE BOY; I DON'T APOLOGIZE.	



Country Best Sellers

IN RETAIL OUTLETS

		Pos. Last Week
1.	GUESS THINGS HAPPEN THAT WAY Johnny Cash (Sun 295)	(2)
2.	ALL I HAVE TO DO IS DREAM Everly Brothers (Cadence 1348)	(1)
3.	JUST MARRIED Marty Robbins (Columbia 41143)	(3)
4.	OH LONESOME ME Don Gibson (RCA Victor 7133)	(4)
5.	PURPLE PEOPLE EATER Sheb Wooley (M-G-M 12651)	(5)
6.	IT'S A LITTLE MORE LIKE HEAVEN Hank Locklin (RCA Victor 7203)	(6)
7.	CRYING OVER YOU Elvis Presley (RCA Victor 7240)	(10)
8.	SEND ME THE PILLOW YOU DREAM ON Hank Locklin (RCA Victor 7127)	(8)
9.	SECRETLY Jimmie Rodgers (Roulette 4070)	(12)
10.	BLUE BLUE DAY Don Gibson (RCA Victor 7010)	(16)
11.	HIGH SCHOOL CONFIDENTIAL	
12.	WEAR MY RING AROUND YOUR NECK	
13.	JACQUELINE	
14.	CURTAIN IN THE WINDOW	
15.	BIG WHEELS	
16.	I CAN'T STOP LOVING YOU	
17.	I LOVE YOU MORE	
18.	ALONE WITH YOU	
19.	COME IN STRANGER	
20.	STAIRWAY OF LOVE	
21.	WHAT MAKES A MAN WANDER	
22.	BALLAD OF A TEENAGE QUEEN	
23.	CLAUDETTE	
24.	TEN YEARS	
25.	MAKE ME A MIRACLE	
26.	I CAN'T HELP WONDERING	
27.	COLOR OF THE BLUES	
28.	HOW DO YOU HOLD A MEMORY	
29.	JEALOUSY	
30.	GOODNIGHT MR. SUN	
31.	HARD HEADED WOMAN	
32.	STOP THE WORLD	
33.	GUESS I'VE BEEN AROUND TOO LONG	
34.	FOOLS LIKE ME	
35.	HEY MR. BLUEBIRD; CITY LIGHTS; MY BUCKETS GOT A HOLE IN IT; YOU'LL COME BACK; THEME OF LOVE; BLUE GRASS SKIRT.	

JIMMIE WILLIAMS

sings

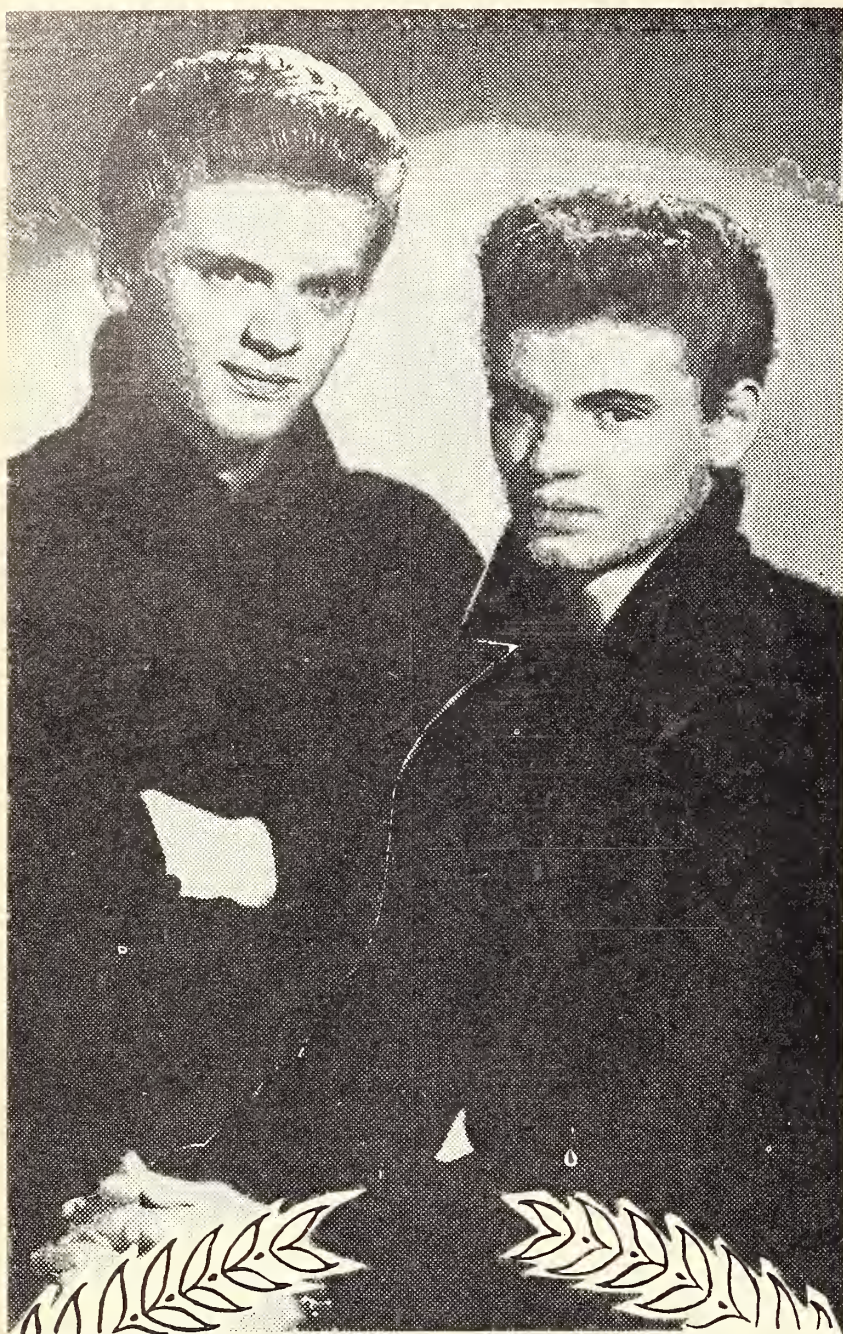
"IF YOU'RE LOOKIN' FOR LOVE"

* MGM *

WHITE OAK MUSIC, BMI.,
7771 Cheviot Rd., Cincinnati 39, Ohio

JUNE WEBB "I'M SO LONESOME I COULD CRY"

HICKORY 1079



Many Thanks

To All The D.J.'s For Voting Us

"THE MOST PROGRAMMED
VOCAL GROUP"

THE EVERLY BROTHERS

Current Release:

ALL I HAVE TO DO IS DREAM

cadence 1348

Exclusively cadence records



Country Reviews

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

"Only those records best suited for commercial use are reviewed by The Cash Box"

THE CASH BOX BULLSEYE



"TELL HER LIES AND FEED HER CANDY" (2:02)

[Fairway BMI—J. McCracken]

"HAVEN'T YOU HEARD" (2:25) [Warden BMI—D. Siegenthaler]

PORTER WAGONER (RCA Victor 7279)

● Porter Wagoner has a pair of clicks here and they look and sound as tho they'll be real big ones. And they're a pair of tunes, as different as day and night, on which the artist displays his first quality vocal stylings to best advantage. One end, "Tell Her Lies And Feed Her Candy", is a charming, fast paced novelty that Porter belts out in sparkling style. On the other end, a poignant waltzer titled "Haven't You Heard", Wagoner tearfully discovers that his new love is already attached. Superb multiple-vocal spots and instrumental support on the two sides. Top end has enough pop appeal to make it a two-market smash.

"WHERE DO WE GO FROM HERE" (2:15) [Starrite BMI—J. Skinner]

"WHERE MY SWEET BABY GOES" (1:58) [Starrite BMI—J. Skinner]

JIMMIE SKINNER (Mercury-Starday 71341)

● Jimmie Skinner, who scored heavily with his "I Found My Girl In The U. S. A." and "What Makes A Man Wander", bids fair to make it three-in-a-row with his newest Mercury-Starday effort. And as on his current "Wander" chart-rider Jimmie does a bit of philosophizing on "Where Do We Go From Here". It's a potent, moderate paced ballad on which Skinner and Connie Hall persuasively blend their grade "A" vocal talents. Reverse etching, a spright, up-tempo affair tagged "Where My Sweet Baby Goes", finds the chanter in an all-out effort for his sweetie's return. Excellent double-decker tho the top portion is the one for the quick action.

"SCHOOLBOY CRUSH" (2:24) [Hallowell BMI—A. Schroeder, S. Silbert]

"BORROWED DREAMS" (2:40)

[Champion, T. J. BMI—V. Malecker, J. Testa]

BOBBY HELMS (Decca 30682)

● Bobby Helms continues to rack 'em up pop and country-wise. (See Pop Reviews).

STAN JOHNSON

(Ruby 550)

B "BABY, BABY DOLL" (2:22)

[Annis House BMI—S. Johnson] Here's a delectable, all-market rock 'n roller that Stan Johnson belts out in exciting fashion. A solid coin-catcher that oughta keep the boxes hoppin' day and nite. The Blue Chips' instrumental work helps make this a chart contender.

B "LORA ANN" (1:59) [Annis

House BMI—S. Johnson, J. Johnson] Johnson has a most appealing little charmer on this end. It's a fetching, pop-oriented toe-tapper that Stan and the vocal crew spin in contagious style. Watch it closely.

JIM & EDITH YOUNG (Sacred)

(Jay 557)

B "GOD'S WONDERLAND"

(2:20) [Jed BMI—D. Penley] Jim & Edith Young blend their vocal chords in warm, convincing fashion as they turn out inspiring side for the sacred buyer on their new Jay outing. A slightly up-tempo opus capably backed up on the instrumental end by Jimmy Osborne and the Miami Valley Gang.

C+ "CHRIST DIED FOR SIN-

NER" (2:26) [Jed BMI—J. B. Osborne] All the artists join forces once again as they dramatically pour forth a heart rending, moderate beat item.

MITCHELL TOROK

(Decca 30661)

B+ "LOVE ME LIKE YOU MEAN

IT" (2:20) [Old Charter BMI—R. Redd] The "Pledge Of Love" man, Mitchell Torok, is back on the wax scene with a convincing performance that has what it takes to make the deejays sit up and take notice. It's a moderate beat pleader on which the chanter makes his pitch for a true love—to commence immediately.

BRICE SISTERS

(Event 4275)

C+ "PLEASE UNDERSTAND"

(2:35) [Clover BMI—S. Sabatino] Here's an easy-on-the-ears entry that the pop and country platter spinners oughta take a liking to. It's a heartfelt romantic pleader set to an engaging rock-a-ballad tempo and caressed in tender duet style by the Brice Sisters.

C "YOUR JEALOUS MIND"

(2:05) [Clover BMI—B. Brice] The gals turn in another pleasing duo-vocal job on this slightly up-tempo lover's lament with a pop flavoring.

B+ "SWEET REVENGE" (2:25)

[Copar BMI—R. Redd] Not to be overlooked in the inviting vocal effort Torok hands in on this end, a fetching up-tempo romantic affair. Strong double-decker.

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



Country Reviews

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

"Only those records best suited for commercial use are reviewed by The Cash Box"

THE CASH BOX BULLSEYE



"NOTHING CAN STOP ME" (2:27) [Starrite BMI—Miller, Jones]

"I'M WITH THE WRONG ONE" (2:05) [Starrite BMI—G. Jones]

GEORGE JONES (Mercury-Starday 71339)

● George Jones, whose past disks have proven to be splendid listening and programming as well as money in the pockets of ops and dealers alike, comes up with a twin-threat on his latest two-sider. And the warbler never sounded better as he neatly wraps up two, 'pure country' items that could blossom into the biggest clicks of his career. "Nothing Can Stop Me", on one half, is a bright, up tempo, happy-go-lucky ditty while "I'm With The Wrong One", on the other end, is a touching tear-compelling romantic lilter that Jones effectively duo-vocals with Jeanette Hicks. It's a toss-up. Both ends have the goods.

"TALK TO ME LONESOME HEART" (2:28) [Glad BMI—J. O'Gwynn]

"CHANGEABLE" (2:12) [Cajun BMI—D. Edwards, J. Walker]

JAMES O'GWYNN ("D" 1006)

● James O'Gwynn, who has been edging closer and closer to the big hit marker with each release, takes a giant stride on his initial effort for the recently-formed "D" label. The chanter, who sings 'em 'straight country' hands in a top calibre, double track vocal effort on a self-penned, slightly up tempo opus tagged "Talk To Me Oh Lonesome Heart". On the lower lid James sends up another polished performance as he sadly reflects, on a moderate paced tear-jerker, that his sweetie's heart is so "Changeable". A fine coupler shaded by the upper end.

"SUSIE DARLIN'" (2:30) [Congressional ASCAP—R. Luke]

ROBIN LUKE (Dor 15781)

● Here's a 'left field' item that comes by way of Hawaii. Could be a big pop-country disk. (See Pop Reviews).

SMILEY MONROE

(Vita 177)

B+ "NO LOVE AT ALL" (2:11) [Les Kangas BMI—Monroe, Aldrich] Smiley Monroe, flavorfully accompanied on the vocal and instrumental end by the Ball-ers, dishes up a tantalizing, pop-styled, quick beat waffle that's sure to whet the jocks' appetite. Could catch on.

C+ "IF YOU AIN'T TRIED IT" (2:13) [Chris BMI—Aldrich, Monroe] Here Monroe and the group enthusiastically romp over a free-wheelin', all-market jumper.

AL TERRY & WILMA LEE

(Hickory 1082)

B+ "IT'S JUST AS WELL" (1:59) [Acuff-Rose BMI—B. Terry] Wilma Lee and Al Terry, the duo that attracted a heap of airplay with its waxing of "Not Anymore", team up again, on an up tempo biscuit that could prove to be a solid chart item. The separated pair feel that they're both better off after a love affair went sour.

B "I'M NOT THE GIRL" (2:03) [Acuff-Rose BMI—T. Blackmon] Under end, a heartfelt lilter, features Wilma in the solo spotlight with an effective mid-deck recitation by Al. Two good country efforts.

OLD FASHIONED REVIVAL

HOOR CHOIR (Sacred)

(RCA Victor 7288)

B+ "WHAT A FRIEND" (2:26) [P. D.—J. Scriven, C. C. Converse] A beautiful, old melody and a heartwarming message make for a stand-out piece of sacred wax. Doing justice to the slow paced tune is the Old Fashioned Revival Hour Choir—under the expert leadership of Leland Green.

B+ "I NEVER WALK ALONE" (2:45) [P. D.—Rev. A. H. Ackley, Arr: H. L. Green] More of the same wonderful material here with Beth Farnum featured in the soprano solo slot. Also taking bows, on both ends, are Rudy Atwood, on drums, and George Broadbent on organ.

THE CROSSROADS QUARTET

(Sacred)

(MGM 12675)

B "JUST FOR TODAY" [Lynn BMI—Smith] The Crossroads Quartet is sure to add many more admirers to its vast legion of fans with this spirited rendition of a quick beat handclapper. Good fare for the market.

B "THE SHADOW OF THE CROSS" [Lynn BMI—Smith] On this end the foursome slows down the pace it movingly projects a stirring gospel item.

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RCA VICTOR

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Country Round Up

A brand new country music attraction has taken to the road. It's Hawkshaw Hawkins' "Grand Ole Opry" and "Wild West Show", a merger of 9 country music veterans, 7 Indians from Okla. and Wyo., 2 beautifully trained Palomino horses and a brainy clown mule. Dates for appearances have already been set during the summer in Pa., New York, Ohio, W. Virginia, Md., Conn., New Jersey, Ga., and Fla. Hawk's latest on the RCA Victor label is entitled "I Don't Apologize" and "I'll Get Even With You."



HAWKSHAW HAWKINS

There's a new ruling hand around the Ernest Tubb household! Ever since the stork dropped an 8 pound-13 ounce boy off at the Tubb residence on May 28th nothing has been the same, and well as it should be when there's a new son around. Our congratulations to Ernest! By the way, Ernest was voted the favorite c&w artist in Maine, New Hampshire, and Mass., according to a poll taken in this area by local radio stations according to word from Royal McCullough, WSM's Director of Public Relations.

Cowboy Copas starred on the June 21st Prince Albert 'Opry' and the Everly Brothers were his special guests. Hank Snow and Wilma Lee & Stony

Cooper appeared on the June 28th edition.

Jean Shepard will soon be moving into a new home surrounded by 3 1/2 acres of lawn with a beautiful little white fence around it. Right now her plans are "to get a few chickens, a couple of horses and become a real farmer."

Nat Nigberg has set the guest stars on "Country America," KABC-TV, for the next 3 weeks. On June 28th the Leon McAuliffe Band appeared and will be followed by Beatrice Kay, George Liberace and Mary Meade French, July 5th, and Bobby Helms with the Golden Hawks on July 12th. Mercury recording artist Bennie Barnes will also appear on the 12th. "Country America", has inaugurated a "Name The Poodle" contest. It all started when vocalist Debby Kay and production coordinator Mary Nigberg received twin poodles from Producer Nigberg.



JEANI MACK

Jeani Mack had her first release, out last week, on the Class Banner titled, "Dirty Dishes" and "Jimmy". All DJ's who failed to receive their copies may have same by writing to Jeani at 10828 Woodruff in Downey, Calif. Jeani is now working dates with the Cass County Boys as well as guesting on local TV shows.

The Miller Brothers Band is set for a series of dates in the Pacific Northwest to be followed by rodeo dates in the Wyo. area. The group's 4-Star releases may all be obtained thru J. E. (Red) Swarr and his mail order record service. His address is P.O. Box 107, Maywood, California.

Charlie Aldrich is now working Crash Corrigan's "Corriganville" in Chatsworth, Calif. every Sat. and Sat. nite.

Sun. as well as having his band in at the "Riverside Rancho" every Fri. and Sat. nite.

Johnny Cash ends a highly successful Western Tour in Vancouver, B.C., July 1st. This marks the first time Cash has been in the state of Wash. and British Columbia. Cash returns to Memphis, Tenn., and then into New York, Sat., July 5th, for his 3rd appearance on the Dick Clark ABC-TV Show. Next week Johnny is planning to catch up with his fishing.

Carl Perkins is at the "Pavilion" in Myrtle Beach, S. C., on an engagement set up by Lucky Moeller of the Jim Denny Office. The Perkins group'll be there thru July 5th.

"Country Music Jubilee", with its Summertime star, Jim Reeves, holding down the reins, welcomed special guest Jimmy Wakely on June 28th. Last week, Reeves had as his guests, Martha Carson and "Speedy" West.

The "Jubilee's" Bouncin' Bobby Lord returned Eastward to headline June 28th and 29th's entertainment bill at the new Seneca Lake Jamboree Park, a resort spot near Cambridge, Ohio.



JIMMY MARTIN

The Four Marksmen—Earl Terry, Les Roberson, Don Taylor and George Richardson—have completed 2 weeks of political campaign work in Oklahoma, via Jim McConnell's Top Talent Booking Office, and appeared June 29th for Mrs. Eddie Ruton at her Newark, O., park.

"Thumbs" Carlile's wife, Virginia and his 6-month old daughter, Tammy, were recent visitors at the "Jubilee", where Thumbs was featured electric standard guitarist for nearly 2 years on ABC-TV. They're living now in Red Lodge, Mont.

Billy Walker and Suzi Arden, of Red Foley's "Crossroads of Country Music" crew in Springfield, appeared Sat. nite, June 21st, at the huge Army installation, Fort Leonard Wood, Missouri.

"Mac" Claflin, whose WOSC-Fulton station serves Central New York, notes that he can use the c&w biscuits for his 2 hour, Sat. disk show.

From "Balin' Wire" Bob Strack's KOAM-Pittsburgh, Kan. newsletter comes word that Carl Smith and his group were at Wildwood Lake, Kansas City on June 22nd and that "Tiny" Tillman opened his "Happy Hollow Lakes" on the 14th.

"Smokey" Smith, who had a most pleasant association with KRNT-Des Moines, Iowa for 3 years, moved over to KWDM-Des Moines, on June 2nd, and now has 3 times as much airtime as in the past. He sends along his

thanks to all the wax companies, publishers, etc. for all their help and hopes they'll keep in touch with him at his new address, 2509 Westover Blvd., Des Moines 10, Iowa. Smith's building a studio in his home and'll be doing his shows from there.



JACK MORRIS

More info from west coast press agent and western swing band leader, Curley Gold, includes plugs on Adolf Hofner & his San Antonians' Decca LP, "Western Dance-O-Rama" and Bob Wills & the Texas Playboys Harmony package. Curley also notes that Smokey & Shorty Warren are currently playing dates in New Jersey as well as recording for the Cool diskery; that jocks can have Lee Holden & his Outlaws' slicing of "Pocatello; Idaho", on the Cavalier label, merely by writing to Lee at the Gateway Chevrolet Co., 7400 Mission St., San Francisco, Calif. and that Gene Sullivan's Columbia outing "Please Pass The Biscuits" continues to rack up the spins out west.

"Chuckwagon Chuck" Nichols, formerly at KOWB-Laramie, Wyo., is back in the c&w groove at KRSV, the 'voice of Treasure Valley' Ontario, Ore. after a year's absence. Chuck has a one hour daily western disk show, tagged the "Bunkhouse Rumpus", from 4:30 to 5:30 P.M., 6 days a week. Nichols adds that KRSV, the 1,000 watt indie is the most listened to station in the area, serving Eastern Oregon and Southwestern Idaho, and hopes to increase its power to 5,000 watts. Chuck also plays with one of the local western bands. He could also use the c&w biscuits.

Horace Logan, Program Director at KCUL-Ft. Worth, Texas tells us that the Browns, Jim Edward, Bonnie & Norma, were wonderfully received at last week's "Cowtown Hoedown". Bobby Helms was due in on the 21st of June and Faron Young was set for July 5th. The 2 hour "Hoedown" show is broadcast over the KCUL airwaves.



TONY FARR

"Smokey Joe" Aleshevich infos that there's been a big demand for sheet music on his "I Don't Need You Anymore", which he co-cleffed with Kenny Marlowe, and had cut by Jim & Edith Young for Jay Records. Sheet music is also available on Young's new Jay release, out this week, tagged "God's Wonderland", which was also penned by "Smokey Joe". He adds that the sheets can be obtained, by the music stores, by writing to Jed Music Co., 415 South Walnut Ave., Sidney, Ohio. He adds his thanks to all the jocks who spun his initial country effort.

Tillman Franks, Artist Service Director for the KWKH-Shreveport "Louisiana Hayride", enthused with the wonderful job that Jimmy Martin & his Sunny Mountain Boys have been doing on the show.

The crew, spotlighting Paul Williams, on mandolin and J. D. Crowe, on 5-string banjo, is a featured attraction on the CBS show every Sat. nite. Incidentally, the boys' latest 'pure country' efforts on Decca, labeled "Sophronie" and "Oceans Of Diamonds", are doing nicely on the deejay charts. KWKH Manager, Henry Clay, has completed negotiations with CBS, whereby the "Hayride" will be heard each Sat. nite on the CBS Network, beginning July 12th. Set for the "Hayride's" June 21st edition were Ray Price, The McCoy Kids, "Uncle" Hank, James O'Gwynn and Tony Douglas. On it James bowed his "D" recording of "Talk To Me, Oh Lonesome Heart" and "Changeable" and Tony did the same with his "D" slicing of "The World In My Arms".

Smiley Monroe sez that all country music fans'll be happy to know that in May, Lash Lazaar, who has the "Show That Stars The Public" program on KXLA-Pasadena, Calif.; held a contest in which his listeners were asked to pick their top 5 favorite deejays in the Southern Calif. area, excluding himself, and that KXLA's c&w jock, Jack Morris, was one of the winners. Jack, heard 6 nites a week, from 12:00 midnite 'til 5:00 A.M., records for Pep records and his latest release is tagged "She's Gone, She's Gone" and "River San Gabriel". Monroe has his own release, out this week, on the Vita label and the tunes are dubbed, "No Love At All" and "If You Ain't Tried It". Smiley is still doing lotsa TV, radio and nite club work and he filled in recently, at the "Band Box" in Los Angeles, as emcee for Frank Simon, KXLA deejay who was ill. He'll also be appearing, every Mon. nite, at "Marion's Saddle Club" in L.A. With his band.



JOHNNY BAILES

Also connected with KXLA-Pasadena is Enterprise Recording artist, Tony Farr, who notes that he sings and plays steel guitar at the "Riverside Rancho" and that he'll be on the "Town Hall Party", Aug. 2nd, with Johnny Bond and the Collins Kids. His fan club prexy is Eula Mae Boudeaux, P.O. Box 482, Vidor, Texas. Tony, who hails from New Orleans, and has appeared with many top stars while living in Galveston and Houston, Texas, is currently represented on wax via his Enterprise etching of "Why Don't You Try To Love Me" and "There's No Sense In Marrying Me".

Johnny Bailes, WJAT-Swainsboro, Ga. types that deejays who dont have his new Decca waxing of "It's Bound To Happen" and "So Much" can have one by writing to him at the station.

Attention: Please address any information concerning Country music and talent to Ira Howard, Country Editor, The Cash Box, 1721 Broadway, New York 19, N. Y.

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

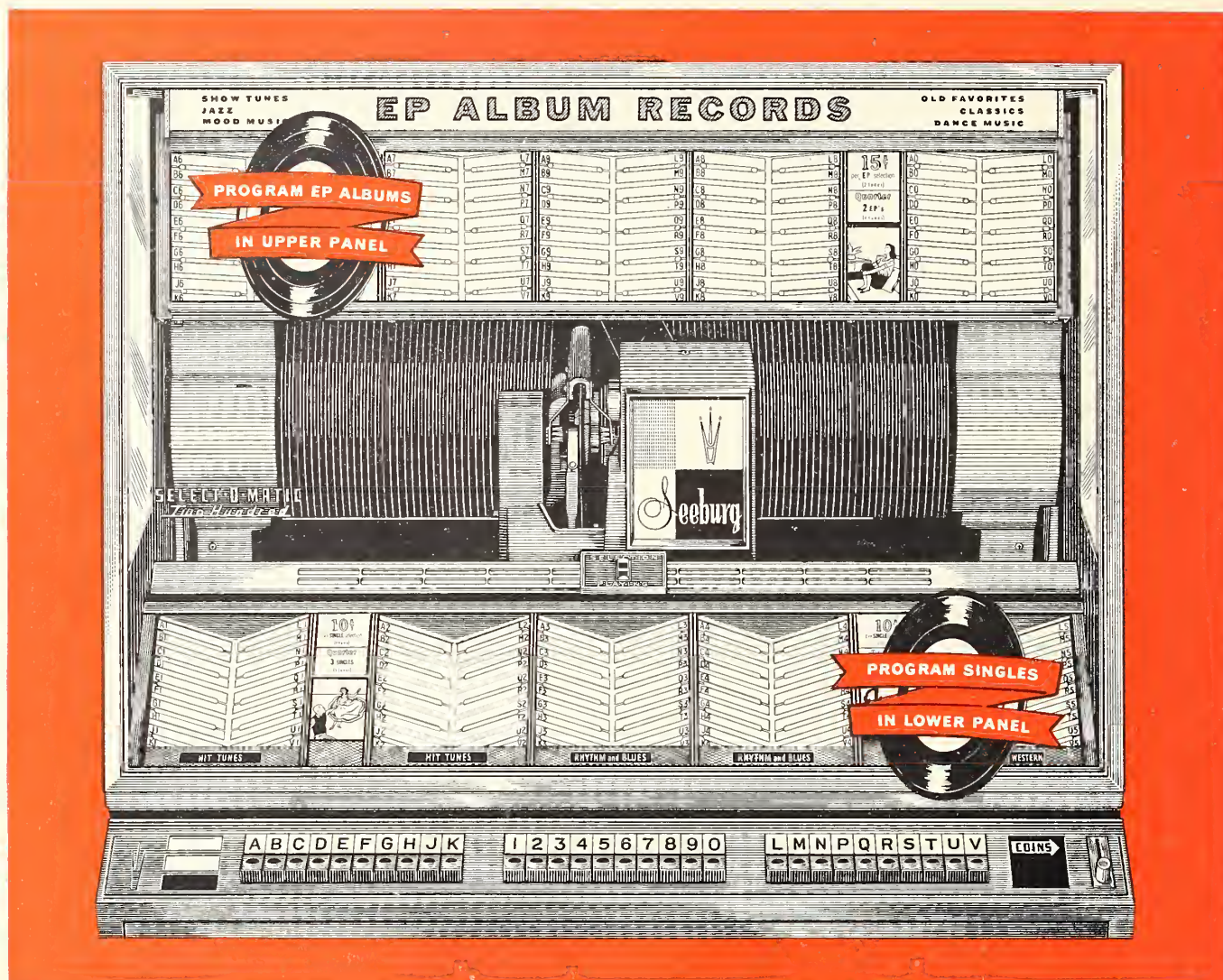
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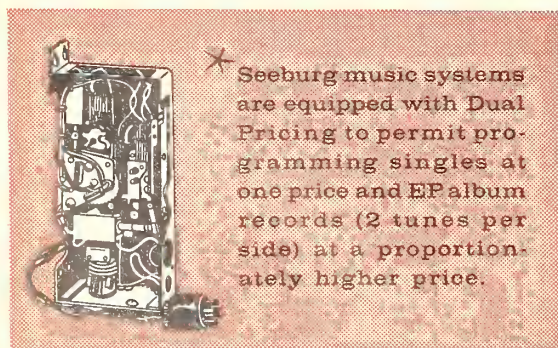
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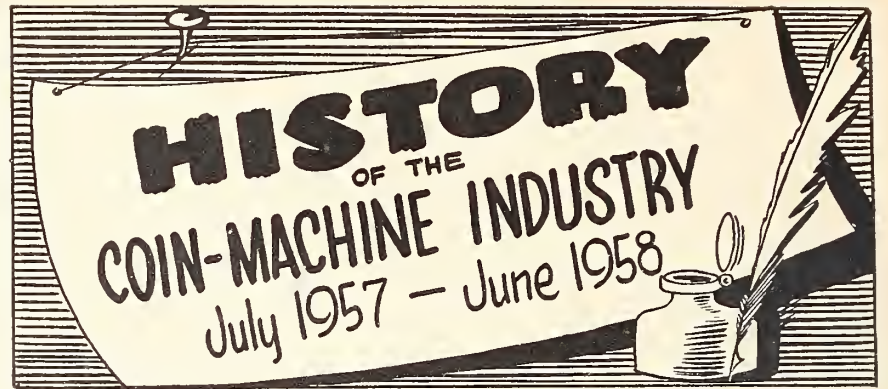
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1957

JULY

★ Duarte International named AMI exporter to far east for phonos and equipment ★ Arizona Music Guild reactivated. Ben Spalding president and John J. Hourihan, secretary-treasurer ★ Operators throughout New York State meet to form state-wide association ★ New York State Operators Guild re-elects Tom Greco president ★ Southern Coin Machine Exchange in New Orleans La. re-opens ★ Wisconsin Music Merchants Association meets in Green Bay ★ Wurlitzer opens series of mid-summer meets with first in New York at Statler Hotel on July 1 and 2 ★ Bally Mfg. ships new in-line "Sun Valley" ★ Chicago Coin appoints Automatic Music Distributors in Oklahoma City, Okla. ★ Chicago Coin delivers "Classic Bowling League" ★ Gottlieb ships two-player 5 ball "Continental Cafe" ★ "Committee of 500" formed in Detroit to fight unfair state taxes, licenses, etc. ★ Walter Tratsch visits European coinmen ★ Williams Mfg. ships "Naples" ★ Internal Revenue department rules that vending machines located

in cabarets are subject to 20% cabaret excise tax ★ Reports from Far East indicate a Juke Box boom ★ Champion Distributing Company, Chicago, ships new 6-pocket pool conversion ★ AMI appoints Knowles Bailey, Ltd. AMI distrib for major portion of Ontario ★ AMI trade paper ad wins 1st place award at Fourth Annual Exhibit of Advertising and Editorial Art in Milwaukee ★ Monarch Coin Machine, Chicago, converts all bumper pool tables into six pocket pool games Marvel Mfg. Co. announces new wall model with long range speaker ★ Williams Manufacturing delivers single player 5 ball "ArrowHead" ★ Joe Mangone, All Coin Amusements Co., Miami, Fla., becomes first member of "International Export-Import Council" ★ George Miller and Sidney H. Levine address members of the Beverage Association in Milwaukee, Wisc. ★ Wurlitzer Acceptance Corporation formed. Subsid will finance installment sales of Wurlitzer products ★ Music Guild of Nebraska holds annual meet July 27-28 in Hastings ★ United delivering new ball bowler "DeLuxe Bowling Alley" in 11, 14 and 18 ft. lengths.

AUG.

★ Sidney H Levine dies suddenly of heart attack at age of 53 ★ National Vending Machine Distributors, Inc., holds first meeting at Hotel Graemere, Chicago, Ill. ★ George A. Miller selects team of Dudley Nebeker and Dale Stoops to replace Sidney Levine temporarily ★ Wurlitzer announces sales of first quarter in 1957 equal that of same period in 1956 ★ Rock-Ola Mfg. Corp. names Toronto Trading Post Ltd. as its new Ontario distributor ★ Harold Dorgan joins Keeney Vending Division as chief sales engineer ★ Rep. Gwinn introduces copyright bill in the House of Representatives ★ Williams Mfg. shipping new 5-ball "Kings" ★ Gottlieb & Company delivers single player 5-ball "World Champ" ★ Herb Klein, former sales manager for International Mutoscope Corporation, dies at age 53 ★ Games, Inc. moves to 2950 N. Campbell Avenue, Chicago ★ Bally Mfg. Co. shipping its new novelty game "Circus"

★ Far North Distributing Co. appointed Wurlitzer representative in Alaska ★ Wurlitzer introduces 50¢ wall box "5250" ★ International Mutoscope, Long Island, enlarges its service facilities ★ Max Marmer, staffman of David Rosen, dies suddenly at age 44 ★ A. W. Adickes, president of Nova Apparate Gesellschaft, Hamburg, Germany, announces his firm increased its business for the first six months of 1957 to double that of the same period in 1956 ★ United Manufacturing markets new ball bowler, "Jumbo Bowling Alley" ★ John Frantz, J. F. Frantz Manufacturing Company, Chicago, reports rise in production of "Guesser Scales" ★ Williams Manufacturing Company announces the summer of 1957 best since it has been in business ★ John Bilotta, Bilotta Distributing, Newark, N. Y., buys bathing beach and amusement center ★ Sam Kresberg, president of Apco, Inc., subsidiary of U. S. Hoffman Machinery Corp., New York, died of a heart attack at age 60.

SEPT.

★ Exhibit Supply Company produces "Pop Gun Circus" ★ Imperial Coin Machine Company, Cliffside Park, N. J. opens a wholesale jobbing firm ★ Bally Mfg. Co. announces shuffle-bowler "ABC Super de Luxe Bowler" ★ Bally Vending Corp. to introduce model "597" Bally Beverage Vendor at Automatic Merchandising Association convention in Philadelphia in October ★ The New York State Operators Guild held its fifth annual dinner-dance at the Greenwood Inn, Ellenville, N. Y. September 7 ★ United Music Ops of Michigan elect Ed Carlson president ★ Williams Mfg. Co. shipping "Naples" ★ Al Stern of World Wide Distributors, and wife, Ruth, celebrate 26th wedding anniversary ★ Genco introduces new 5-10¢ "Horoscope Fortune Teller" ★ The first

annual dinner-dance of the Recorded Music Service Assoc. was held September 14, Chi. ★ D. Gottlieb & Company shipping 2 player, 5 ball "Super Circus" ★ Sandy Moore Distributors, Inc., named to represent Wurlitzer in New York area ★ Bally Mfg. introduces ball bowler "ABC Champion" ★ Everett Byron Eckland, partner of Jim Mangan, dies ★ John Conroe, J. H. Keeney vice president and general manager, dies at 56. ★ Joseph Godman appointed attorney for the Music Operators of New York ★ United Manufacturing unveils "Jumbo Bowling Alley" ★ New York State Coin Machine Association holds first state-wide meet, electing Tom Greco president ★ Bob Slifer resigns as sales promotion manager from Sandy Moore Distributors, New York ★ The Eastern Pennsylvania Amusement Machine Association holds its first annual banquet at the Celebrity Club, Philadelphia Pa., on Sept. 22.

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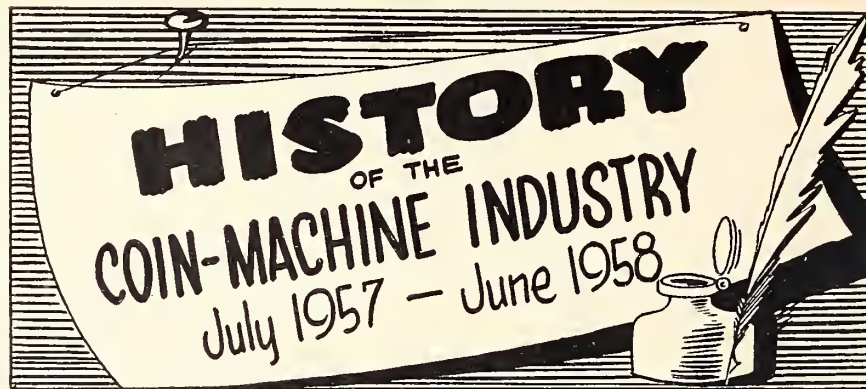
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1957

OCT.

★ Rock-Ola ships new model "1458"
120-selection phono ★ Atlas Music Co. enters vending machine field
★ United Mfg. ships "Jumbo Bowling Alley" ★ NAMA Show opens in Philadelphia October 13-16
★ Williams Mfg. ships new single player 5-ball "Reno" ★ Allied Coin Machine Exchange, Chicago, moves to larger quarters
★ Rock-Ola names Capitol Projectors Corporation exclusive distributors for the New York City, Long Island and upper New York Counties areas
★ J. H. Keeney & Company announced that \$124,045.08 was paid by the firm into the Employees Profit Sharing Trust
★ Music Ops of New York win court decision over Local 531
★ National Rejectors, Inc., St. Louis, Mo., opened a branch office in Detroit, Mich.
★ Mike Mulqueen and son Mike, Jr., win two firsts in DISC first annual national golf tournament
★ W. Va. music ops board of directors holds meet Oct. 7, in Charleston
★ DuGrenier holds New York open house to show K-20 "Smokemaster" and KY-200 "Candy-mart"
★ The Art Daddises proud parents of a daughter, Pamela Joy,

born in Newark, N. J. on October 9
★ Sam Stern, Williams Manufacturing Co., flies to Europe for ten days
★ Games, Inc., Chicago, introduces amusement game "Hole-In-One"
★ California Music Merchant's Association fights to nullify high license fee in Oakland, Calif. successfully
★ Bally Mfg. announces new novelty game "Carnival" ★ Jack Cohen elected to twelfth term as president of the Phonograph Merchants Association of Cleveland, O.
★ Donan Distributing, Chicago, remodels offices and show rooms
★ World Wide Distributors, Chicago, expands export department
★ Stanley Koltzoff, kiddie ride manufacturer, Tacoma, Washington, died of a heart attack at age 58
★ Genco Mfg. introduces amusement game "Motorama" ★ Music Guild of Nebraska meeting in North Platte, Neb. draws So. Dakota, Iowa, Kansas and Colorado coinmen
★ Bill Gersh, publisher of The Cash Box, returns to U.S. after six week tour of Europe
★ Gottlieb ships single player-5 ball "Silver" ★ Genco Mfg. appoints Redd Distributing Co., Allston, Mass. as distrib for state of Massachusetts
★ George Young to represent Wurlitzer in Fresno, Calif. area.

NOV.

★ D. Gottlieb & Co. announced a record breaking sales year
★ Morris Gisser, president of Cleveland Coin Exchange, named Chairman of the Amusement Division of the Cleveland Israel Bond Committee Trade Division campaign
★ Music Operators of New York assure Al Denver presidency with nomination at Park Sheraton Hotel on October 29. Other officers also assured of re-election are Joe Connors, Harry Wasserman and Ben Chicofsgy
★ Wurlitzer Export Department names Otto Bader to European sales post
★ Irving Kaye Company appoints Charles Katz as sales manager
★ United Mfg. introduces puck type bowling game "6 Star Shuffle Alley"
★ Wurlitzer names Pacific Dist. Corp. as distrib for San Diego
★ United adds match model "DeLuxe 6 Star Shuffle Alley"
★ California Music Merchants Association votes to aid Boston in its fight against excessive license fees
★ Wurlitzer six month report shows sales down 5% from 1956
★ Board of Directors-officers of MOA attend meeting in Miami, Fla.
★ Bally Mfg. names Robert H. Breither to position

of assistant sales manager
★ Hirsh de La Viez named chief barker of Washington Variety Club
★ More than 700 attend annual Massachusetts Music Operator's banquet
★ Atlantic-N. Y. Corp. sponsors "Operator's Music Forums"
★ New York Music Ops celebrate 20th anniversary at Waldorf Astoria Hotel
★ Chicago Coin predicts new era in operating with its introduction of "Commando Guns"
★ Genco Mfg. appoints J. Rosenfeld distrib for the state of Missouri
★ Sam Lewis resigns as president of The Exhibit Supply Company
★ Gil Kitt buys Gateway Distributing Co. of Chicago. Fred Minter, former owner of Gateway joins Empire as sales rep
★ Sam Lewis joins Williams Mfg. Co.
★ Chicago Coin introduces "TV Bowling League"
★ Bally Mfg. brings out "Strike Bowler"
★ D. Gottlieb & Co. ships four player five ball "Falstaff"
★ Al Denver and present associates reelected by the Music Operators of N. Y.
★ Bob Bever joins Western States Distributing Co., Salt Lake City, Utah
★ Chet Gore elected president of Exhibit Supply
★ American Shuffleboard appoints Jack Butler distributor for the Toledo territory.

DEC.

★ Record number of exhibitors of amusement park, carnival equipment and arcade machines show lines at Park Show at Sherman Hotel, Chicago, Dec. 1-4
★ G. Norman Ditchburn to manufacture and sell Cole products in United Kingdom, The Channel Islands, the Isle of Man, Eire and all British Commonwealth countries (except Canada)
★ Williams Manufacturing offers five ball "Jig Saw"
★ David Bond and Irwin Margold, Trimount Coin, Boston, Mass. touring Europe
★ David Gottlieb starts Gottlieb Memorial Hospital with \$500,000 gift
★ Mike Munves wins Henry A. Gunther plaque at Chicago Park Show
★ Chicago Coin announces plastic

backglass for Chicago Coin bowlers
★ Standard Harvard Metal Typer announces new assembly which will eliminate 75% of the service problems
★ Rock-Ola names Fabiano Distributing Co. distrib for Detroit, Mich.
★ Lyn Durant-George A. Miller tie for 20 Year Club "Gold Coin Award"
★ New York City rules one license fee regardless of number of machines on one location
★ Associated Amusement Operators of New York holds annual banquet at Park Sheraton Hotel
★ Bally introduces "All Star Bowler"
★ Wurlitzer appoints Associated Distr., L. A. distrib.
★ Gottlieb delivers 5 ball pinball "Straight Flush"
★ AMI appoints Ted Parker sales representative
★ Greco Sales Company, Arlington, Tenn., celebrates Tenth anniversary.



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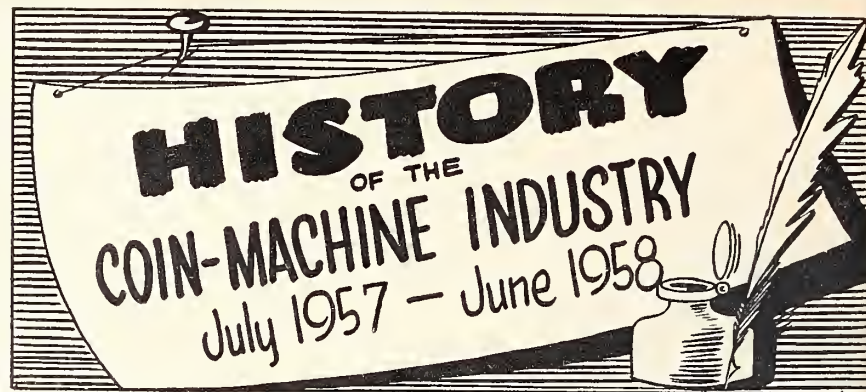
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Leslie Rappaport

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1958

JAN.

★ Automaten Distributors, Ltd. of Llandudno, North Wales, introduces two new phonographs, the Weigandt "Tonmaster" and "Diplomat", to Great Britain ★ Brabo Corp., Antwerp, Belgium, opens one stop ★ Abe Witsen, International Scott Crosse, Philadelphia, flies to Europe ★ George Miller urges nation's music ops to flood the Senate Subcommittee with wires and letters opposing Senate Bill 1870 ★ Amusement Machine Operators Association of Greater Baltimore elects Irv Goldner president ★ AMI appoints Hub Enterprises its Baltimore area distrib ★ Bally Mfg. offers "Target-Roll" ★ Chauncey Carter, newly appointed

MOA Counselor, dies ★ United Music Operators of Michigan re-elects Roy Small its Public Relations Counsel ★ Britains phonograph operators association holds emergency meeting to plan fight on Performing Right Society's proposal to raise the fees charged to operators ★ Bally Mfg. introduces "Miss America"—its first in-line game in six months ★ Chicago Coin introduces "Lucky Strike Bowler" ★ Bob Wiley joins Empire Coin Machine Exchange ★ Wurlitzer introduces new models "2200" and "2204" and wall boxes ★ Gottlieb presents 2-player "Whirl-Wind" ★ Irving Kaye appoints Buddy Fox ad manager for Irving Kaye Company ★ Jennings and Company appoints Mar-Matic Sales, Baltimore, Md., its export distributor.

FEB.

★ Wurlitzer issues report that its third quarter (Oct. Nov. Dec.) showed a 15% decrease in sales from corresponding period last year ★ Mickey Anderson, Erie, Pa., opens new distributor building ★ Rock-Ola appoints General Music Sales its distrib for the Maryland, District of Columbia, and Virginia areas ★ MOA appoints firm of Armour, Herrick, Kneipple and Allen to handle copyright matters ★ Bally introduces 5½ ft. bowler, "All Star DeLuxe Bowler" ★ Music Guild of New Jersey re-elects Sam Waldor the eleventh

term ★ George Miller undergoes major surgery ★ Recorded Music Service Assn., Chicago, elects Earl Kies president ★ AMI distributes show four new AMI model "I" phonos ★ Seeburg shows three new phonos, 20, 161 and 101 ★ Rock-Ola delivers new models "1465", "1458", and "1462" ★ Genco Mfg. appoints Manitoba its distrib for Italy ★ Amusement Machine Ops of Baltimore hold its Tenth Annual Dinner at Lord Baltimore Hotel ★ Senate hearings on ASCAP sponsored S 1870 postponed to April 9-11 because of Miller's illness ★ Chicago Coin delivering "Rocket Shuffle" ★ Al Schlesinger, coin vet, dies at age 58.

MAR.

★ Amusement Arcade Owner's Association elects Leo Weisskoff president ★ George Miller back at his desk after serious surgery ★ Ray Moloney, leader of Bally Manufacturing Company, dies ★ Gottlieb Co. delivering "Criss Cross" ★ Ed Ruber, Wico Corp., tours Europe ★ South Dakota Phonograph ops elect Norman Gefke president ★ Mickey Anderson, Erie, Pa., holds grand opening of new building ★ Al Simon chosen to be guest of honor at the UJA-CMI annual dinner in New York ★ U. S. Court of Appeals rules "Circus" not a gambling device. Appeals judges reverse ruling of lower court stating trial court erred in its decision ★ Al Silberman named sales manager of Associated Distributors, Los Angeles, Calif. ★ Irving Kaye Co. introduces new hockey game in 8 and 6 ft. sizes ★ Chicago Coin Machine names Roanoke Vending Exchange exclusive distrib for State of Virginia ★ W.

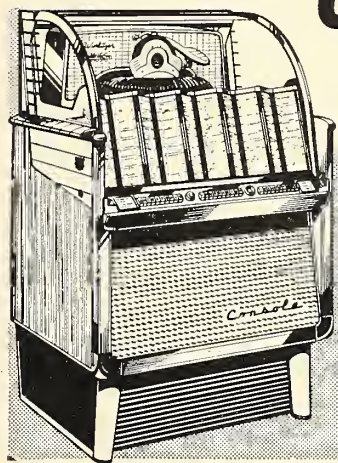
Massachusetts Guild elects Ralph Ridgeway president ★ Genco Manufacturing presents single-player 5 ball "Fun Fair" ★ Bally announces "All-Star De Luxe Bowler" available with "free play" ★ Leverett D. Chambers, president of Peerless Weighing and Vending Mach. Corp., Long Island City, dies ★ United Delivering "Midget Bowling Alley" ★ Chicago Coin Machine announces good reaction on its "Rocket Shuffle" ★ Genco Mfg. appoints T & L Distributing, Cincinnati, O., its distrib ★ G. Franco Distributing Co., Montgomery, Ala. celebrates its thirtieth anniversary ★ Bob Renotte, Belgian phono manufacturer, suffers \$15,000 fire loss ★ Calif. Music Merchants re-elects George A. Miller state president for twenty seventh consecutive year ★ Pete Pieters, owner of the King Pin Equipment Company, Kalamazoo, Mich., marries Mrs. Hannah Laughlin Hapman ★ Empire C. M. intros new "Cine-Sonic" unit ★ Bally Mfg. introduces "Skill-Roll".



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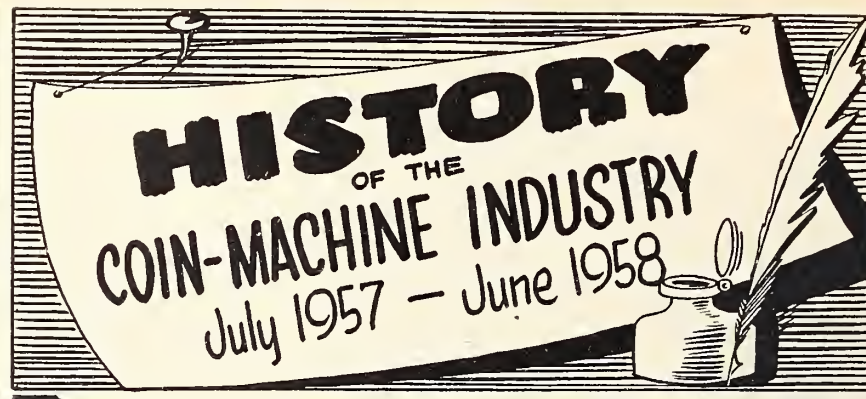
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AMI, Incorporated
Bally
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Chicago Coin
Machine Co.
D. Gottlieb & Co.
Williams
Manufacturing Co.

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UNITED ARTISTS RECORDS
CADENCE RECORDS
HI-FI RECORDS
DOT RECORDS
VANGUARD RECORDS
FRATERNITY RECORDS
FELSTED RECORDS
LONDON RECORDS
20th CENTURY FOX RECORDS
SPECIALTY RECORDS



1958

APR. ★ Omaha, Nebraska music operators form association. Elect Jerry Witt president ★ Williams ships two player baseball "Short Stop" ★ Gottlieb introduces two player pin-ball "Brite Star" ★ Britain's phonograph operator association's second annual meet draws capacity audience ★ United Mfg. offers 3-dimensional shuffle game, "Shooting Star" ★ Genco Mfg. appoints United Distributing, LaChutte, Quebec, Canada, co-distributor in the Province of Quebec with Laniel Distributing of Montreal ★ Bally ships "Trophy Bowler" ★ David Gottlieb forms committee to raise funds to build 180 bed hospital ★ The Cash Box joins the Brussels World's Fair. Issues given away free to coinmen who attend fair every Monday morning simultaneously with its U.S. distribution ★ Chicago Coin introduces two player "Rocket Shuffle" ★ Ditchburn Equipment Ltd., holds its ninth annual conference ★ Chicago phono bowling league elects Bob Gnarrow president for seventh consecutive year ★ Hans Scheidegger named manager of sales and service for Wurlitzer in Europe

★ Harry A. Bernbach, N.Y.C., elected president of Peerless Weighing and Vending Machine Corp ★ Fort Pitt Industries, Inc., named "The Seeburg Corp." ★ Joseph Flesch elected president of Bally. Herb Jones vice president, James D. Yates, sec-treasurer ★ Chicago Coin delivers baseball game "Batter Up" ★ A. Donald Arsen named manager of Engineering- Research by Wurlitzer ★ A.B.Y. announces multiple-price coin changer ★ J. H. Keeney ships baseball game "League Leader" ★ Seeburg Corp buys out Eastern Electric Company. Enters cigarette machine field ★ AMI, Inc. shareholders re-elect directors. Reports new high in sales ★ Herbert J. Siegel elected chairman of board and Delbert W. Coleman president of Seeburg Corporation ★ Joe Kline named chairman of CJA coin machine division ★ Dan Hawley, former president of the Virginia Novelty Corp., Portsmouth, Va., died on April 24.

MAY ★ MOA Eighth Annual Convention under way in Chicago ★ All units of Chicago Dynamics Industries now under one roof as Genco, Chicago Coin and Commando Machine Gun Divisions consolidate for greater production efficiency ★ Wurlitzer appoints Rex Automaten G.m.n. H & Co. West Germany distributor ★ Bally Mfg. offers baseball game, "Big Inning" ★ Gottlieb offers missile era 5-ball "Rocket Ship" ★ Samuel Wolberg named CJA '58 chairman of all divisions of the amusement industries. David Gottlieb co-chairman of Chicago's combined Jewish Appeal 1958 drive ★ United Music unveils new high fidelity phono at MOA show. Styled by Raymond Lowey ★ Games, Inc. named World Wide three state distributor ★ United Mfg. shows 7½ ft. bowling alley, "Pixie" ★ Mike Munves Corp. shows "Bike Ride" ★ Irving Kaye offers "Super Jumbo Hockey" ★ Columbia Records to distribute automatic record vending machine ★ Ralph Sheffield joins United Mfg. Co. as field representative ★ Bob Slifer named executive director of NCMDA ★ Gil Kit elected president of NCMDA ★ Bally Mfg. intro-

duces "Cypress Gardens" ★ AMI forms AMI Sales Company to handle sales in Chicago ★ Metropolitan New York area servicemen organizations and freelance servicemen form association ★ Superior Music, Hartford, Conn. appointed Rock-Ola distrib ★ About 400 attend UJA-CM testimonial to Al Simon ★ Westchester Operators Guild holds its annual dinner on May 20 ★ Bilotta Wurlitzers win bowling tourney in Mohawk Valley—5 man handicap tournament held in Utica, N. Y. ★ George F. Klersey appointed AMI district sales rep for Southeastern area ★ Music Operators Association of Massachusetts elect David Baker, president ★ Sixth Annual Bowling League banquet in Chicago held at Beldon-Stratford Hotel on May 24 ★ John Christopher, New York operator, dies of heart attack on May 27 at age 46 ★ J. A. Weinand resigns from Williams Mfg. Co. to head new vending magazine, "Vending Age" ★ The Wallace Distributing Co., Mineral Wells, opens branch office in Lubbock, Texas.

JUNE ★ European distributors and coin machine manufacturers meet in Paris to discuss trade problems ★ Gottlieb Mfg. Co. announces 2 player—5 ball game "Picnic" ★ United Manufacturing intros new shuffle "De Luxe Shooting Star" ★ Gerard Vadeboncoeur appointed AMI field service engineer ★ ABT moves production facilities to Rockford, Ill. ★ Continental Industries acquires Cigarette Service, Inc., Miami, Fla. ★ Al Warren named Games Inc. sales manager ★ George A. Miller reappoints Ben

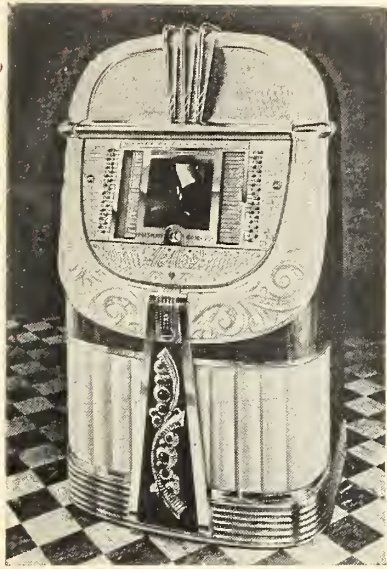
Chemers, Los Angeles' CMMA manager ★ Chicago Coin follows up "Rocket Shuffle" with "Rocket Explorer" ★ Fay and Sam Solomons celebrate 20th anniversary ★ Mr. and Mrs. Sam Taran celebrate 25th anniversary ★ March of Dimes honors Lou Casola, Mid West Distributing Company, Chicago ★ Bob Rennote, Belgian manufacturer, produces two new phonos ★ Sam Getlin dies ★ New York State Operators holds annual banquet at Grossinger's Hotel, Grossinger, N. Y. ★

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Bill Gersh
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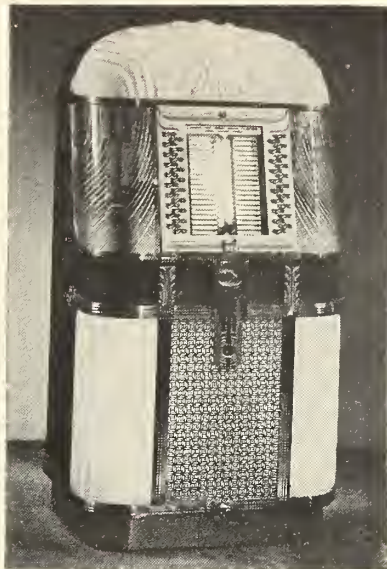
RECORDED MUSIC SERVICE ASSOCIATION
CHICAGO

Post-War Phonographs

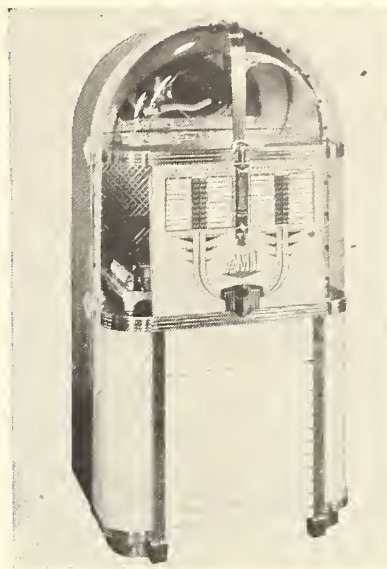
AMI



Model "A"
(1946—40 Selections—78 rpm)



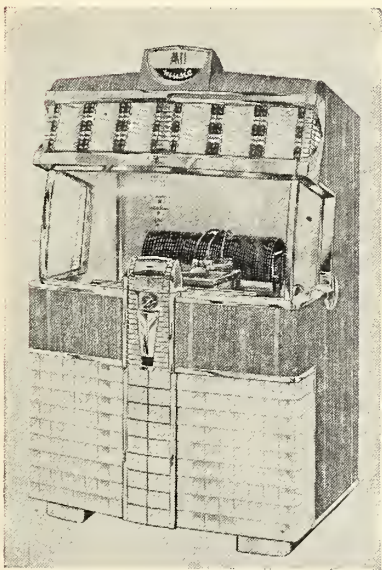
Model "B"
(1948—40 Selections—78 rpm)



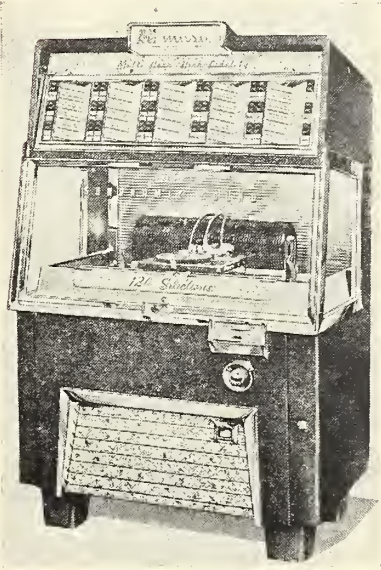
Model "C"
(1950—40 Selections—78 rpm)



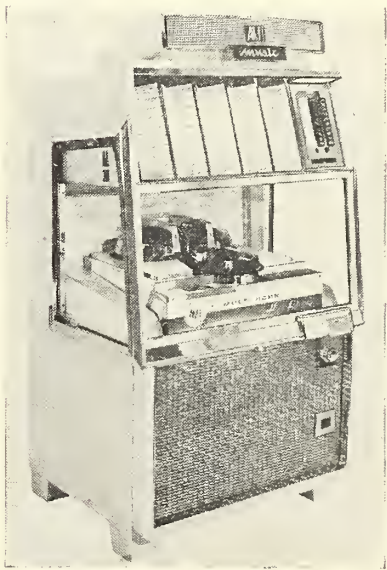
Model "D"
1951—40 Selections—78 rpm
—80 Selections—45 rpm



Model "E"
1953—40 Selections—78 rpm
—80 Selections—45 rpm
—120 Selections—45 rpm



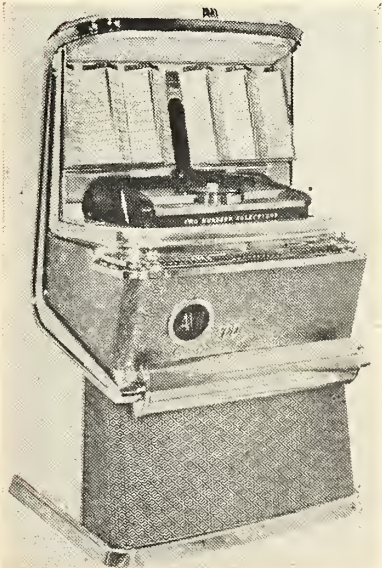
Model "F"
1954—40 Selections—78 rpm
—80 Selections—45 rpm
—120 Selections—45 rpm



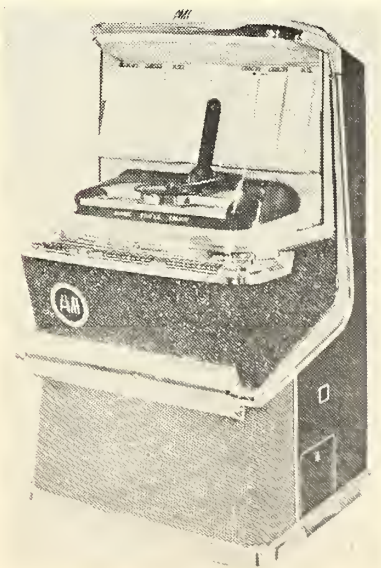
Model "G"
1955—80 Selections—45 rpm
—120 Selections—45 rpm



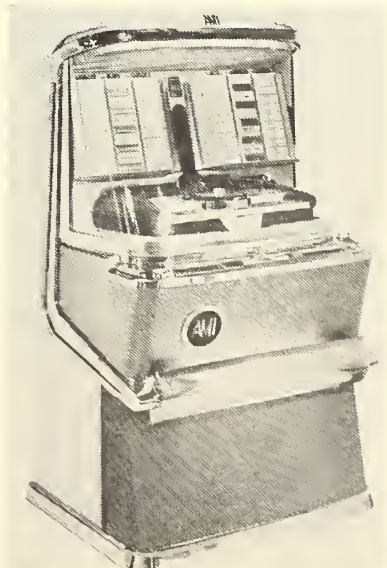
Model "G-200"
(1956—200 Selections—45 rpm)



Model "H-200"
(1957—200 Selections—45 rpm)



Model "H-120"
(1957—120 Selections—45 rpm)



Model "H-100"
(1957—100 Selections—45 rpm)

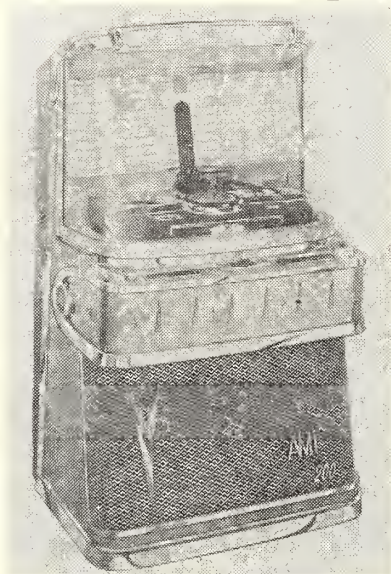


Model "I-200"
(1958—200 Selections—45 rpm)

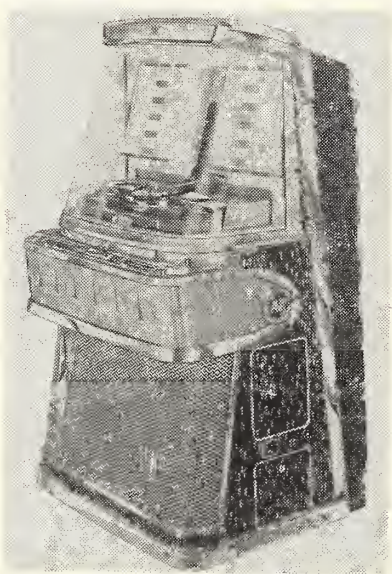
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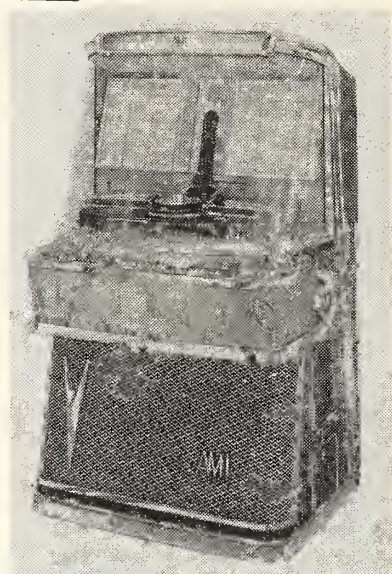
AMI (continued)



Model "I-200M"
(1958—200 Selections—45 rpm)

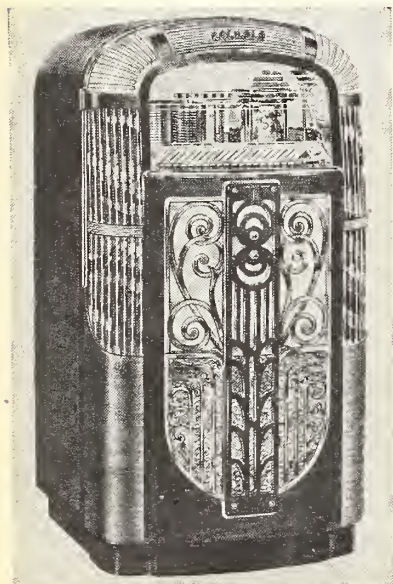


Model "I-120"
(1958—120 Selections—45 rpm)



Model "I-100"
(1958—100 Selections—45 rpm)

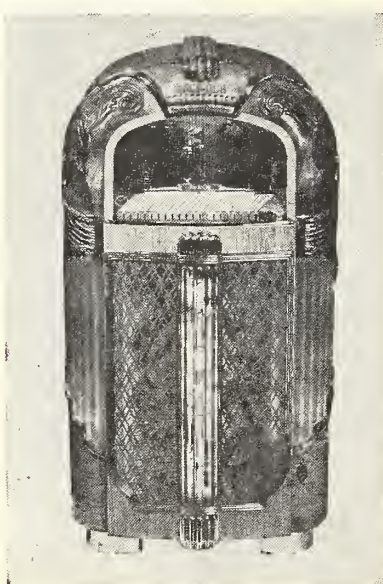
ROCK-OLA



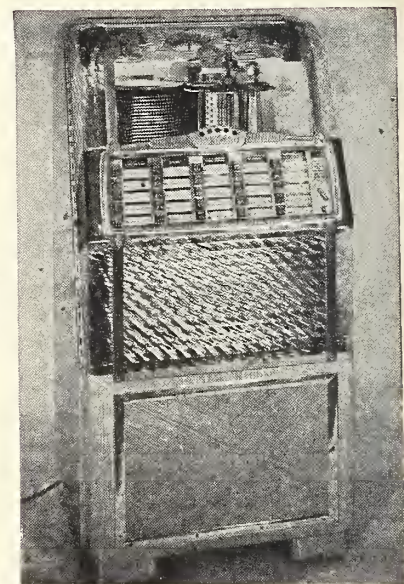
Model 1422
(1946—20 Selections—78 rpm)



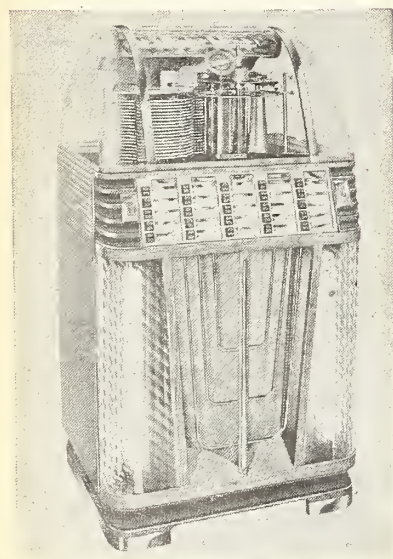
Model 1426
(1947—20 Selections—78 rpm)



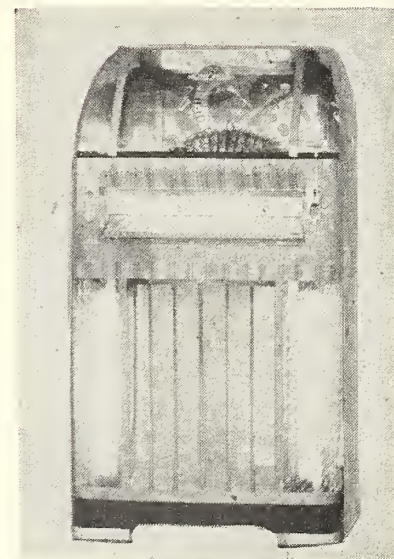
Model 1428
(Magic-Glo)
1948—20 Selections—78 rpm)



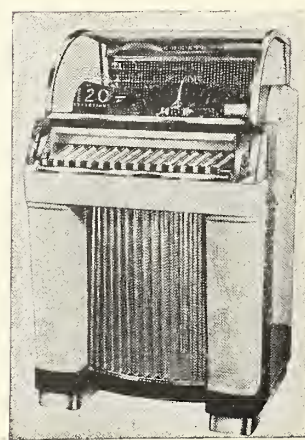
Model 1432
('51-50 Rocket)
(1950—50 Selections—78 rpm)



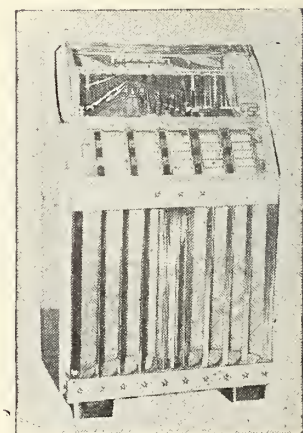
Model 1434
(Super Rocket '52-50)
(1951—50 Selections—78 rpm)



Model 1436
(Fireball)
(1952—120 Selections—45 rpm)



Model 1438
(Comet)
(1954—120 Selections—45 rpm)

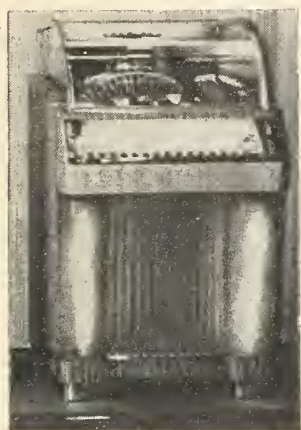


Model 1442
(1954—120 Selections—45 rpm)

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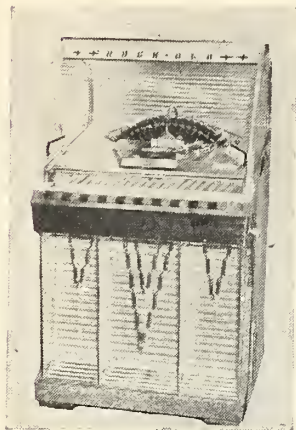
Post-War Phonographs

ROCK-OLA (continued)



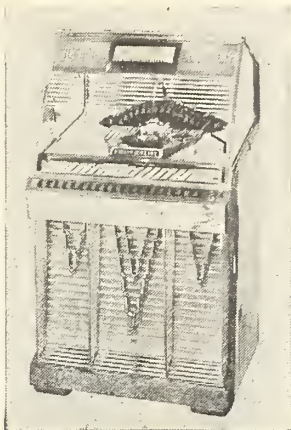
Model 1446

(1954—120 Selections—45 rpm)



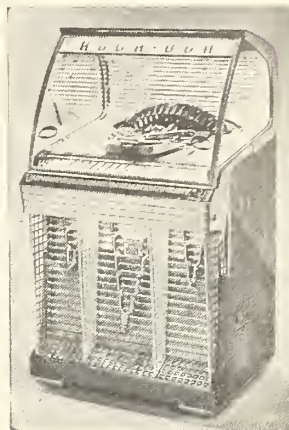
Model 1448

(1955—120 Selections—45 rpm)



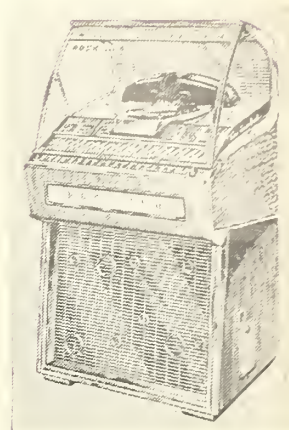
Model 1452

(1956—50 Selections—45 rpm)



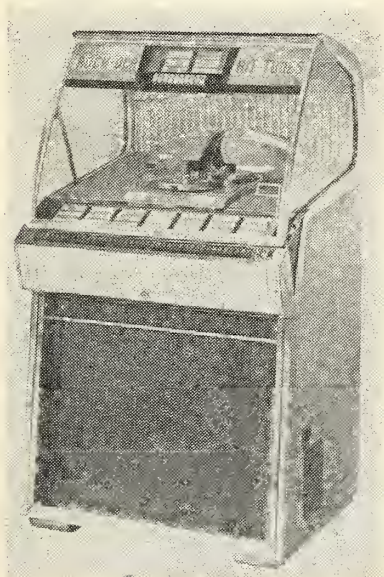
Model 1454

(1956—120 Selections—45 rpm)



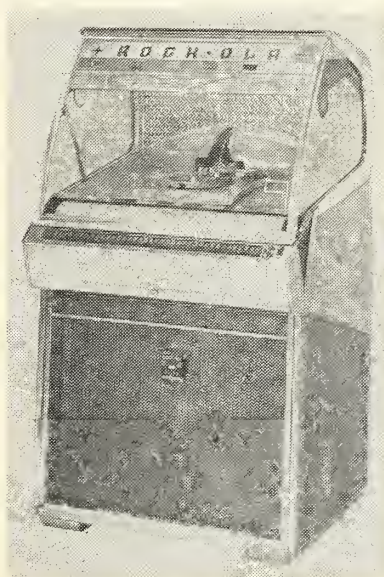
Model 1455

(1957—200 Selections—45 rpm)



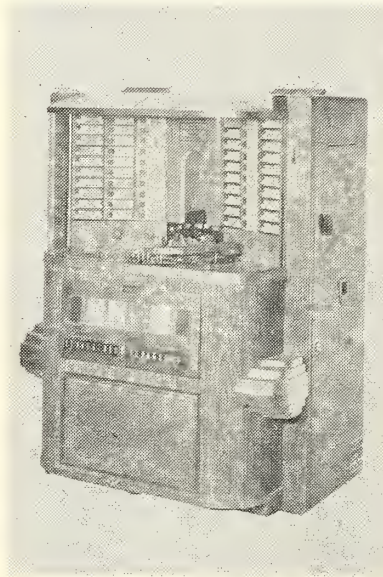
Model 1462

(1958—50 Selections—45 rpm)



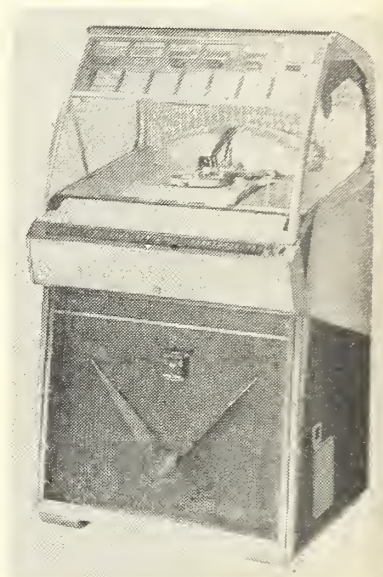
Model 1458

(1958—120 Selections—45 rpm)



Model 1464

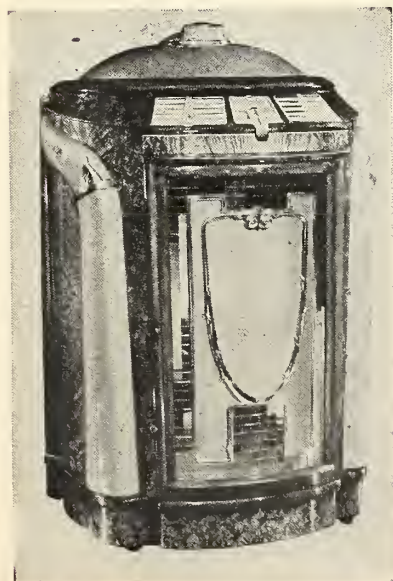
(Wall Type Phono)



Model 1465

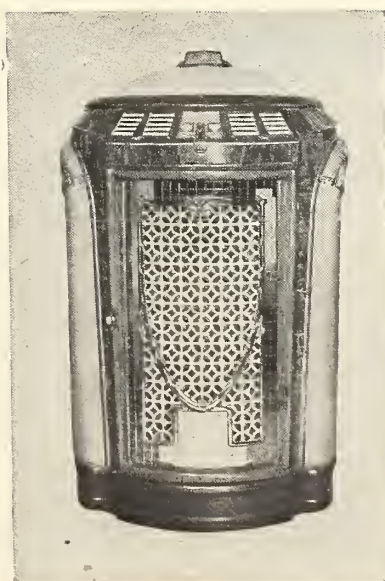
(1958—200 Selections—45 rpm)

SEEBURG



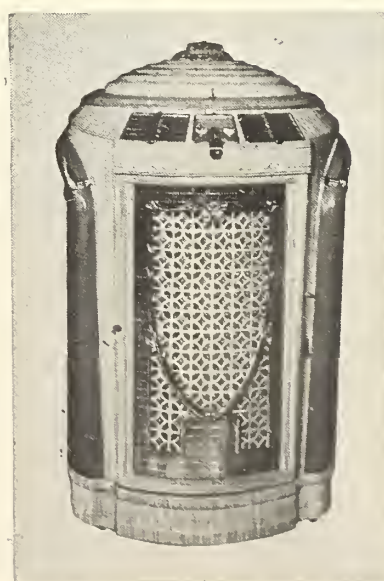
Model 146

(1946—20 Selections—78 rpm)



Model 147

(1947—20 Selections—78 rpm)



Model 148

(1948—20 Selections—78 rpm)



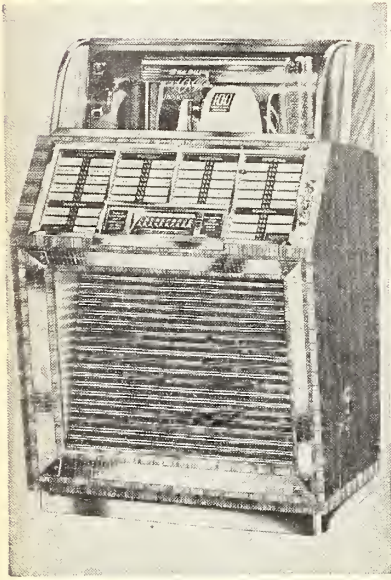
Model M100A

(1949—100 Selections—78 rpm)

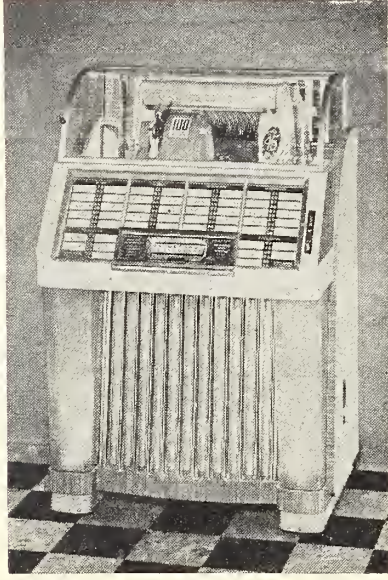
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Post-War Phonographs

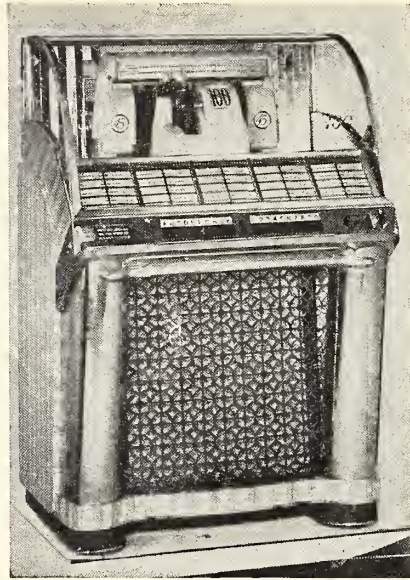
SEEBURG (continued)



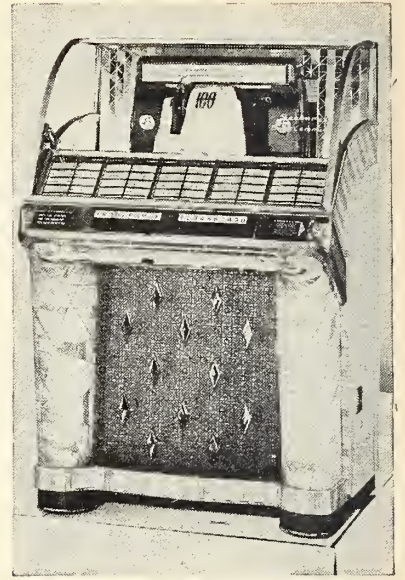
Model M100B
(1951—100 Selections—45 rpm)



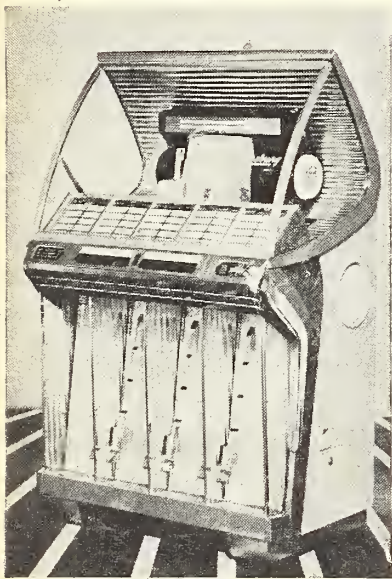
Model M100C
(1952—100 Selections—45 rpm)



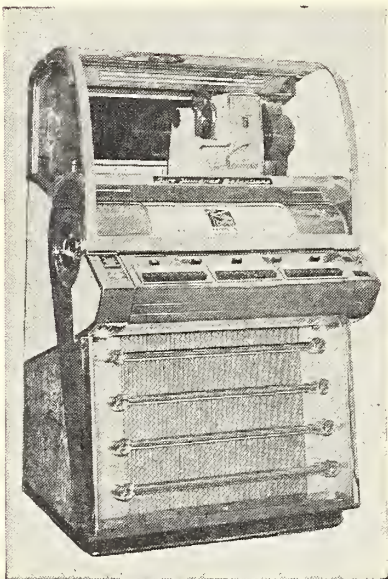
Model HF-100G
(1953—100 Selections—45 rpm)



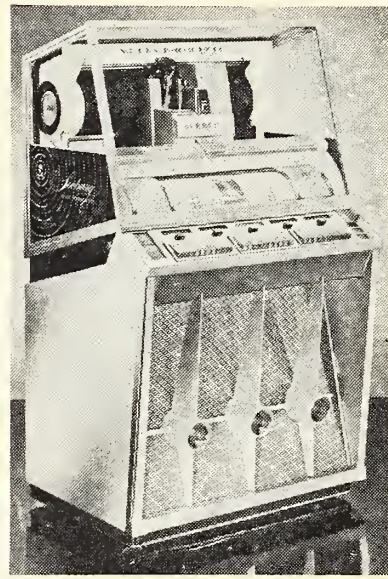
Model 100W
(1953—100 Selections—45 rpm)



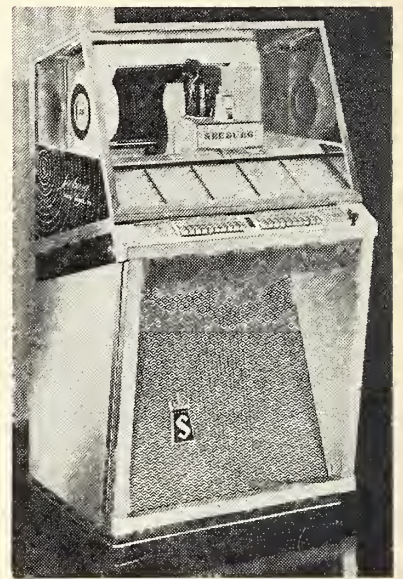
Model HF-100R
(1954—100 Selections—45 rpm)



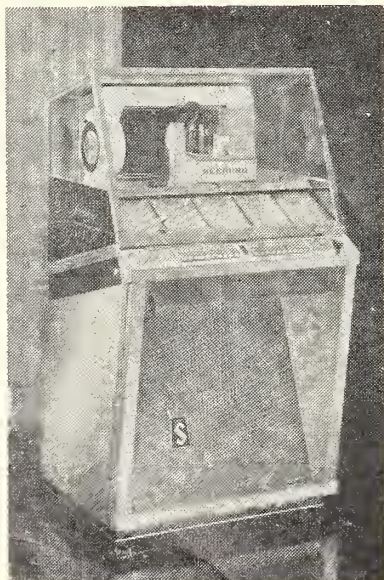
Model V-200
(1955—200 Selections—45 rpm)



Model KD-200
(1957—200 Selections—45 rpm)



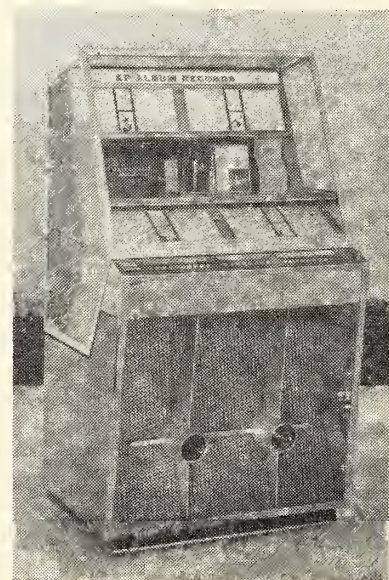
Model L-100
(1957—100 Selections—45 rpm)



Model "100"
(1958—100 Selections—45 rpm)



Model "201"
(1958—200 Selections—45 rpm)

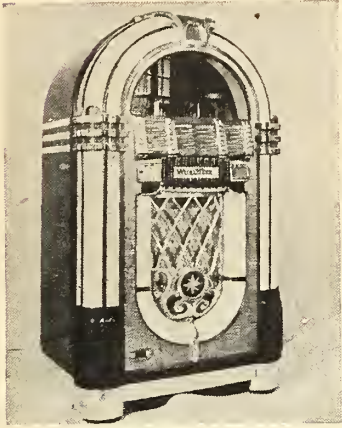


Model "161"
(1958—160 Selections—45 rpm)

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Post-War Phonographs

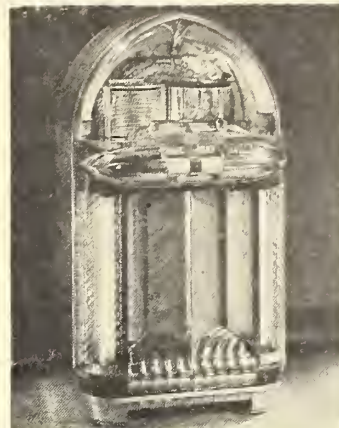
WURLITZER



Model 1015
(1946—24 Selections—78 rpm)



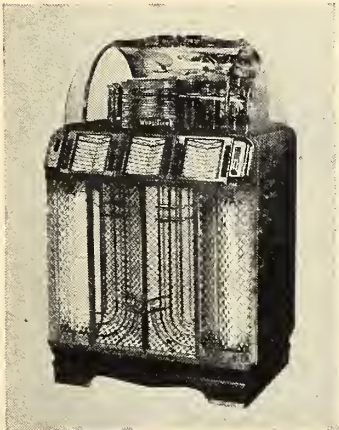
Model 1080
(1946—24 Selections—78 rpm)



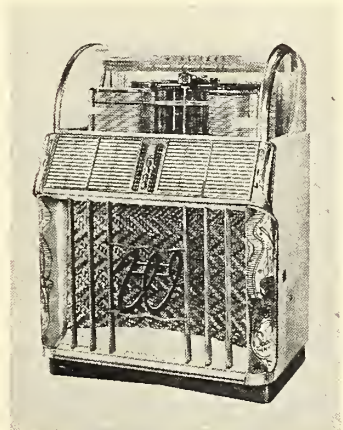
Model 1100
(1948—24 Selections—78 rpm)



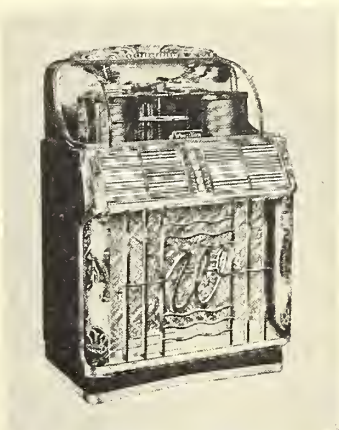
Model 1250
(1950—48 Selections—78 rpm)



Model 1400
(1952—48 Selections—78 rpm)



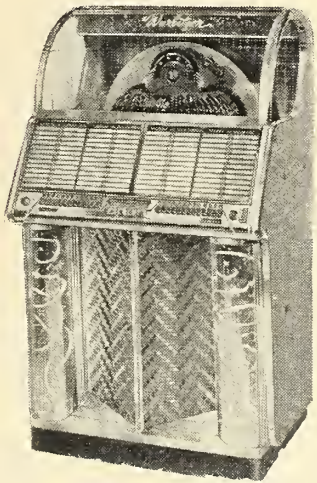
Model 1500
(1953—104 Selections—45 & 78 rpm)



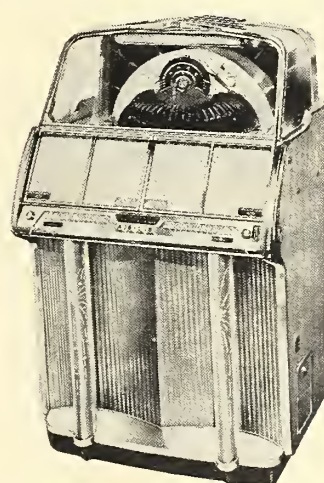
Model 1500-A
(1953—104 Selections—45 & 78 rpm)



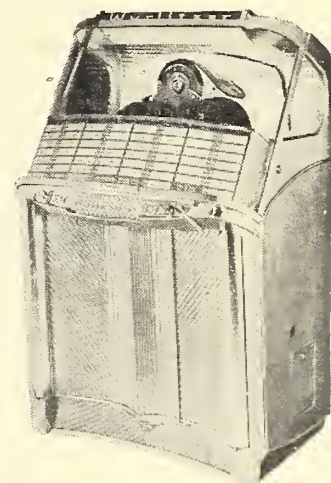
Model 1600-1650
(1953—48 Selections—78 rpm)



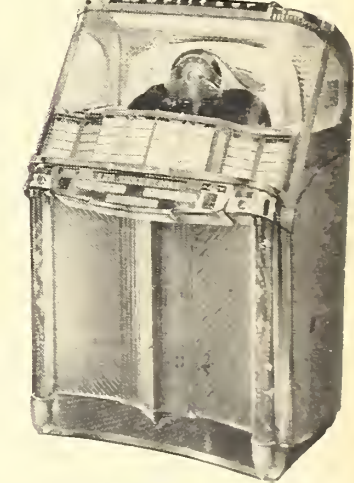
Model 1700
(1954—104 Selections—45 rpm)



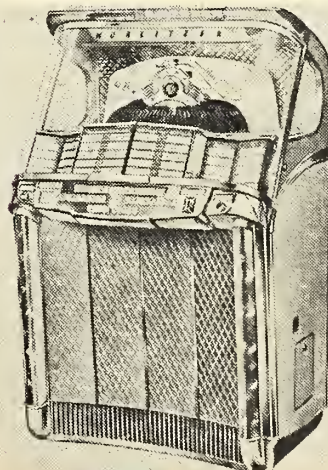
Model 1800
(1955—104 Selections—45 rpm)



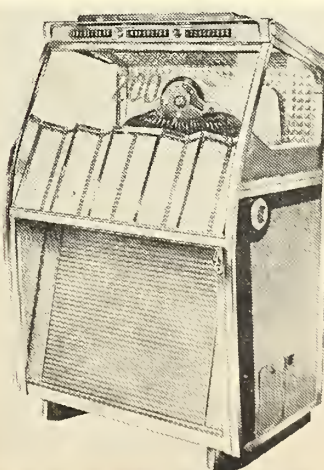
Model 1900
(1956—104 Selections—45 rpm)



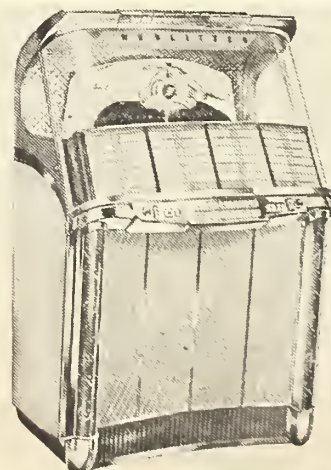
Model 2000
(1956—200 Selections—45 rpm)



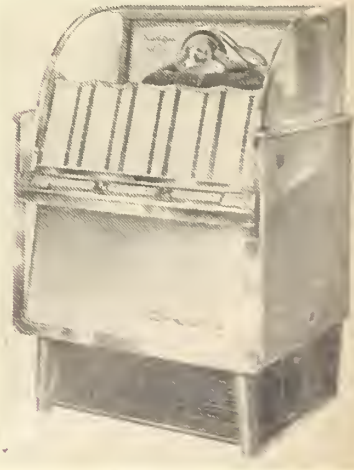
Model 2100
(1957—200 Selections—45 rpm)



Model 2150
(1957—200 Selections—45 rpm)

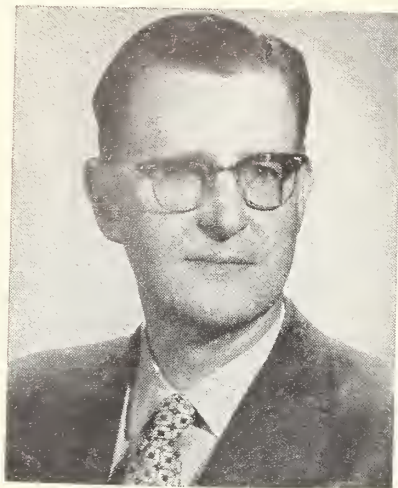


Model 2104
(1957—104 Selections—45 rpm)



Model 2200
(1958—200 Selections—45 rpm)

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



CONGRATULATIONS!

To Bill Gersh, Joe Orleck, and the Entire Staff of "THE CASH BOX" Magazine, on its 16th ANNIVERSARY!

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The editorials, and the great amount of space that has been contributed to the support of the music operators against any change in the copyright laws, is greatly appreciated, and I am sure that every operator in California joins in wishing all those connected with "THE CASH BOX" continued prosperity, for many years hence!

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State President and Managing Director

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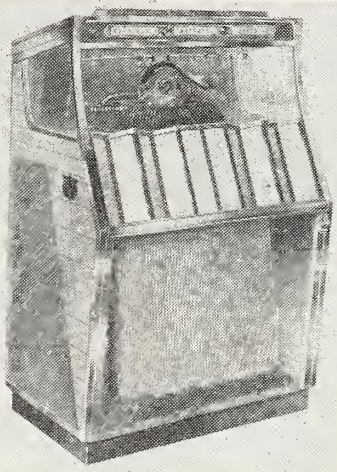
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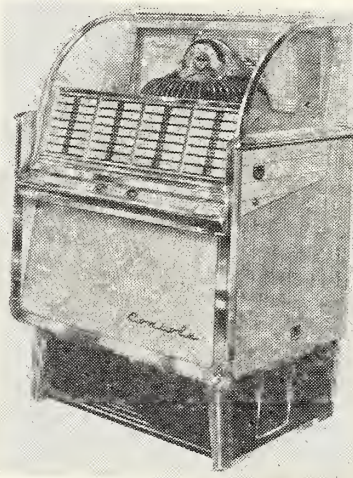
WURLITZER (continued)

UNITED



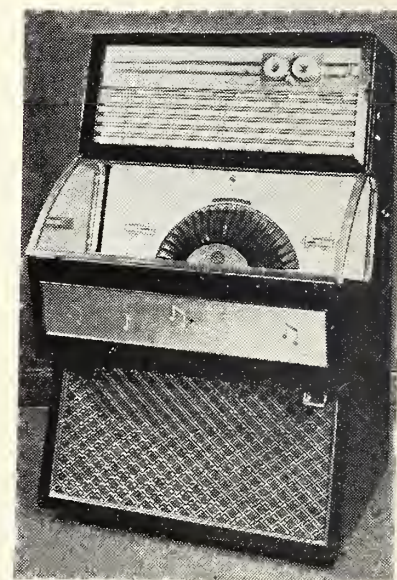
Model 2250

(1958—200 Selections—45 rpm)



Model 2204

(1958—104 Selections—45 rpm)



Model UPA-100

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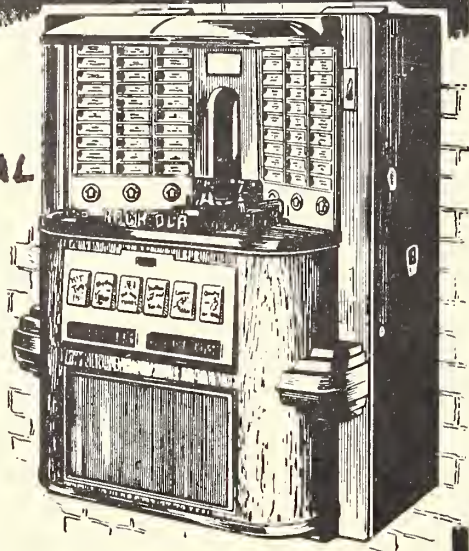
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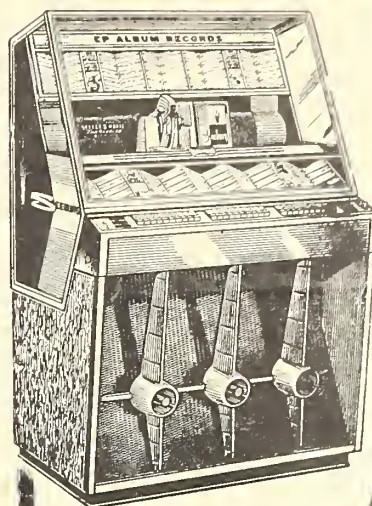
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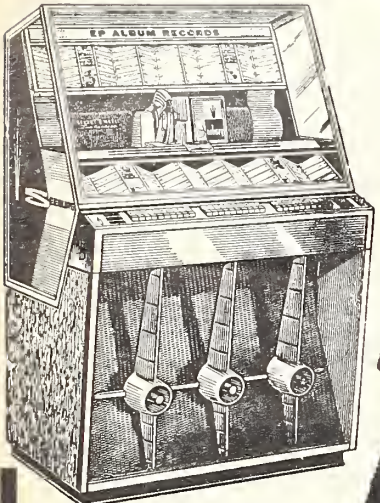
Sixteenth Anniversary

The Cash Box is the one publication which has proved invaluable to every operator. It is the one publication on which we most completely depend to bring us the kind of constructive suggestions and information which we know will benefit us in every regard.

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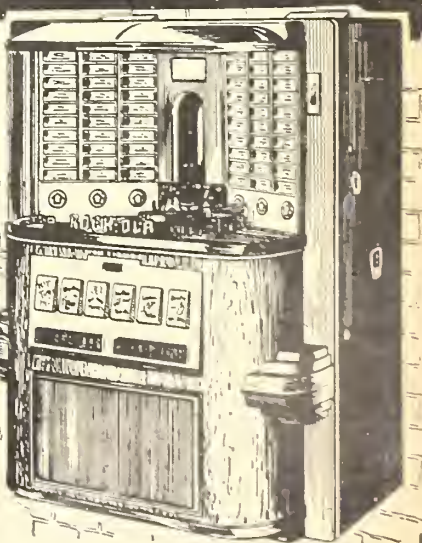
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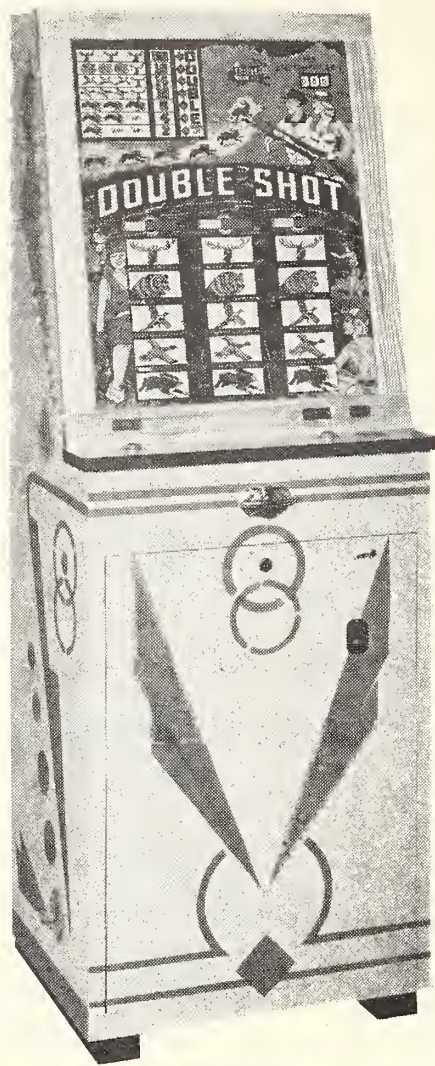


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DEUTSCHE INTERNATIONALE SEKTION

Volume XIX—Number 42

Seite 1

July 5, 1958

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Spanisch und Englisch Sprechenden
Mitglieder Dieser Industrie.**

Mit dem 16. Jubiläumsheft, das die "INTERNATIONALE VIERTELJÄHRLICHE EXPORT-AUSGABE" miteinschliesst, bring "The Cash Box" erstmalig vier getrennte und selbstständige "INTERNATIONALE SEKTIONEN". Dieselben sind, wie man wohl annehmen darf, die Vorläufer noch grösserer Verlagszeugnisse. Die Veröffentlichung war bahnbrechend in der Benutzung von Deutsch, Französisch, Spanisch und Italienisch für die Leser in den Ländern dieser Sprachen; und heute ist "The Cash Box" wieder bahnbrechend durch die Aufschliessung eines ganz neuen und weit grösseren Weges für den künftigen Aufbau und den Fortschritt dieser gesamten weltweiten Industrie.

Alle welche die konstruktive Dynamik von "The Cash Box" kennen, wissen, dass ebenso wie "The Cash Box" den jetzt schon berühmten "Klub der 20 Jahre" ins Leben gerufen hat;

ebenso wie er den "Internationalen Münzmaschinen-Export-Import Rat" gefördert hat;

ebenso wie er die "Preslisten von The Cash Box" eingeführt und fortgesetzt hat, die in aller Welt also offizielle Richtlinien für den ehrlichen Markpreis aller Automaten gelten;

ebenso wie er sich für "10 Play", "ein vierjähriges Abnutzungsprogramm" und "2 Minuten-

Schallplattenaufnahmen" einsetzte und sie ins Leben rief, wie auch viele andere grosse und hervorragende fortschrittliche Programme und Ideen;

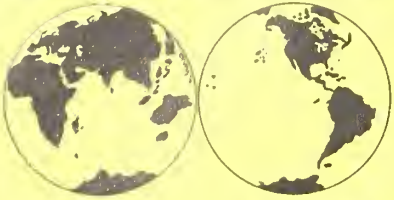
so schreitet heute "The Cash Box" wieder voran mit dem Wachsen der Industrie zu neuem Fortschritt und grösseren Leistungen.

Die vier "INTERNATIONALEN SEKTIONEN" von "The Cash Box", die selbständig und vollständig in Deutsch, Französisch, Spanisch und Italienisch (mit der Hauptausgabe im Englischen) gedruckt werden, bringen allen Lesern in der weiten Welt die hervorragendsten und konstruktivsten Geschäftsprogramme, Pläne und Ideen zu ihrem künftigen Vorteil und Nutzen.

Es handelt sich somit um eine historische Ausgabe, um den Anfang einer neueren und grösseren Phase für alle an dieser weltweiten Industrie Beteiligten. Sie eröffnet den Weg zu engeren internationalen Beziehungen, besserem gegenseitigen Verständnis und—insbesondere—zu einer erfolgreicherer Zukunft für alle Beteiligten.

Diese historische erste Ausgabe ist ein verkörperter Fortschritt: sie ist eine Leistung, wie man sie von "The Cash Box" erwarten kann, von der Zeitschrift, welche seit ihrer Gründung die Industrie zu grösseren Erfolgen und hervorragender Leistung geführt hat.

The Cash Box



“INTERNATIONALE VIERTELJÄHRliche EXPORTAUSGABE”

ANALYSIS DES ERSTEN VIERTELJAHRES (JAN., FEB., MARZ, 1958)

Die Totalverschiffungen Aus Den U.S.A. Gingen Im Ersten Vierteljahr Von 1958 Etwas Zurück. Mehr Unterhaltungsautomaten Ausgeführt.

Die Ausfuhr von Münzautomaten aus den U.S.A. in die Länder aller Welt fiel im ersten Vierteljahr des Jahres 1958 ein wenig ab. Der Gesamtszahl von 22.274 Automaten im Werte von \$5.144.565 für die Monate Januar, Februar und März von 1958 stehen 24.644 Apparate im Werte von \$6.399.256 für das letzte Viertel des Jahres 1957 entgegen. Wenn man jedoch die Ausfuhr für das erste Vierteljahr von 1958 mit dem ersten Vierteljahr von 1957 vergleicht, so ist der Unterschied nur sehr gering. In den ersten drei Monaten von 1957 wurden 22.648 Apparate im Werte von \$6.063.245 verschifft. Eine weitere Analyse der Ausfuhrzahlen ergibt: wenn auch die Ausfuhrziffern für Plattenspieler und Warenautomaten zurückgingen, so erreichte doch der Dollarwert der ausgeführten Unterhaltungsautomaten einen Hochpunkt für einen Zeitraum von drei Monaten. Die folgenden Gründe werden für den Rückgang im Verkauf der Plattenspieler genannt: 1) neben der Herstellung von Apparaten in den Fabriken europäischer Firmen, haben all amerikanischen Hersteller jetzt Fabrikations- und Montage-Stellen in Europa eingerichtet; 2) der Markt wird voll befriedigt, und auf dem Wiederverkaufsmarkt werden jetzt hauptsächlich Ersatzgeschäfte getätigt.

Die Analyse der im letzten Vierteljahr von 1958 ausgeführten Ausrüstungen — Plattenspieler, Unterhaltungsautomaten und Warenautomaten — ergibt:

1) — Plattenspieler: Während diesem Zeitraum wurden weniger Musikautomaten und ind geringem Werte als im ersten Vierteljahr von 1958 ausgeführt. Es wurde 3.254 Maschinen im Werte von \$2.433.387 verschifft, im Vergleich mit 5.833 Plattenspieler im Werte von \$3.713.301 im 4. Vierteljahr von 1957 und 6.285 Apparate im Werte von \$3.845.492 im ersten Vierteljahr von 1957. West-Deutschland stand diesmal an der ersten Stelle anstatt Belgien, welches nun die zweite innehat mit Belgien an der dritten. In

Südamerika stand Venezuela in Einkäufen allen andern Ländern bei weitem voraus. In der Nordund Zentral-Amerika-Gruppe war Kuba im Einkauf führend mit Kanada an zweiter Stelle.

2) — Unterhaltungsautomaten: Obgleich andere Maschinen während diesem Zeitraum einen Rückgang aufwiesen, erreichte die Ausfuhr von Unterhaltungsautomaten eine neue Höhe im Dollarwert, obgleich die Anzahl der Maschinen kleiner war als im 4. Vierteljahr von 1957. Die Importeure gaben \$2.240.114 für den Ankauf von 10.342 Automaten aus. Verglichen mit den im ersten Vierteljahr von 1957 getätigten Verschiffungen, überstieg dieser Zeitraum die damalige Ausfuhr von 10.040 Apparaten im Werte von \$1.633.031. Wie gewöhnlich war Europa der grösste Kunds; Italien stand an der Spitze in der Dollar-Ausgabe und an zweiter Stelle in der Anzahl der Automaten. Belgien kaufte die grösste Anzahl von Apparaten, doch stand in der Dollar-Ausgabe an zweiter Stelle. Die Schweiz stand an dritter Stelle in den verausgabten Dollarn und an 4. Stelle in der Anzahl der Maschinen. West-Deutschland stand an dritter Stelle im Ankauf von Automaten und an 4. Stelle in der Dollar-Ausgabe. Im Bezirk von Nord- und Zentral-Amerika was Kuba führend mit Kanada an zweiter Stelle.

3) — Warenautomaten: In diesem Sektor scheint die Ausfuhr während einem Zeitraum von drei Monaten stets ungefähr die gleiche zu sein. Während dem ersten Vierteljahr von 1958 wurden mehr Apparate ausgeführt als im 4. Vierteljahr D.J. 1957, der Dollar Wert war jedoch geringer. Dasselbe stimmt auch im Vergleich mit dem ersten Vierteljahr von 1957. Kanada war der grösste Käufer. In Europa nahm Belgien mehr Automaten als die anderen Länder auf, gab aber weniger Geld aus als Schweden, das in der Menge der Einkäufe an dritter Stelle stand.

Die Tätigkeit der Hersteller während dem letzten Vierteljahr (April, Mai, Juni)

Die American Shuffleboard Company, Union City, New Jersey, welche sich viele Jahre lang in langen Shuffleboards spezialisiert hatte, brachte ihr erstes neues Spiel "Bumpo" auf den Markt, ein münzautomatisches Pool Shuffle-Spiel.

Die Fa. AMI, Inc., Grand Rapids, Michigan, fuhr mit der Herstellung ihres neuen "P"-Plattenspieler-Modells fort, welches Anfangs des Jahres herauskam mit 200 Auswahlstücken mit elektrischem Wähler wie auch mit Handwähler; auch mit 120 und 100 Auswahlstücken.

Die Auto-Bell Manufacturing Company, Chicago, Illinois, brachte den neuen "Circus" heraus, ein elektronische Vertikalspiel mit einem neuen Stromschnittigen Schrank.

Die Auto-Photo Company, Los Angeles, Kalifornien, war voll damit beschäftigt um die Nachfrage nach ihrem automatischen Plattenspieler Model "14" zu befriedigen, von welchem die Firmen sagen, dass er der beste ist, den die Gesellschaft bisher fabriziert hat.

Die Bally Manufacturing Company, Chicago, Illinois, produzierte während dieser Zeit die grösste Auswahl von Unterhaltungsspielen seit der Gründung der Gesellschaft, darunter "Skill Roll, ein Vertikalspiel, in dem der Spieler eine Münze eine Laufbahn entlang rollt; "Trophy Bowler", einen grossen Ball-Bowler; "Big Inning", and Baseball-Spiel; "Space Gunner" ein neues Scheibenschusspiel; und "Cypress Gardens", ein In-line-Spiel. Ausserdem fuhr die Firma damit fort, ihre Kinderspiele herzustellen, darunter "The Champion", "Toonerville Trolley", "Bally Bike" und "Model T".

Die Fa. Chicago Coin Machine (Division of Chicago Dynamic Industries, Inc.), Chicago, Illinois, fuhr mit der Herstellung ihres gut eingeführten "Rocket Shuffle" fort, einem Shuffle-Spiel mit Fesselbällen, welche durch die Luft schweben, um in Punktzahl-Taschen zu fallen; auch führte die Firma "Batter Up" ein, ein Baseball-Spiel mit einem neuen Spielprinzip.

Die J. F. Frantz Manufacturing Company, Chicago, Illinois, ist beschäftigter denn je um die Aufträge der Frühlingssaison zu füllen; ihre Produkte sind: "A. B. T. Guesser Scale"; "A. B. T. Challenger"; "A. B. T. Rifle Sports Gallery"; "Kicker & Catcher"; "Vibrator Scale"; und "Vibrator Attachment" (welches die Waage in die 5¢-1¢ Vibrator-Waage umwandelt).

Die Fa. Games Inc., Chicago, Illinois, fuhr fort mit ihrer Produktion von "Double Shot", einem aufrechtstehenden elektronischen Spiel.

Die Fa. Genco (Division of Chicago Dynamic Industries, Inc.) bewerkstelligte ihren Umzug in das Werk der Fa. Chicago Coin Machine, Chicago, Illinois, wo sie damit fortfuhr, ihr "Space Age", ein neues Unterhaltungsspiel, zu liefern.

Die Fa. D. Gottlieb & Company, Chicago, Illinois, brachte in dieser Zeitspanne drei Pinball-Spiele auf den Markt: "Brite-Star", ein 5-Ball-Spiel für 2 Spieler; das 5-Ball-Spiel "Rocket Ship"; und das 5-Ball-Spiel "Picnic" für 2 Spieler.

Die Jennings Corporation, Chicago, Illinois, fuhr mit der Herstellung ihrer "Bucheroo"-Maschine von 1958 fort.

Die Irving Kaye Company, Brooklyn, New York, war ständig beschäftigt mit der Herstellung ihrer Pool-tisch-Spiele, "El Dorado" und "Deluxe Competitor"; sie brachte heraus: "Hockey Game", ein neues Unterhaltungsspiel, und "Melody Tower", ein Zubehör für Plattenspieler.

Die Fa. J. H. Kenney & Company, Inc., Chicago, Illinois, brachte ein Baseball-Spiel "League Leader" auf den Markt und fuhr damit fort, "Deluxe Big Tent", ein elektrisches Vertikalspiel, herzustellen.

Die Marvel Manufacturing Company, Chicago, Illinois, stellt nach wie vor ihr "Lucky Horoscope" her, welches immer noch sehr beliebt ist.

Die Mills Bell-O-Matic Corporation, Chicago, Illinois, produziert auch weiterhin ihre Spielserie von 1958 in ihrem Werk in Reno, Nevada.

Die Mike Munves Corporation, New York, N.Y., kam mit einem neuen Spiel, "Bike Race" heraus.

Die Rock-Ola Manufacturing Corporation, Chicago, Illinois, brachte auf den Markt eine neue Serie von Musikautomaten, einschliesslich die Modelle "1465" mit 200 Auswahlstücken; "1458" mit 120 Auswahlstücken; "1462" mit 50 Auswahlstücken; "1464" mit 120 Auswahlstücken — an der Wand angebrachte Plattenspieler; und "1555" Doppelzweck-Wandschränke, mit 120 oder 200 Auswahlstücke.

The Seeburg Corporation, Chicago, Illinois, fährt fort mit der erfolgreichen Herstellung ihrer neuen Plattenspieler-Serie von 1958, welche sie schon früher im Jahre auf den Markt brachte, einschliesslich das Modell "201" mit 200 Auswahlstücken; das Modell "161" mit 160 Auswahlstücken; und Modell "101" mit 100 Auswahlstücken.

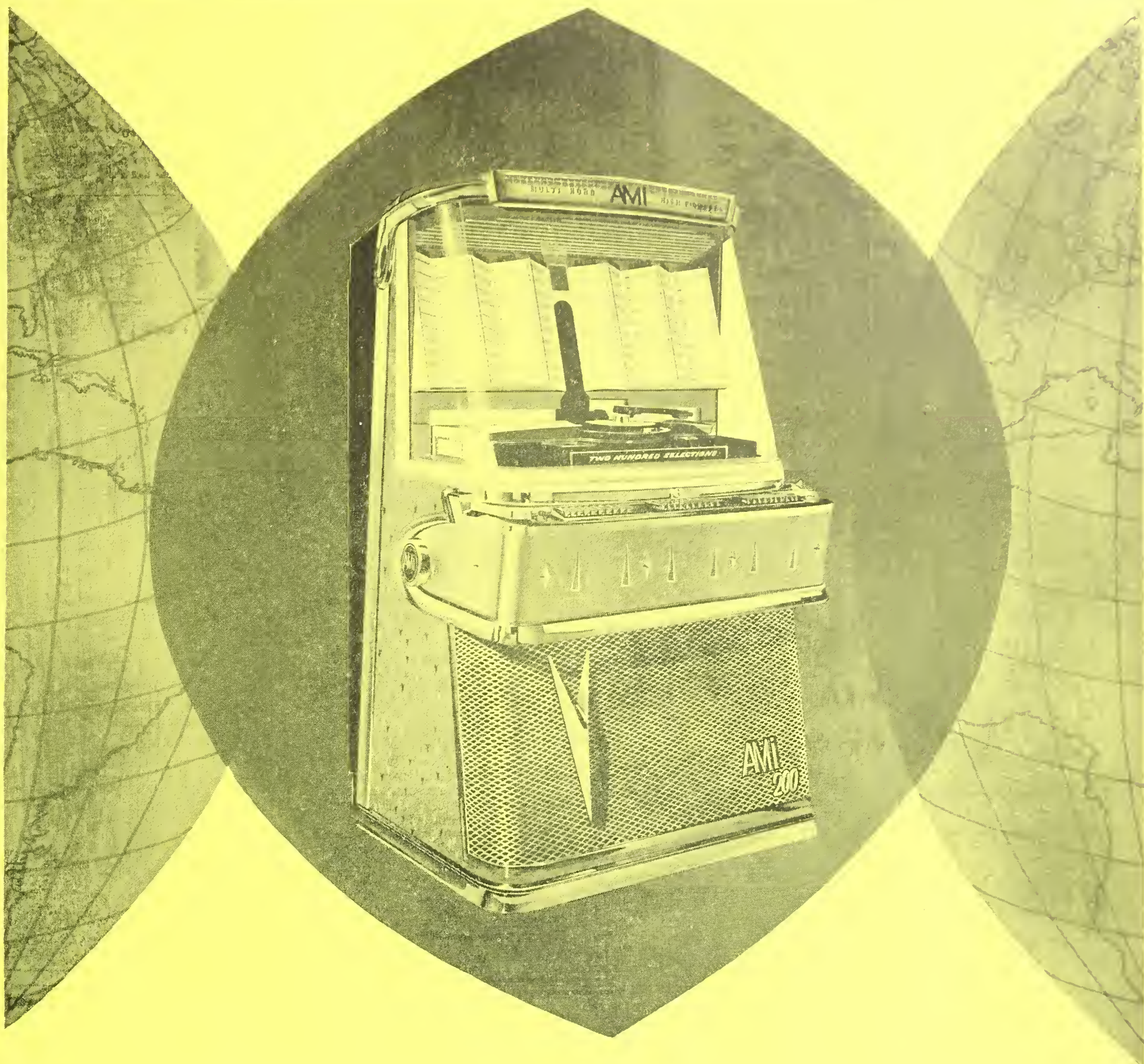
Die United Manufacturing Company, Chicago, Illinois, ist in ihrer grossen Fabrik voll beschäftigt mit der Herstellung von neuen Produkten: "Midget Alley", ein Ball-Bowler-Kleinspiel für 2 Spieler; die "Puck-Shuffle-Alley "Shooting Star"; "Eagle"-Puck-Shuffle; auch fährt sie mit der Herstellung ihres "Bonus"-Ball-Bowler fort.

Die United Music Corporation, Chicago, Illinois, brachte auf den Markt einen neuen Plattenspieler, "UPB 100" eine Maschine mit 100 Auswahlstücken und einem von Raymond Loewy entworfenen Schrank.

Die Watling Manufacturing Company, Chicago, Illinois, fährt damit fort, den Handel mit ihrer guteingeführten "Penny Fortune Scale" ("wahrsagewage") zu beliefern.

Die William Manufacturing Company, Chicago, Illinois, kam heraus mit einem neuen Baseball-Spiel "Short-Stop" und dem Fünfball-Spiel "Satellite".

The Wurlitzer Company, North Tonawanda, New York, ist voll beschäftigt mit der Befriedigung der Nachfrage nach ihren Plattenspielern der Serie von 1958, die schon früher im Jahre eingeführt wurden und zwar: Modell "2200", einen Schrank mit 200 Auswahlstücken; Modell "2204" einen Schrank mit 104 Auswahlstücken; und Modell "2250", einen Apparat in der mittleren Preislage mit 200 Auswahlstücken.



Musik macht die ganze Welt verwandt

... und AMI spricht seine Weltsprache. Wunderbar im Stil—für die feinste Lautwiedergabe konstruiert—stark gebaut für die Erleichterung des Unterhalts und für zuverlässige Leistung.

Kein Wunder, dass er so viele Menschen mit seiner so getreuen Wiedergabe erfreut. Kein Wunder, dass AMI als Standard der Vorzüglichkeit in der ganzen Welt anerkannt wurde.

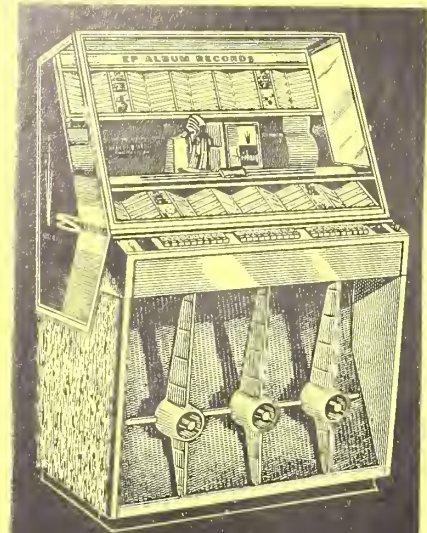
AMi Incorporated

1500 Union Avenue, S. E., Grand Rapids 2, Michigan, U. S. A. Licensees: AMI de Mexico, Calzada de Tlatilco #289, Mexico, D. F. MEXICO. Federal Mfg. Co. Ltd., 6 Princess Street, P. O. 117, Kingston, JAMAICA, B. W. I. IMA-AMI Jensen Music Automates, Oscar Siesbye A/S 5 Palaisgade, Copenhagen K, DENMARK. BAL-AMI Automatic Musical Instruments (Great Britain) Ltd., 290-296 High Road, Ilford, Essex, ENGLAND. Societe Balfour, S. A. R. L. 40 Rue St. Amani, LeTouquet, Pas de Calais, FRANCE.

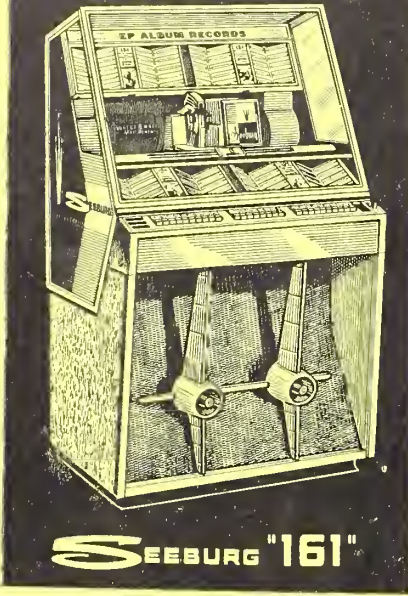
DIE AUSFUHR GEBRAUCHTER AUSRÜSTUNGEN-ANGEBOT UND NACHFRAGE

BELGIEN IST DAS FUHRENDE IMPORTLAND AUS DEN U.S.A.

Belgien überholt Kanada bereits im zweiten Jahr



SEEBURG "201"



SEEBURG "161"

NUR

SEEBURG

MUSIK - AUTOMATEN

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CHICAGO:—Die Tabelle wird nun wieder für das zweite Vierteljahr von 1958 abgedruckt, um das Anwachsen des Exportgeschäfts im zweiten Vierteljahr im Vergleich mit dem ersten Vierteljahr von 1958 anzuzeigen.

Die Nachfrage nach gebrauchten Ausrüstungen aller Art fiel im ersten Vierteljahr, und zwar von 114%, der Zahl für das vierte Vierteljahr von 1957 auf ca. 108 für das erste Vierteljahr von 1958.

Oggleich diese Nachfrage immer noch das Angebot von gebrauchten Automaten neuerer Modelle in den U.S.A. bei weitem übersteigt, wird der Rückgang während des ersten Vierteljahrs hauptsächlich den schlechten Wetterverhältnissen in der ganzen Welt zur Last gelegt. Das eben abgeschlossene zweite Viertel zeigt jedoch den Beginn eines klaren Aufschwungs in der Nachfrage nach allen Arten von gebrauchten Automaten neuerer Modelle. Der Nachfrageindex ist auf ca. 111% gestiegen. Das heisst, dass alle amerikanischen Exporteure zusammengekommen im Durchschnitt ca. 111 Aufträge für 100 in den U.S.A. vorhandene Automaten neuerer Modelle erhalten.

Es ist sehr gut möglich, dass diese Nachfrage noch im Ansteigen begriffen ist und vielleicht die Höhe des zweiten Vierteljahrs von 1957 erreichen wird, zu welcher Zeit der Nachfrageindex 122% des Angebots anzeigte.

Es ist interessant hier einzuschal-

ten, dass von einer angezeigten Nachfrage von 30% des Angebots in 1950 —dem Jahre in welchem "The Cash Box" began, seine "Internationale Vierteljährliche Export-Ausgabe" zu veröffentlichen—bis zum Jahre 1958 ein steter allgemeiner Anwachs von 81% in der Nachfrage nach gebrauchten Automaten im Vergleich mit dem Angebot solcher Maschinen in den U.S.A. stattgefunden hat.

Der fortschreitende Rückgang in der Nachfrage seit dem zweiten Vierteljahr von 1957 wird dadurch erklärt, dass jetzt mehr neue Automaten also gebrauchte nach aller Welt verschifft werden. Dazu kommt, dass die Knappheit an gebrauchten Automaten neuerer Modelle und die dadurch bedingten höheren Preise, die für dieselben verlangt wurden, sich günstig auf den Markt für neue Automaten auswirkte. Der Durchschnittsimporteure bestellte wenn irgend möglich neue Automaten, besonders wenn gebrauchte Automaten neuerer Modelle in grösseren Mengen nicht beschafft werden konnten.

Die verstärkte Nachfrage nach gebrauchten Automaten neuerer Modelle in diesem zweiten Vierteljahr, die auf eine sehr gute Frühlingssaison auf dem international Markt hinweist, wie auch die grösseren Umsätze in neuen Automaten, die in den kommenden Monaten erwartet werden, machen es sehr wahrscheinlich, dass 1958 ein ebenso gutes Ausfuhrjahr für die U.S.A. wie 1957 sein wird.

CHICAGO: — Bereits im zweiten fortrlaufenden Jahr ist Belgien das führende Importland von amerikanischen Unterhaltungsspielen, Plattenspielen und Verkaufsautomaten.

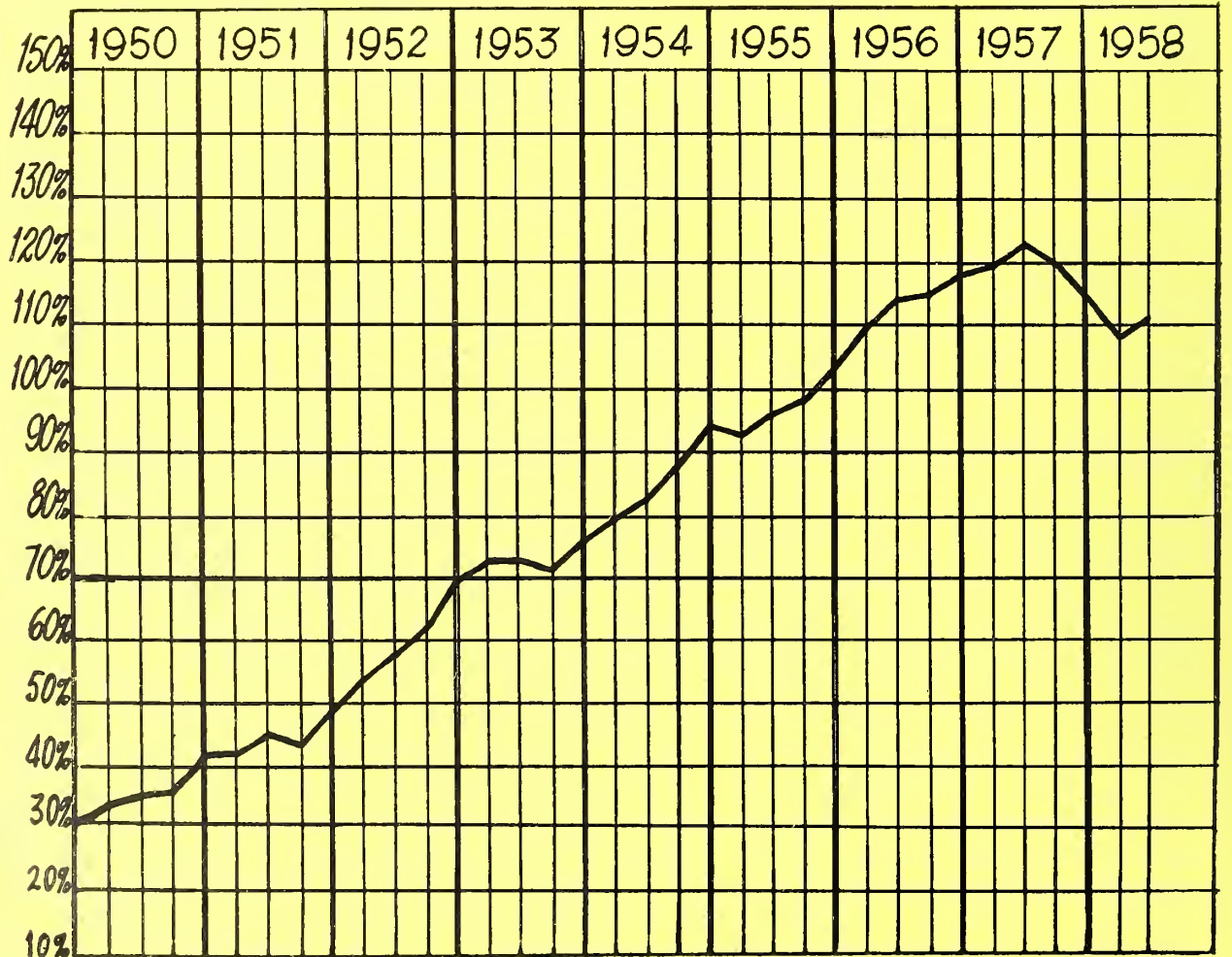
Diese Führerschaft wird nun allmählich zur Tradition, nachdem Kanada seit vielen Jahren das wichtigste Importland in Dollarn gerechnet von amerikanischen Plattenspielern, Unterhaltungsspielen und Verkaufsautomaten gewesen war.

Zeitweilig schien es, als ob West-Deutschland Kanada und Belgien überholen würde. Doch mit der steigenden Nachfrage blieb Belgien ihnen voraus und behielt die Führung das ganze Jahr 1957 hindurch.

Es wird angenommen, dass Belgien auch während der zwei ersten Vierteljahre von 1958 führend bleiben wird.

In der Einfuhr—in Dollarn berechnet—aller Verkaufsautomaten, Unterhaltungsspiele und Plattenspieler, waren die folgenden die zehn führenden Länder:

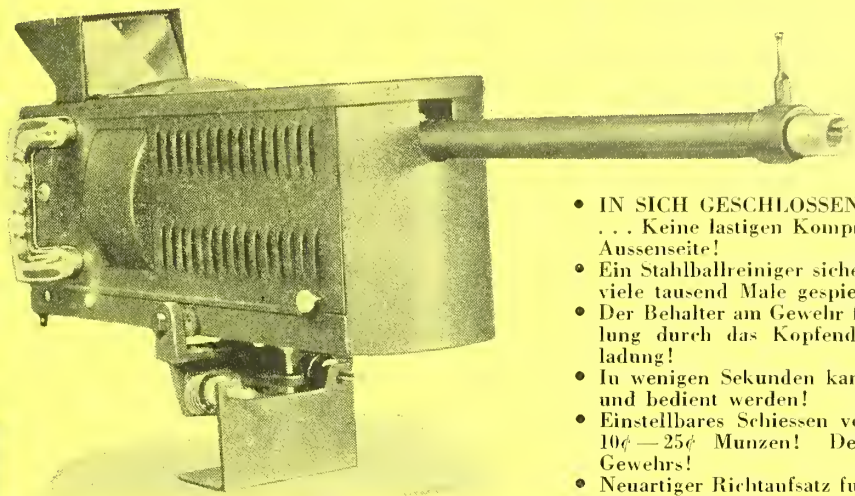
Land	mit	Wert
Belgien	mit	\$4.861.537,00
Kanada	"	3.671.406,00
Deutschland	"	3.274.466,00
Venezuela	"	2.569.826,00
Italien	"	2.436.674,00
Schweiz	"	1.773.236,00
Niederlande	"	1.257.436,00
Kuba	"	1.162.692,00
Osterreich	"	1.007.021,00
Mexiko	"	911.309,00



Das Neue "Wunder-Unterhaltungsspiel" macht Geschichte!

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Division of
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Das Internationale Geschäft Ist Vielversprechend

International gesehen sind die Geschäftskreise der Industrie zuversichtlich, dass die geschäftlichen Aussichten vielversprechend sind. Der Grund dafür ist, wie man von den bestunterrichteten Kreisen aus aller Welt hört, dass die führenden Hersteller von Unterhaltungsautomaten, Plattenspiellern und Verkaufsautomaten zur Überzeugung gelangt sind, dass es sich durchaus lohnt, für das internationale eGeschäft ihre Fabriken voll arbeiten zu lassen.

Heute werden handgefertigte Modelle von Maschinen in den U.S.A. nicht nur geraume Zeit vor der geplanten Serienproduktion gebaut und geprüft, sondern werden diese Automaten auch—and das ist besonders wichtig—geraume Zeit vor der geplanten Serienproduktion zur Prüfung an die Betriebsstellen der Hersteller in aller Welt verschifft. Nachdem die Prüfungsergebnisse den Herstellern mitgeteilt worden sind, werden die Verbesserungen und Anpassungen in den Fabriken vorgenommen, um den von den Vorprüfungen auf dem internationalen Markt angezeigten Erfordernissen gerecht zu werden. Sogar die Namen der Automaten werden heute sehr sorgfältig gewählt, sodass sie von den Einwohnern aller Länder verstanden werden.

Die Erkenntnis der Wichtigkeit des internationalen Geschäfts hat sich für die amerikanischen Hersteller wie auch für die Importeure in aller Welt also äusserst wichtig erwiesen. Diese Erkenntnis weist ohne Frage auf zukünftige bessere Geschäfte für die Käufer in aller Welt hin. In anderen Worten ausgedrückt: die führenden Importeure der Welt können jetzt im Bau neuer Automaten mitsprechen. Sie haben den Vorzug, neu heraus-

kommende Automaten geraume Zeit vor ihrer Serienproduktion zu prüfen. Durch die auf diese Vorprüfungen basierten Vorschläge beraten heute die führenden Importeure tatsächlich die amerikanischen Hersteller, indem sie ihnen mitteilen, was sie zur Erhöhung der Umsätze in ihrem Lande als nötig und gewinnbringend erachten.

Das bedeutet bessere Geschäfte für alle Beteiligten. Viele sprechen diese Einsicht in die Wichtigkeit der internationalen Märkte den Bemühungen von "The Cash Box" zu. Diese Zeitschrift hat viele Jahre lang den amerikanischen Herstellern eindrucklich vorgestellt, ihre Aufmerksamkeit und ihre Bemühungen doch auf die Nachfrage der Weltimporteure zu lenken. Das Ergebnis war schliesslich die Gründung des "Internationalen Münzautomaten - Export - Import Rats" von "The Cash Box", welcher heute schon viele hundert Mitglieder in 45 Ländern in aller Welt zählt. Diese Mitglieder berichten, dass wegen der Anerkennung der Wichtigkeit der Weltmärkte durch die amerikanischen Hersteller die internationalen Geschäftsaussichten durchaus gut sind.

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SCHEMA FÜR:

(Bitte die Spiel der Namen nach aufzageben!)

Falls das oben angeführte Handbuch vergriffen ist, behält sich die Fa Bally das Recht vor, ein ähnliches Handbuch als Ersatz zu senden.

BALLY MANUFACTURING COMPANY
2640 BELMONT AVENUE CHICAGO 18, ILLINOIS

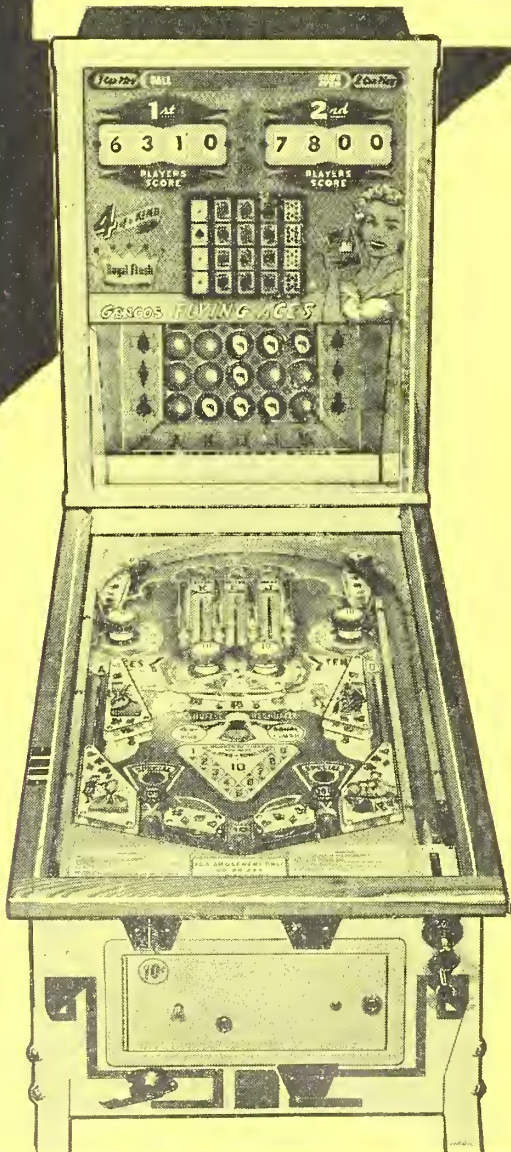


**ES IST WIEDER
GENCO
FÜR DIE BESTEN
PINBALL - SPIELE!**

Ja! Da sind wir wieder, und grosser als je zuvor!

GENCO . . . jahrelang führend in der Herstellung von Pinball-Spielen stellt jetzt wieder die feinsten der Industrie her.

Un mehr noch: Sie können jetzt wieder von GENCO erwarten, eine Serie von ganz neuen Pinball-Spielen für Sie zu entwerfen und zu entwickeln-unerreicht in ihrer Anziehung für die Spieler und in den Einnahmen.



Vollständig verschieden!

**GENCO'S
"FLYING
ACES"**

("Fliegende Asse")

FÜR 2 SPIELER

- Kombiniert die besten Merkmale der beliebten aktiven "Jumping-Ball"-Spiele mit 3-dimensionaler Zahnstange mit der Beweglichkeit der Pinball-Spiele!
- Der Spieler erhält einen Extragewinn beim Erreichen von 4 derselben Art und einen Superextragewinn für eine volle Sequenz derselben Farbe.
- Ganzlich neue Schrankaufmachung und viele andere neue Spielmarkmale.
- Kann als Wiederholungsspiel oder als Neuheitsmodell geliefert werden.

**DAS INTRESSE AM EXPORT-
GESCHAFT WACHST**

CHICAGO — Erst seit Anfang der 50-er Jahre begann in den U.S.A. das Interesse am Exportgeschäft anzuwachsen.

Unmittelbar nach dem II. Weltkrieg waren die amerikanischen Fabriken stark damit beschäftigt, den Inlandmarkt zu beliefern.

In den folgenden Jahren — bis 1950 — blieb die Inlandnachfrage so ausschlaggebend, dass die Hersteller und Vertriebsstellen wenig oder gar kein Interesse an der Ausfuhr an den Tag legten.

Es war "The Cash Box", der mit seinen "Internationalen Vierteljährlichen Exportausgaben" das Interesse am Ausfuhrgeschäft anregte.

Es wird jetzt allgemein zugegeben, dass diese Ausgaben ca. im Jahre 1950 anfangen, den Münzautomatenmarkt in den U.S.A. zu beeinflussen. In diesen letzten acht Jahren haben die "Internationalen Vierteljährlichen Exportausgaben" von "The Cash Box" sich die Aufmerksamkeit und Bewunderung der Hersteller und Vertriebsstellen erworben.

Als die Auflage dieser Zeitschrift sich über die ganze Welt erstreckte, begannen die Hersteller und Vertriebsstellen der Industrie Nachfragen für die verschiedensten Arten von Automaten zu erhalten.

In den 50-er Jahren waren diese Nachfragen zumeist an die Vertriebsstellen gerichtet und lauteten auf wiederinstandgesetzte Automaten. Doch als die Nachfrage weiter anwuchs und der Markt für gebrauchte Automaten immer weniger neuere Modelle anzubieten hatte, begannen auch die Hersteller sich eines wachsenden Geschäfts zu erfreuen, genau wie diese Zeitschrift es vorausgesagt hatte.

Im laufenden Jahre 1958 finden wir ein ständig wachsendes Interesse in aller Welt an der Ausfuhr aller Arten von Automaten aus den U.S.A. Die Hersteller wie auch die Vertriebsstellen wetteifern um das Geschäft in der ganzen Welt.

Einige Hersteller haben in verschiedenen Ländern Firmen konzessioniert, welche ihre Produkte unter Lizenz zusammensetzen und zugleich diesen Firmen gestatten, diese konzessionierten Produkten in den Nachbarländern abzusetzen.

Auch das Reisen hat ganz erstaunlich zugenommen. Mehr und mehr Vertriebsleiter und Hersteller reisen jetzt aus den U.S.A. nach Lateinamerika, nach dem Fernen Osten, nach Europa und nach anderen Weltteilen, um persönlich mit Kunden bekannt zu werden, mit denen sie schon im Geschäft stehen, wie auch um neue Firmen planmässig aufzusuchen.

Dieses grosse und ständig wachsende Interesse am weltweiten Export verspricht zu besseren internationalen Beziehungen zwischen den amerikanischen Herstellern und Ver-

triebsstellen und den Importeuren in aller Welt zu führen.

Es bedeutet auch, dass solche engere Beziehungen allen Beteiligten bessere Gewinne einbringen werden. Es besteht auch kein Zweifel daran, dass mit dem Anwachsen eines solchen Sichverstehens der Fortschritt der Industrie beschleunigt wird.

Hierin und in anderen Tatsachen sind die Gründe zu suchen, die zur Idee und Gründung des "Internationalen Münzautomaten-Export-Import-Rats" von "The Cash Box" führten.

Die Bedeutung dieses "Rates" hat sich schon in vielen Weltpunkten fühlbar gemacht, wo sich die Importeure zusammengeschlossen haben, um ähnliche örtliche Vereinigungen zur gegenseitigen Zusammenarbeit zu gründen.

Diese organisatorischen Programme und Pläne sind von "The Cash Box" in den U.S.A. ins Leben gerufen worden und haben sich dort bestens bewährt.

Sie werden jetzt verwirklicht, und es besteht jede Aussicht, dass sie sich an den neuen Plätzen ebensogut wie in den U.S.A. bewähren werden.

Die Leute, die so zusammentreten, müssen auch zusammenarbeiten und sich gegenseitig in der Ausführung ihrer Hoffnungen und Pläne in die Hände spielen. Nur eine solche Zusammenarbeit kann einen ständigen Fortschritt sichern.

In allen Ländern der Welt werden die "Preislisten von The Cash Box" allgemein anerkannt, und zwar wegen ihrer Zuverlässigkeit und ihrem Einschluss der ganzen Industrie. Diese Listen bringen den Importeuren in der ganzen Welt die gerechten Marktwerte.

Deswegen wird auch berichtet, dass die "Preislisten von The Cash Box" in hohem Grade dazu beigetragen haben, um ein besseres Geschäftseinvernehmen und bessere Beziehungen in aller Welt zu fördern.

In den U.S.A. wächst das Interesse am Exportgeschäft ständig. Das bedeutet, dass alle daraus ihren Nutzen ziehen werden.

Die in den U.S.A. um den Ausfuhrmarkt entstandene Konkurrenz bedeutet die Zurverfügungstellung der besten amerikanischen Münzmaschinen zur Ausfuhr in alle Welt zu Preisen, welche die internationalen Importeure auch zahlen können.

**DER FEINSTE PLATTENSPIELER
DES WELT**

der

UNITED

Verlangen Sie sofort vollständige Angaben!

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3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS, U. S. A.

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Division of Chicago Dynamic Industries, Inc.

EXPORTE AUS DEN U.S.A.

CHICAGO: — Die auf dieser Seite abgedruckte Tabelle bestätigt die Voraussage von "The Cash Box", dass d.J. 1957 sich als das grösste amerikanische Ausfuhrjahr erweisen würde.

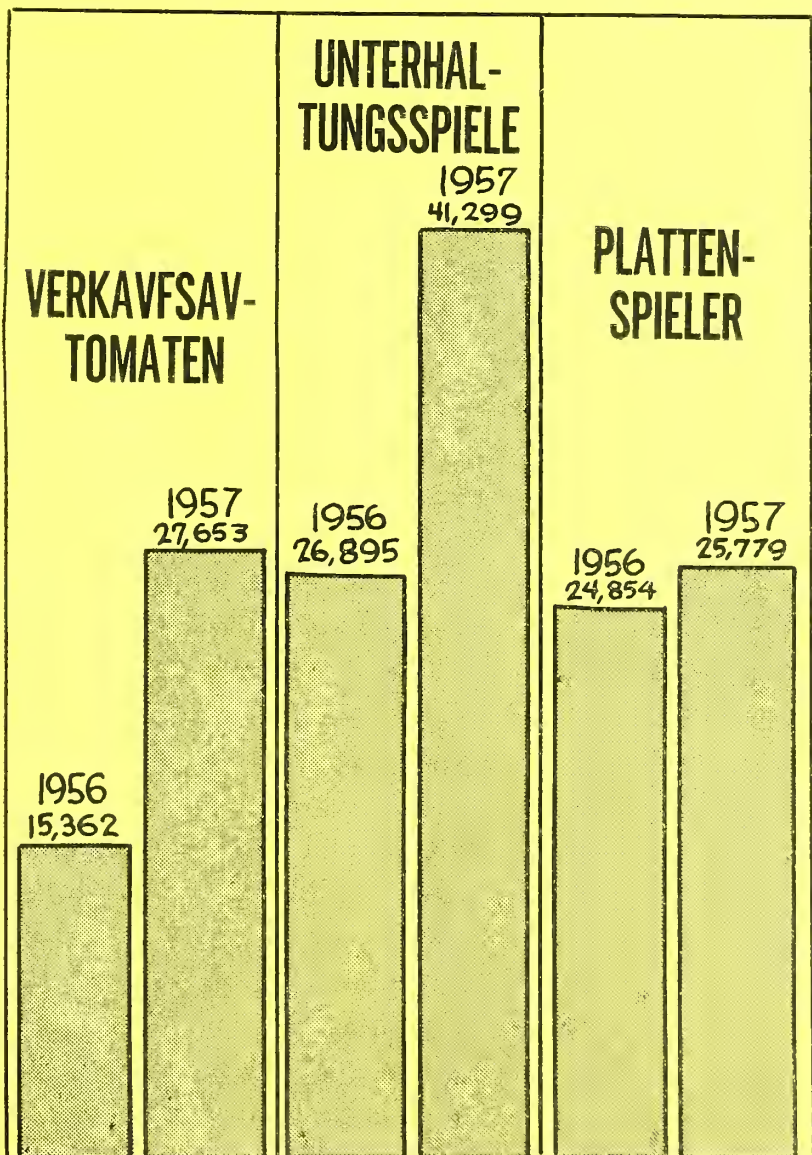
Wir geben diese Tabelle nochmals wieder, da die Ausfuhrzahlen für das erste Vierteljahr von 1958 jetzt vom Handelsministerium der U.S.A. eingegangen sind, sodass eine Übersicht über die Ausfuhrtendenzen dieses Jahres gegeben werden können.

Die Tabelle zeigt insbesondere das starke Ansteigen der Ausfuhr von aller Art von Verkaufsautomaten. Im Jahre 1956 wurden insgesamt 15.362 Verkaufsautomaten ausgeführt. Im Jahre 1957 stieg diese Zahl auf 27.653 Automaten, also ein Anwuchs von 86,5% oder 12.291 zusätzliche Verkaufsautomaten, die im Jahre 1957 im Vergleich mit 1956 ausgeführt wurden. Die Ausfuhr tendenz für Verkaufsautomaten ist immer noch im Ansteigen begriffen, sodass die Zahl von 27.653 wohl noch überschritten werden kann.

Der nächstfolgende Anwuchs war in den Unterhaltungsautomaten. In 1957 wurden 14.404 mehr Unterhaltungsautomaten aus den U.S.A. exportiert als im Jahre 1956. Das bedeutet einen Anwuchs von 53,5%. Ein ungünstiges erstes Vierteljahr (1958) wird vielleicht einen ähnlichen Anwuchs für das laufende Jahr unmöglich machen, doch soweit es sich eben übersehen

lässt, sollten die Unterhaltungsautomatenexporte wohl 41.229 für 1958 erreichen, mit der Möglichkeit, dass das dritte und vierte Vierteljahr von 1958 diese Hochzahl noch übertreffen werden.

Obleich die Plattenspieler auch weiterhin hohe Exportziffern zeigen, so wurden im Jahre 1957 doch nur 3,7% mehr als im Jahre 1956 ausgeführt, d.h. in 1957 wurden 945 mehr Plattenspieler als in 1956 verschifft. Diese Zunahme erscheint recht klein im Vergleich mit der grossen Ausfuhr von Unterhaltungsspielen und Verkaufsautomaten, doch muss man hier in Erwägung ziehen, dass Plattenspieler jetzt unter Lizens in anderen Ländern gebaut werden, wie auch dass europäische Firmen jetzt Plattenspielerautomaten zur Ausfuhr in andere Weltteile bauen. Deshalb ist die fortgesetzte Ausfuhr von 25.000 Plattenspielern aus den U.S.A. im Jahre 1957 — insbesondere wenn man die teuren Preise dieser Plattenspieler in Erwägung zieht — durchhaus als gute Leistung anzusprechen. Wie die Exporteure und Importeure in aller Welt, so ist auch diese Zeitschrift am Resultat für das ganze Jahr 1958 interessiert. Falls die Ausfuhr aus den U.S.A. mit den hohen Ausfuhrziffern von 1957 Schritt hält, so weist das ohne Zweifel darauf hin, dass der Export heute das wichtigste Element für den Erfolg der amerikanischen Hersteller darstellt.



Die Vorprüfung Neuer Produkte Eröffnet Eine Gewinnbringende Phase

CHICAGO: — Führende Hersteller eröffnen eine gewinnbringende Phase für ihre Importeure in aller Welt, indem sie eine Vorprüfung ihrer Spiele gestatten, und zwar reichlich bevor der geplanten Serienproduktion.

Hierzulande ist das schon lange üblich gewesen. Amerikanische Vertriebsstellen führender Hersteller erhalten handgefertigte Modelle neuer Spiele mit der Bitte, diese Spiele an verschiedenen Aufstellungspunkten auszuprobieren.

Die Resultate dieser Prüfungen werden dann den Fabrikingenieuren übergeben, welche dann die nötigen Verbesserungen und Berichtigungen vornehmen. Wenn diese Spiele dann zur Serienherstellung fertig sind, so wissen die Vertriebsstellen bereits, wieviele sie brauchen können.

Zum Beispiel werden jetzt von amerikanischen Herstellern an gut eingeführte europäische Vertriebsstellen handgefertigte Modelle weit vor dem Beginn der Serienherstellung versandt.

Diese europäischen Vertriebsstellen berichten dann den amerikanischen Herstellern genau, welche Änderungen nötig sind oder welche Berichtigungen an den Maschinen gemacht werden sollen, damit sie nach dem Ankauf durch die Kunden den besten Gewinn an ihren Aufstellungspunkten einbringen werden.

Infolgedessen kommen bessere Automaten zur Verschiffung. Und das ist von Wichtigkeit. Die europäischen Vertriebsstellen haben jetzt tatsächlich einen Einfluss auf den Bau der neuen Automaten, die sie an die Kunden verkaufen sollen.

Eine solche Vorprüfung neuer Produkte bedeutet, dass die europäischen Vertriebsstellen sich darauf verlassen können, dass sie auch Automaten von der von ihnen benötigten Art erhalten, d.h. Maschinen, die ihnen bessere Verkaufsmöglichkeiten zusichern.

Es wirkt sich somit zum Vorteil aller Beteiligten aus. Die europäischen Vertriebsstellen haben auf diese Weise das Gefühl, dass sie aufs engste in die Organisation der Hersteller mit eingeschlossen sind. Auch der Hersteller ist mit diesem wohldurchdachten Vertrieb zufrieden, da es für ihn ein besseres Geschäft bedeutet.

Zusammenfassend kann gesagt werden, dass die Prüfung der Maschinen durch die europäischen Vertriebsstellen in genügender Zeit vor dem Beginn der geplanten Serienverfertigung — gerade wie es die führenden amerikanischen Vertriebsstellen tun — eine engere Zusammenarbeit wie auch ein besseres und einträglicheres Geschäft zwischen der Herstellern und Importeuren dieser weltweiten Erzeugnisse hervorgebracht hat.

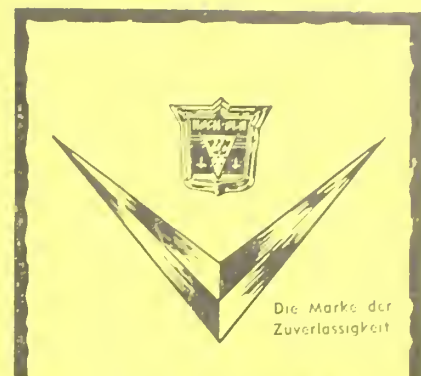
ACHTUNG!

EXPORTIEREN SIE? IMPORTIEREN SIE?

Es liegt in Ihrem höchsten Interesse und gereicht zu Ihrem besten künftigen Geschäftsvorteil wenn die dem "Cash Box International Coin Machine Export-Import Council" (dem Internationalen-Münzmaschinen-Export-Import-Rat des "Cash Box") vollständig gebührenfrei beitreten.

Verlangen Sie heute noch Ihre Mitgliedskarte!

THE CASH BOX
29 E. MADISON ST.,
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ROCK-OLA

Zuverlässig und Vielseitig

... mit der einzigen vollständigen Plattenspieler-serie für jeden Aufstellungsbedarf — die langbewährten Modelle mit 200, 120 und 50 lautgetreuen Auswahlstücken ... mit einer Kombination von 200-120 Auswahlstücken — der einzigen in der Industrie — mit Wandkasten-Fernbedienung.

... und jetzt mit dem sensationellen neuen Wandgestell-Modell 1464 mit 120 lautgetreuen Auswahlstücken — entworfen um an nie früher benutzten Aufstellorten beste Einnahmen zu haben.

Das MODELL 1465 mit 200 lautgetreuen Auswahlstücken

Das MODELL 1458 mit 120 lautgetreuen Auswahlstücken

Das MODELL 1462 mit 50 lautgetreuen Auswahlstücken

Das MODELL 1464 der einzige Wandgestell-Plattenspieler mit 120 lautgetreuen Auswahlstücken

Das MODELL 1555 der einzige Doppelzweck-Wandschrank mit 120 oder 200 Auswahlstücken

Schreiben Sie um Auskunft an:

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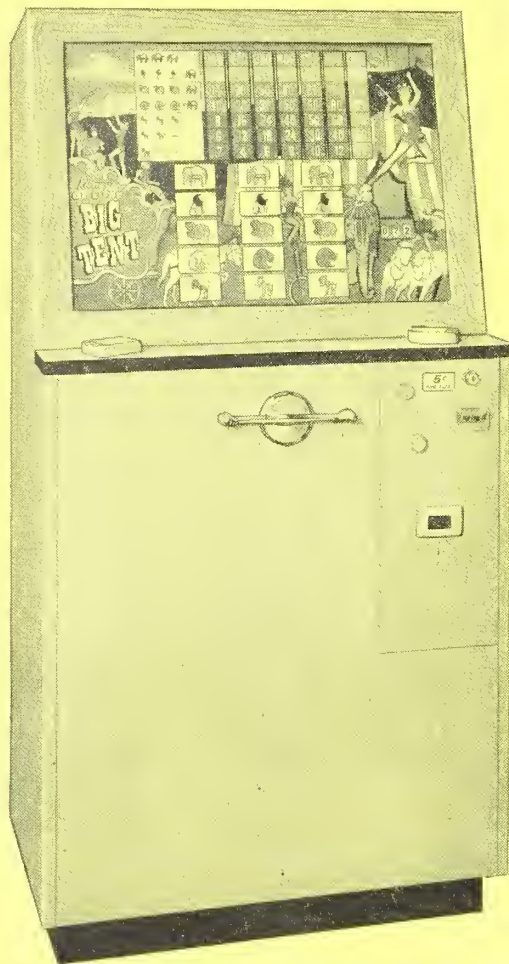
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**KEENEY'S
DELUXE
BIG TENT**

Nach jedem Münzeinwurf (bis zu 7 Münzen) in das Luxuspiel "BIG TENT" bewegt sich eine vertikale Glimmsaule auf dem Glas im Hintergrund einen Schritt nach rechts, um die Zahl der Freispiele für jede Serie von Sinnbildern festzustellen. Dieses Prinzip der Gewinnberechnung bringt mehr Geld ein als irgend ein anderes heute auf dem Markt erhältliches Unterhaltungsgerät. Bestellen Sie das Luxuspiel "BIG TENT" der Fa. Keeney und überzeugen Sie sich selbst!

Hinter den Produkten der Fa. Keeney steht eine Erfahrung von 30 Jahren im Bau von münz-automatischen Unterhaltungsspielen.

**Stets wachsende Einnahmen für Unternehmer . . .
1 bis 7 Münzen das Spiel . . . am beliebtesten !!!**



**KEENEY'S
DELUXE
BIG TENT**

Phantasieverdienste werden zur Wirklichkeit, das ("das grosse Zelt") der Fa. Keeney überall in der Welt faszinierend wirkt!

MERKMALE:

- Das Spielprinzip ist leichtverständlich.
- Schöne Holzfaser-Luxusaufmachung.
- Wird mit 1-7 Münzen das Spiel betrieben.
- Registriert die Freispiele.
- Fachkundig entworfen und richtig gebaut, um Instandhaltungsausgaben zu vermeiden.

Beste Absatzgebiete sind noch für vertrauenswürdige Vertriebsstellen auf ausschliesslicher Basis erhältlich.

J. H. *Keeney* & CO., INC.

2600 WEST FIFTIETH STREET
CHICAGO 32, ILLINOIS, U.S.A.

ES WIRD SICH FÜR SIE BEZAHLT MACHEN, HEUTE NOCH ZU SCHREIBEN!

SPIELE DER FIRMA

"UNITED"
DIE GUTES GELD EINBRINGEN

● **BONUS BOWLING ALLEY**

4 Grössen Teilkonstruktion Balle von 4 1/2 Zoll
Kegeln nach allen Regeln! für 1 bis 6 Spieler

● **SHOOTING STAR
EIN SHUFFLE-SPIEL FÜR 2 SPIELER**

Neuer Fesselball—In-line Gewinnberechnung 7 1/2 Fuss lang
. 2 Fuss breit

● **EAGLE SHUFFLE-ALLEY
mit EXTRA SCHLAGEN**

für 1 bis 6 Spieler 8 1/2 Fuss lang 2 1/2 Fuss breit

● **MIDGET ALLEY**

Gewinnberechnung nach den Regeln des Kegelspiels—für
1 bis 2 Spieler

"Wegfliege-Kegeln" von 6 Zoll Kompositionsball von
2 Zoll 6 Fuss lang 2 Fuss breit.

VERTRIEB:

HEINRICH HECKER

Kapellenstrasse 4, Paderborn, Germany

HERGESTELLT VON:

UNITED MANUFACTURING COMPANY

3401 NORTH CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS, U. S. A.

Europa findet Geschmack an:

BOWLERS und SHUFFLES

Es wird berichtet, dass eine grösse Nachfrage nach Kegel- und Shuffleboard-Spielen auf dem europäischen Markt besteht. Deutschland und Österreich führen. Man erwartet den Rest Europas zu folgen. Britische Unternehmer erwarten, dass Irland neue Spiele herstellt.

CHICAGO:—Die Nachfrage nach Kegel- und Shuffleboard-Spielen soll nach den Berichten jetzt so angewachsen sein, dass Lieferungen dieser Spiele von recht annehmbarer Grösse für den europäischen Markt erwartet werden.

Der bericht besagt, dass derzeit die meisten Kegel- und Shuffleboard-Spiele nach Deutschland und Österreich gehen.

Es scheint, dass in diesen Ländern eine grosse Begeisterung für die Kegelspiele besteht, die noch ständig wächst.

Viele glauben deshalb, dass sich die Kegel- und Shuffleboard-Spiele über ganz Europa ausbreiten werden, und dass dieser Teil des amerikanischen Geschäfts in Europa die gleich Anziehung erlangen wird, wie es die Pinball-Spiele haben.

Die englischen Unternehmer erwarten, dass in Irland die ersten Spiele zur Benutzung auf den Britischen Inseln zur Herstellung gelangen werden.

Vor einiger Zeit berichtete diese Zeitschrift, dass englische Unternehmer, welche Shuffleboard-Spiele in

Kantinen und Klubs der amerikanischen Luftstreitmacht in England gespielt haben, sehr davon beeindruckt waren und der Ansicht sind, dass diese Spiele nach ihrer Einführung einen ausgedehnten Markt in England finden würden.

Nun da Irland zum Produktionszentrum der Britischen Inseln wird, ist es sehr gut möglich, dass die Shuffleboard- wie auch die Kegelspiele ihren Weg nach England finden werden. Das kann zu neuen und mehr eiträglichen Unterhaltungsgeschäften in London und anderen britischen Städten führen.

Wenige Leute glauben aber, dass die Franzosen die Begeisterung an den Kegel- und Shuffleboard-Spielen teilen werden; doch sind viele davon überzeugt, dass diese Spiele mit der Zeit in Belgien, Holland, der Schweiz, Dänemark, Schweden und Italien Fuss fassen werden, und zwar abenso, so sagen sie, wie es bereits in Deutschland und Österreich der Fall ist; sie glauben, dass die Kegel- und Shuffleboard-Spiele, nachdem sie erst einmal beliebt geworden sind, sich einen ständigen Platz unter den Spielern dieser Länder sichern werden, ebenso wie es die Pinballspiele bereits getan haben.

The Cash Box

SECCION INTERNACIONAL ESPANOLA

Volume XIX—Number 42

Página 1

July 5, 1958

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(Phone: SPeedwell 2596)

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27 Place St.-Ferdinand

(Phone: SUffren 72-70)

LAS "SECCIONES INTERNACIONALES" DE "THE CASH BOX"

Esta Es Una Edición Histórica. Abre Una Nueva Era Más Importante y Progrsista a Los Miembros De Esta Industria De Habla Francesa, Italiana, Alemana, Española e Inglesa.

Con esta SECCION DEL DECIMOSEXTO ANIVERSARIO, en que se combina la "Edición Trimestral Internacional de Exportación", *The Cash Box* introduce cuatro "Secciones Internacionales" separadas e individuales. Estos son, según podrá inferirse, losprecursores de más importantes realizaciones en la industria editorial. De la misma manera que esta publicación fué la primera en adoptar el uso del Español, Francés, Italiano y Alemán para sus lectores en los países donde se hablan estos idiomas, *The Cash Box* se propone neuvamente iniciar una nueva y más importante era destinada al progreso y mejoramiento futuros de todos los interesados en esta industria en todas partes del mundo.

Todos los que están al tanto del dinamismo constructivo de *The Cash Box* deberán darse cuenta de que, lo mismo que *The Cash Box* estableció el famoso 'Club de 20 Años', lo mismo que patrocinó el 'Concejo Internacional de Exportación-Importación de Máquinas Accionadas por Monedas', lo mismo que originó y ha continuado sin interrupción 'Las Listas de Precios de *The Cash Box*', reconocidas oficialmente y aceptadas en todo el mundo por la valuación equitativa en el mercado de todas las máquinas, lo mismo que hizo una campaña fructuosa para implantar el 'Juego

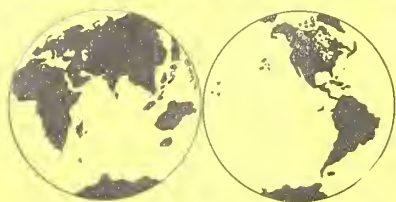
de 10', el 'Plan de Depreciación de Cuatro Años', las 'Grabaciones en 2 Minutos' y muchísimos otros programas e ideas de vasto alcance, *The Cash Box*, una vez más sigue a la vanguardia de la industria en pos del progreso y de las realizaciones cada vez mayores.

Las cuatro "Secciones Internacionales" de *The Cash Box*, impresas individualmente y en su totalidad en Francés, Español, Italiano y Alemán (así como la edición principal impresa en Inglés) presentan a los pueblos del mundo los más sobresalientes y constructivos planes, programas e ideas conducentes al mejoramiento de su futura prosperidad.

Esta es una deición histórica. Es el principio de una nueva y mejor era para todos los que se interesan en esta industria mundialmente. Abre el camino hacia relaciones internacionales más íntimas, hacia un mejor entendimiento mutuo y, especialmente, hacia un futuro más halagador para todos los interesados.

En esta primera edición histórica se personifica el progreso. Es la clase de proeza que se espera de *The Cash Box*, la única publicación que, desde sus comienzos, ha llevado a la industria al pináculo de la gloria y del triunfo.

The Cash Box



“EDICIÓN TRIMESTRAL INTERNACIONAL DE EXPORTACIÓN”

ANÁLISIS DEL PRIMER TRIMESTRE (JAN., FEV., MARS 1958)

El Total De Embarques De Los EE. UU. Algo Menor En El Primer Trimestre De 1958. Aumentan Las Exportaciones De Maquinas De Diversion.

Las exportaciones de máquinas accionadas por monedas, de los Estados Unidos a todos los países del mundo, disminuyeron algún tanto durante el primer trimestre de 1958. El total de 22.274 máquinas por valor de \$5.144.565 para los meses de enero, febrero y marzo de 1958, contrasta con 24.644 máquinas valoradas en \$6.399.256 para el último trimestre de 1957. Sin embargo, al comparar las exportaciones del primer trimestre de 1958 con las del mismo período correspondiente a 1957, la diferencia es insignificante. Durante los primeros tres meses de 1957 se despacharon 22.648 máquinas por valor de 86.063.245. Al analizarse más detenidamente las cifras de exportación podrá verse que, aun cuando disminuyeron las ventas de fonógrafos y máquinas expendedoras, en cambio las exportaciones de máquinas de diversión, en cuanto a su valor en dólares, llegaron a su apogeo en un período de tres meses. La reducción en las ventas de fonógrafos se atribuye: 1) A que además de la fabricación de máquinas por empresas europeas, todas las fábricas de los Estados Unidos han establecido plantas de manufactura o ensamblaje en Europa; 2) A que ya se ha satisfecho completamente la demanda y el mercado de reventa consiste ahora principalmente de piezas de repuesto.

Un análisis de los diversos tipos de equipos, máquinas musicales, máquinas de diversión y máquinas expendedoras exportados durante el primer trimestre de 1958, revela lo siguiente:

1) **Fonógrafos:** En este período se exportaron menos máquinas musicales, por menor valor en dólares, que durante el trimestre anterior. Se despacharon 3.354 máquinas por valor de \$2.433.387. Esto se compara con 5.833 fonógrafos valorados en \$3.713.301 durante el cuarto trimestre de 1957 y con 6.285 máquinas, por valor de \$3.845.492 en el primer trimestre de 1957. Alemania Occidental ocupó el puesto de Bélgica que pasó a segundo lugar y Suiza llegó a la tercera

categoría. En la América del Sur, Venezuela efectuó más compras que todos los demás países. En el grupo de Norteamérica y Centroamérica, Cuba ocupó el primer lugar y el Canadá le siguió en materia de compras.

2) **Máquinas de Diversión:** Aunque otras clases de máquinas acusaron una baja en dicho período, las exportaciones de máquinas de diversión registraron un nuevo aumento excepcional en lo que respecta al valor en dólares, a pesar de que el número de máquinas exportadas fué menor que en el cuarto trimestre de 1957. Los importadores invirtieron \$2.240.114 en 10.432 máquinas. En comparación los embarques efectuados durante el primer trimestre de 1957, este período superó a las 10.040 máquinas y al valor de \$1.633.031. Como de costumbre, Europa fué el cliente principal, ocupando Italia el primer lugar en cuanto al valor en dólares y el segundo en la cantidad de máquinas importadas. Bélgica compró el mayor número de máquinas, pero ocupó el segundo puesto en dólares invertidos. Suiza llegó al tercer lugar en cuanto al valor y el cuarto en lo que respecta a la cantidad de máquinas. Alemania Occidental alcanzó el tercer puesto en la cantidad de máquinas compradas y el cuarto en materia de dólares invertidos. En la sección de Norteamérica y Centroamérica, Cuba ocupó el primer lugar y el Canadá el segundo.

3) **Máquinas Expendedoras:** En cuanto a éstas se refiere, las exportaciones durante un período de tres meses parecen estar siempre al mismo nivel, más o menos. En el primer trimestre de 1958 se exportaron más máquinas que en el cuarto trimestre de 1957, pero el importe en dólares fué menor. Lo mismo puede decirse del primer trimestre de 1957. El Canadá fué el primer comprador. En cuanto a Europa, Bélgica absorbió más máquinas que los demás países, pero invirtió menos dinero que Suecia que ocupó el tercer lugar en lo que respecta a las cantidades importadas.

Actividades de los fabricantes duante el último trimestre (abril, mayo, junio)

American Shuffleboard Company, de Union, N. J., que por muchos años se especializó en juegos de tejos (shuffleboards) largos, introdujo su primer juego de novedad denominado “Bumpo”, el cual consiste en un juego de trucos con tejos accionados por monedas.

AMI, Inc., Grand Rapids, Michigan, continuó fabricando su nuevo modelo de fonógrafos serie “I”, introducido a principios del año, con 200 selecciones en un selector eléctrico y otro manual; 120 selecciones y 100 selecciones.

Auto-Bell Manufacturing Company, Chicago, Illinois, ofreció un nuevo juego electrónico vertical de “Circo” con un nuevo gabinete de líneas perfiladas.

Auto-Photo Company, Los Angeles, California, se valió de todos los medios de producción a su alcance para atender a la demanda de su máquina fotográfica automática modelo “14” que, según alegan, es la mejor que han producido hasta ahora.

Bally Manufacturing Company, Chicago, Illinois produjo, durante este período, la más variada serie de máquinas de diversión en su historia, inclusive “Skill Roll”, un juego vertical en que la persona hace rodar una moneda a lo largo de una vía; “Trophy Bowler”, un juego de bolos grande; “Big Inning”, un juego de baseball; “Space Gunner”, un juego de trio al blanco novedoso; y “Cypress Gardens”, un juego de in-line. Además, la empresa siguió fabricando su serie de juegos para niños, entre ellos “The Champion”; “Toonerville Trolley”; “Bally Bike” y “Modelo T”.

Chicago Coin Machine (Division of Chicago Dynamic Industries, Inc.), Chicago, Illinois, continuó la producción de su popular “Rocket Shuffle”, un juego de tejos provisto de bolas cautivas que flotan en el aire y caen en bolsas para anotarse puntos o tantos. También introdujo “Batter Up”, un juego de baseball basado en un nuevo principio.

J. F. Frantz Manufacturing Company, Chicago, Illinois, se halla más atareada que nunca dando curso a los pedidos de primavera de sus “A.B.T. Guesser Scale”; “A.B.T. Challenger”; “A.B.T. Rifle Sports Gallery”; “Kicker & Catcher”; “Pace Aristo Scale”; “Vibrator Scale” y “Vibrator Attachment” (que convierte a la balanza corriente en una balanza accionada por 5¢-1¢).

Games, Inc., Chicago, Illinois, siguió fabricando su juego electrónico vertical denominado “Double Shot”.

Genco (Division of Chicago Dynamic Industries, Inc.), se trasladó a la fábrica de la Chicago Coin Machine, Chicago, Illinois, donde continuó despachando “Space Age”, una máquina de diversión de novedad.

D. Gottlieb & Company, Chicago, Illinois, introdujo tres juegos de “pin-ball” durante este período, a saber: “Brite-Star”, de 5 bolas para dos personas; “Rocket Ship”, de 5 bolas;

y “Picnic”, de 5 bolas para 2 personas.

Jennings Corporation, Chicago, Illinois, continuó produciendo su máquina “Buckeroo” 1958.

Irving Kaye Company, Brooklyn, N. Y., continúa fabricando sin interrupción su serie de juegos de tejos denominados “El Dorado” y “Deluxe Competitor”. También introdujo el “Hockey Game”, una máquina de diversión, de novedad, y “Melody Tower”, un accesorio para máquinas musicales.

J. H. Kenney & Company, Inc., Chicago, Illinois, introdujo el “League Leader”, un juego de baseball, y siguió produciendo el “DeLuxe Big Tent”, un juego vertical eléctrico.

Marvel Manufacturing Company, Chicago, Illinois, continúa fabricando el “Lucky Horoscope”, el cual sigue siendo muy popular.

Mills Bell - O - Matic Corporation, Chicago, Illinois, continúa fabricando su serie de juegos 1958 en su fábrica de Reno, Nevada.

Mike Munves Corporation, Nueva York, N. Y., introdujo un juego de novedad denominado “Bike Race”.

Rock-Ola Manufacturing Corporation, Chicago, Illinois, introdujo un nuevo renglón de máquinas musicales automáticas, inclusive los modelos “1465” de 200 selecciones; “1458” de 120 selecciones; “1462” de 50 selecciones; “1464” de 120 selecciones, de montaje en la pared; y la Caja de Pared “1555” de doble fin para 120 o 200 selecciones.

The Seeburg Corporation, Chicago, Illinois, sigue produciendo con éxito su nueva serie de fonógrafos 1958 presentada a principios del año, inclusive el modelo “201” de 200 selecciones; el modelo “161” de 160 selecciones; y el modelo “101” de 100 selecciones.

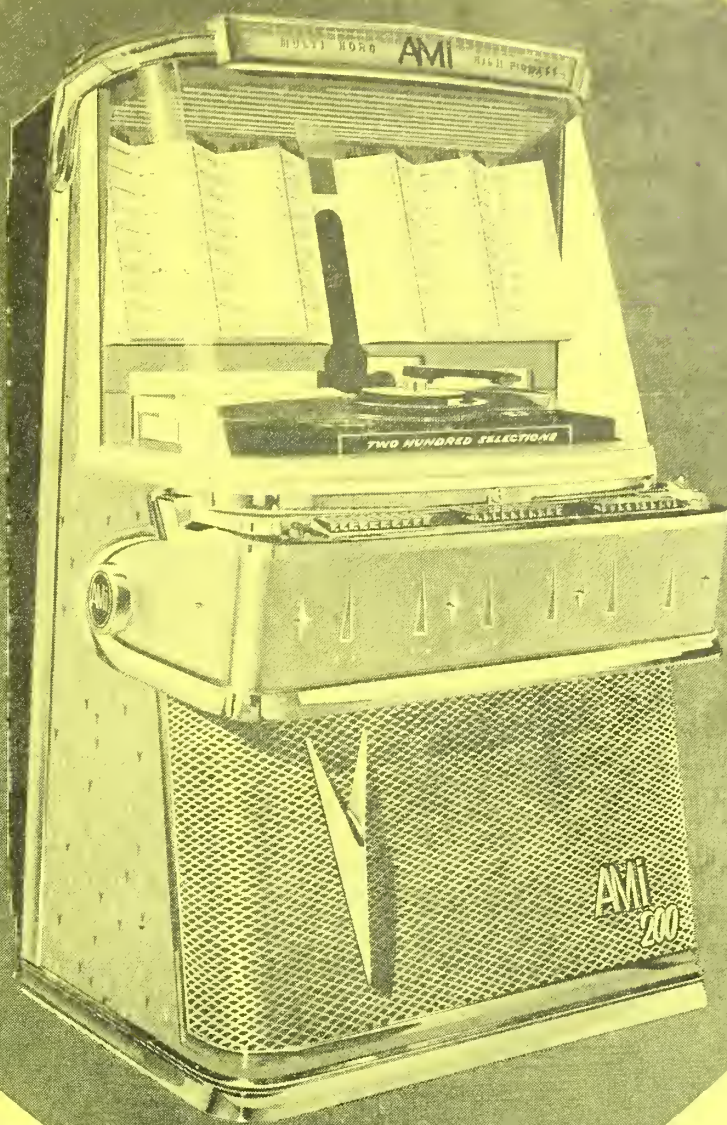
United Manufacturing Company, Chicago, Illinois, continúa produciendo en su vasta fábrica nuevos productos, tales como “Midget Alley”, un juego de bolos diminuto para 2 personas; “Shooting Star”, canal para tejos de goma; “Eagle”, juego de tejos de goma; producción continua de su juego de bolos “Bonus”.

United Music Corporation, Chicago, Illinois, presentó un nuevo fonógrafo, “UPB 100”, una máquina de 100 selecciones con gabinete diseñado por Raymond Loewy.

Watling Manufacturing Company, Chicago, Illinois, continúa suministrando al comercio su famosa “Penny Fortune Scale” (Balanza de la Buena Fortuna por un Centavo).

Williams Manufacturing Company, Chicago, Illinois, presentó un nuevo juego de baseball denominado “Short-Stop” y “Satellite”, un juego de cinco bolas.

The Wurlitzer Company, North Tonawanda, N. Y. mantuvo sus líneas de producción activas para satisfacer la demanda de su serie para 1958 de fonógrafos introducida a principios del año, figurando en primer lugar el modelo “2200”, una máquina de consola de 200 selecciones; el modelo “2204”, una máquina de consola de 104 selecciones; y el modelo “2250”, una máquina de 200 selecciones de precio moderado.



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FOERTA Y DEMANDA DE EQUIPOS USADOS PARA LA EXPORTACION

BELGICA ES LA PRINCIPAL IMPORTADORA DE LOS EE. UU.

Aventaja al Canada por el Segundo Año Consecutivo en Importaciones

CHICAGO—Por el segundo año consecutivo, Bélgica lleva la delantera a todos los demás países como importadora de máquinas de diversión, de música y expendedoras fabricadas en los Estados Unidos.

Esta supremacía ha sido aceptada más o menos como una tradición. Por muchos años, el Canadá ha sido el más importante importador de esta clase de máquinas norteamericanas en cuanto al total en dólares de los EE. UU.

Por algún tiempo se creyó que la Alemania Occidental superaría al Canadá y a Bélgica. Sin embargo, a consecuencia de la creciente demanda, Bélgica logró conseguir el primer puesto, el cual ha ocupado durante todo el año 1957.

También se ha calculado que Bélgica retendrá esta supremacía en los dos últimos trimestres de 1958.

Los diez principales países importadores de máquinas expendedoras, musicales y de diversión, en cuanto al valor en dólares de los EE. UU., fueron:

Bélgica	\$4,861,537.00
Canadá	3,671,406.00
Alemania	3,274,466.00
Venezuela	2,569,826.00
Italia	2,436,674.00
Suiza	1,773,236.00
Holanda	1,257,436.00
Cuba	1,162,692.00
Austria	1,007,021.00
Méjico	911,309.00

CHICAGO—Este cuadro se reproduce nuevamente para este segundo trimestre de 1958 con el propósito de dar alguna idea acerca del aumento de los negocios de exportación ocurrido durante ese período en comparación con el primer trimestre.

Durante el primer trimestre la demanda de toda clase de equipos usados descendió de más o menos 114% en el cuarto trimestre de 1957 a más o menos 108% en el primer trimestre de 1958.

Aun cuando tal demanda supera en mucho la oferta de máquinas usadas de último modelo en los Estados Unidos, la baja en el primer trimestre se atribuye principalmente a la inclemencia del tiempo en todas partes del mundo.

En este segundo trimestre se observó el comienzo de un aumento bien definido en la demanda de toda clase de máquinas usadas de último modelo. El índice de la demanda a subido a más o menos 111%. Esto quiere decir que todos los exportadores de los Estados Unidos en conjunto reciben aproximadamente 111 pedidos de cada 100 máquinas de modelo reciente que pueden suministrarse de las existencias en los Estados Unidos. Esta demanda puede continuar en ascenso y tal vez llegar a la alta marca registrada en el segundo trimestre de 1957, cuando el índice de la demanda señaló un 122% de posibles ofertas. Es interesante tomar nota de que después de la demanda señalada del 30%, aproximadamente, de la oferta en 1950, el año en que The Cash Box empezó a publicar su "Edición Internacional Trimestral de Exportación", hasta 1958, ha ocurrido un aumento total y continuo de 81% en la demanda de toda clase de máquinas usadas, en comparación con la posible oferta de tales

máquinas en los Estados Unidos.

La disminución continua de la demanda desde el segundo trimestre de 1957 se atribuye al hecho de que se han despachado más máquinas nuevas que usadas a los diversos países del mundo. Sin embargo, hay que tener presente que la escasez de máquinas usadas de último modelo y los precios elevados a que necesariamente se ofrecieron ejerció una buena influencia en el mercado de máquinas nuevas. La mayor parte de los importadores ordenaron máquinas nuevas cada vez que les fué posible, especialmente cuando no pudieron obtener máquinas usadas de último modelo en grandes cantidades.

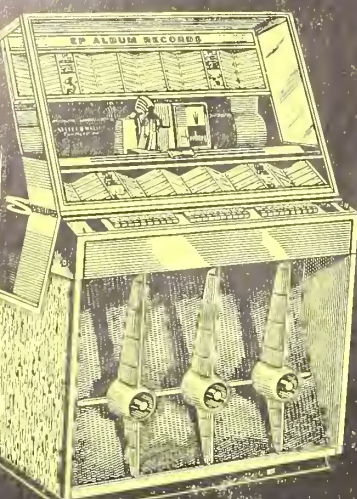
El aumento de la demanda de máquinas usadas de último modelo en este segundo trimestre, que augura una buena temporada de primavera en el mercado internacional, además del creciente aumento de ventas de las máquinas nuevas, un mes tras otro, demuestra que las exportaciones de los Estados Unidos en 1958 serán tan importantes como las de 1957.

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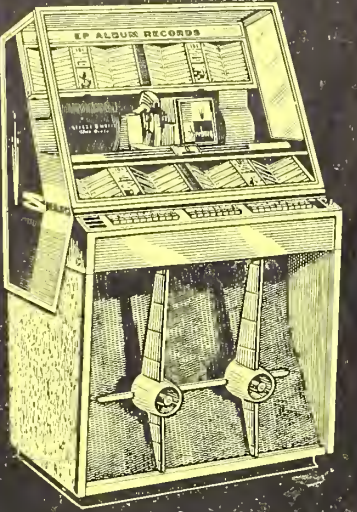
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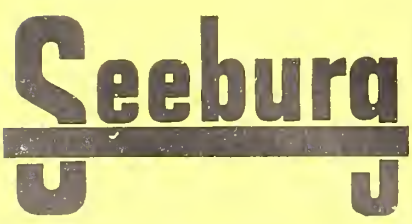
SEEBURG "161"

SÓLO LOS SISTEMAS MUSICALES

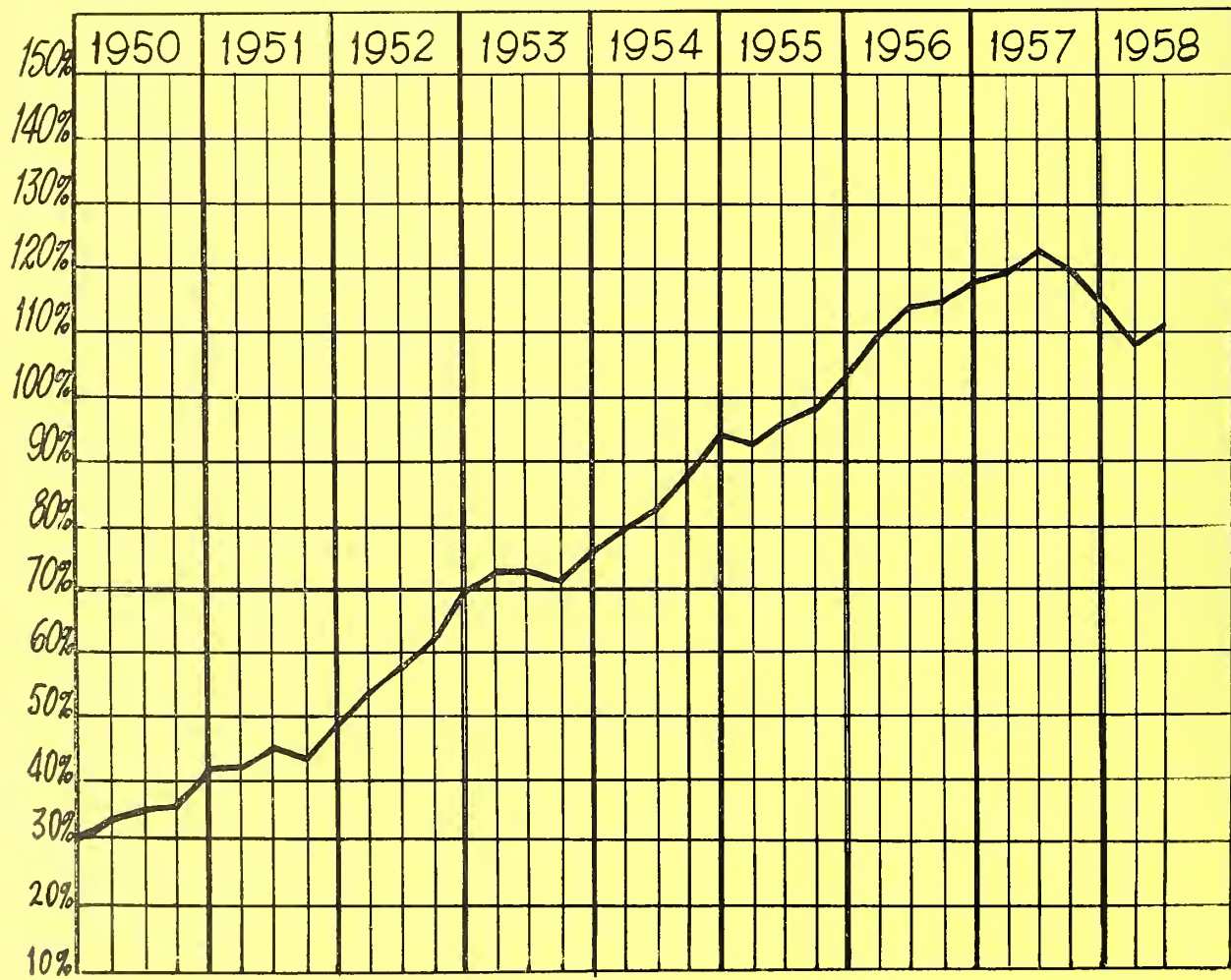
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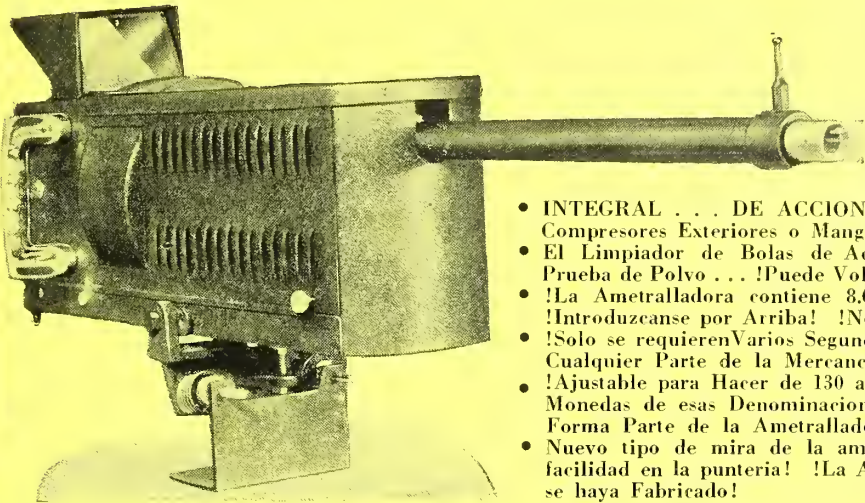
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Las Pruebas Anticipadas De Nuevos Productos Abren Una Nueva Era Lucrativa

CHICAGO—Los principales fabricantes están estableciendo una nueva era para sus compradores en todas partes del mundo al someter a prueba sus juegos mucho antes de su fabricación proyectada.

Esta ha sido la práctica en este país por largo tiempo. Los distribuidores de los Estados Unidos que representan a los principales fabricantes reciben modelos hechos a mano de nuevos juegos pidiéndoles que sometan estos juegos a prueba en diferentes localidades.

Del resultado de estas pruebas se da cuenta a los ingenieros de la fábrica quienes hacen todas las correcciones y ajustes necesarios. Cuando estos juegos están listos para la fabricación, dichos distribuidores saben cuántos les conviene adquirir.

Por ejemplo, actualmente se despachan a bien conocidos distribuidores europeos de mercancia de los Estados Unidos modelos hechos a mano de máquinas que se fabricarán más adelante.

Estos distribuidores europeos explican a sus fabricantes en los Estados Unidos qué cambios se requieren o qué ajustes deberán hacerse en las máquinas para que resulten más lucrativas cuando son explotadas por sus clientes.

Como resultado de ello se logra despachar mejores máquinas. Esto es importante. El distribuidor europeo, en realidad, desempeña ahora un papel en la construcción de las nuevas máquinas que se le ha pedido vender a sus clientes.

Tales pruebas anticipadas de los nuevos productos aseguran a los distribuidores europeos que recibirán la clase de máquinas que verdaderamente requieren.

La clase de máquinas que necesitan para realizar mejores ventas.

Esto resulta ventajoso para todos los interesados. Los distribuidores europeos conceptúan que forman parte integral y bien definida de la organización del fabricante. El fabricante también satisfecho de este eficaz fomento de ventas porque aumenta sus negocios.

En resumidas cuentas, la idea de que sus distribuidores europeos sometan las máquinas a prueba mucho antes de su producción, lo mismo que lo hacen los principales distribuidores en los Estados Unidos, ha dado por resultado mejores relaciones, así como negocios más lucrativos, entre el fabricante y los importadores de sus productos en todas partes del mundo.

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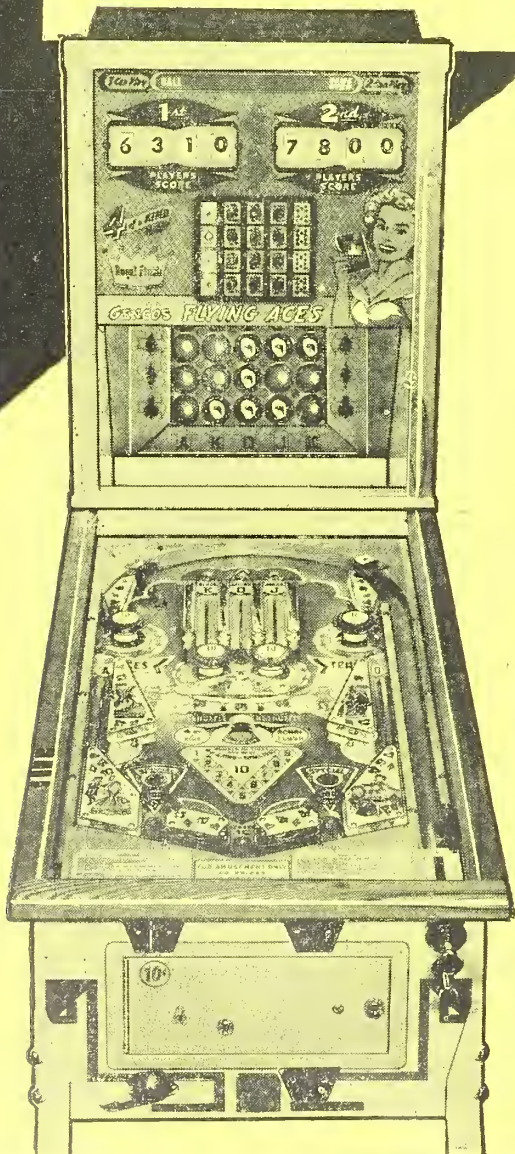
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CRECE EL INTERES EN EL NEGOCIO DE EXPORTACION

CHICAGO — Sólo fué a principios de 1950 que empezó a sentirse mayor interés en los Estados Unidos por el negocio de exportación.

Después de la última guerra, las fábricas de los Estados Unidos se hallaban muy atareadas abasteciendo al mercado doméstico.

Por espacio de varios años, hasta 1950, la demanda doméstica continuó aumentando a tal punto que los fabricantes y distribuidores manifestaron poco o ningún interés en la exportación.

The Cash Box estimuló el interés en los negocios de exportación por medio de sus "Ediciones Internacionales Trimestrales de Exportación".

Ahora se reconoce que estas ediciones empezaron a ejercer su influencia en el mercado de máquinas accionadas por monedas en 1950, más o menos.

Las "Ediciones Internacionales Trimestrales de Exportación" de The Cash Box se han granjeado el interés y la admiración de los fabricantes y distribuidores durante los últimos ocho años.

A medida que aumentó la circulación de esta publicación en todo el mundo, los fabricantes y distribuidores en la industria empezaron a recibir solicitudes de varios tipos de máquinas.

Empero, a medida que creció la demanda y que empezaron a agotarse las existencias de máquinas usadas de último modelo en el mercado, los fabricantes comenzaron a recibir mayor cantidad de pedidos, tal como lo pronosticó esta publicación.

En este año de 1958 se nota un gran interés en la exportación de máquinas de todas clases en los Estados Unidos, cuyo interés crece de una semana a otra.

Tanto los fabricantes como los distribuidores se disputan los negocios en todo el mundo. Algunos fabricantes han autorizado a ciertas firmas a ensamblar sus productos en varios países y, al mismo tiempo, han permitido a dichas firmas distribuir esos productos, bajo licencia, en otros países circunvecinos.

De igual manera, el número de viajeros ha aumentado muchísimo. Más y más distribuidores y fabricantes viajan actualmente de los Estados Unidos a la América Latina, el Lejano Oriente, Europa y demás partes del mundo con el propósito de entrevistarse con diversos clientes antiguos, así como con nuevas empresas con las cuales desean entablar relaciones comerciales.

Este grande y creciente interés en las exportaciones a todo el mundo

contribuirá a la postre al mejoramiento de las relaciones internacionales entre los fabricantes y distribuidores de los Estados Unidos y los importadores del mundo entero.

Esto significa también que tales relaciones más íntimas resultarán en mayores ganancias para todos los interesados. Tampoco queda la menor duda de que se intensifican tales relaciones y entendimiento mutuo, esta industria progresará a un paso más rápido.

Todas éstas, entre muchas otras razones, determinaron el origen y la creación del "Concejo Internacional de Máquinas Accionadas por Monedas para la Exportación-Importación" de The Cash Box.

La importancia de este "Concejo" se ha dejado sentir en muchos centros mundiales donde los importadores se han puesto de acuerdo para establecer organizaciones locales de índole semejante en beneficio mutuo de todos los interesados.

Estos planes y programas de organización fueron originados y debidamente comprobados por The Cash Box en los Estados Unidos.

Actualmente se llevan a la práctica y hay sobradas esperanzas de que tendrán en estos nuevos mercados el mismo éxito que tuvieron en los Estados Unidos.

Las personas que forman parte de estas nuevas organizaciones deben actuar de mutuo y común acuerdo. Es necesario que cooperen entre sí para realizar con éxito sus aspiraciones y planes. Es solamente por medio de esa cooperación que pueden tener la seguridad de su futuro progreso.

"Las Listas de Precios de The Cash Box" han sido aceptadas en todos los países del mundo, donde se reconoce su autenticidad y su abarcamiento completo de la industria. Estas listas dan a todos los importadores del mundo los precios justos del mercado.

Por esta razón, se ha dado a conocer que "Las Listas de Precios de The Cash Box" son responsables en gran manera del mejor entendimiento y de las más estrechas relaciones comerciales entre todos los países del mundo.

Los Estados Unidos se interesan cada vez más en los negocios de exportación. Esto quiere decir que todos se beneficiarán por igual.

La competencia que ha resultado dentro de los Estados Unidos en el mercado de exportación contribuirá a la fabricación de las mejores máquinas accionadas por monedas a todo el mundo, a precios muy aceptables para los importadores internacionales.

PARA IMPORTADORES Y AGENTES

Pueden suministrarse todas las marcas de fonógrafos accionados por Monedas de una de las más grandes existencias de máquinas usadas en los EE. UU. Precios especiales y agencias exclusivas pueden acordarse con importadores en gran escala. Escriba solicitando precios y folletos descriptivos.

DIXIE COIN MACHINE COMPANY
133 NORTH BROAD STREET, NEW ORLEANS 19, LOUISIANA

GENCO

MFG. & SALES CO.
1725 W. DIVERSEY BLVD.
CHICAGO 14, ILLINOIS

Division of Chicago Dynamic Industries, Inc.

EXPORTACIONES DE LOS EE. UU.

CHICAGO—el cuadro que aparece en esta página verifica la predicción de The Cash Box al efecto de que 1957 sería uno de los mejores años para los exportadores de los Estados Unidos.

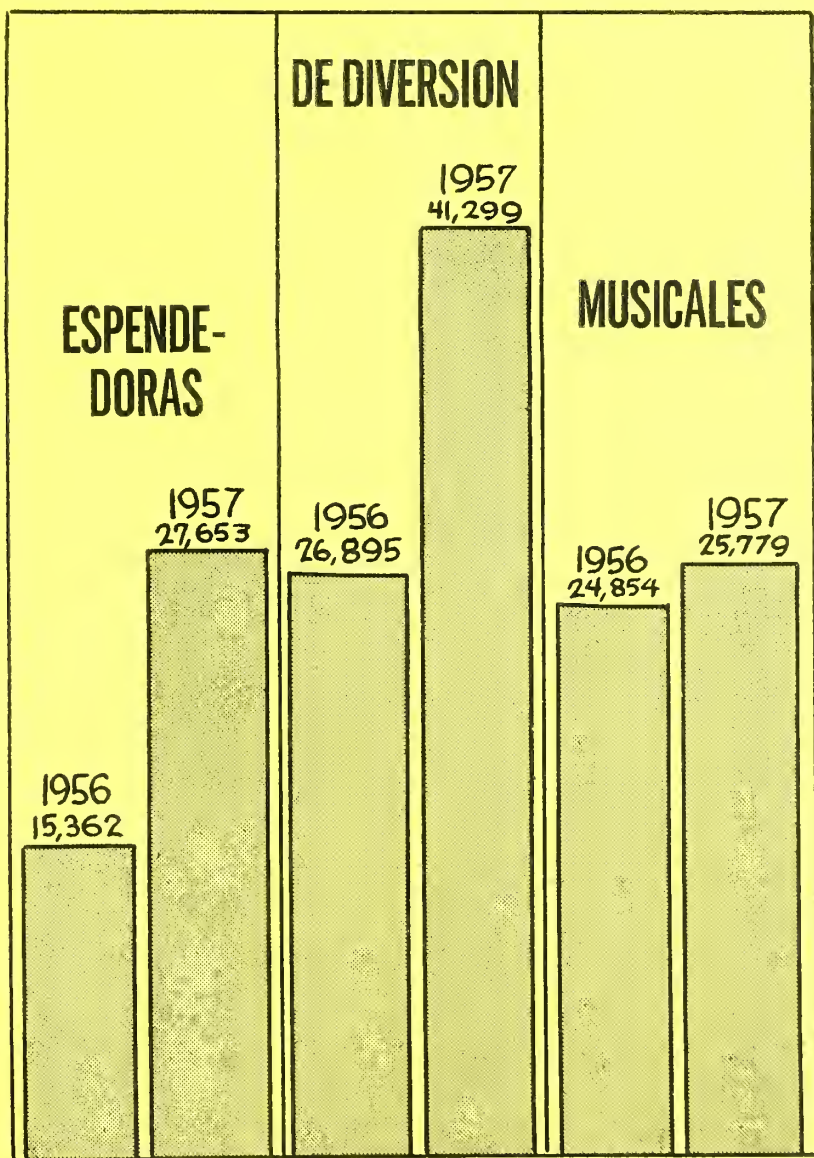
Este cuadro se repite en vista de que hemos recibido del Departamento de Comercio de los Estados Unidos las estadísticas de exportación correspondientes al Primer Trimestre de 1958 y de esa manera dar una idea acerca de las tendencias de las exportaciones en este año.

Lo que más llama la atención en este cuadro es el enorme aumento en las exportaciones de máquinas expendedoras de todas clases. En 1956, el total de máquinas expendedoras exportadas fué de 15,362. En 1957, el total ascendió a 27,653 máquinas. Un aumento del 86,5%, o sea, 12,291 más máquinas exportadas en 1957 que en 1956. La tendencia de las exportaciones de máquinas expendedoras continúa ascendente y aun existe la posibilidad de que esta cifra de 27.653 máquinas sea superada.

En segundo lugar, el mayor interés se expresó en el ramo de máquinas para diversión. De esta clase de máquinas se exportaron de los Estados Unidos 14,404 más en 1957 que en 1956. Esto representa un aumento del 53,5%. Es posible que la disminución de ventas en el primer trimestre de 1958 reduzca ese aumento en este año, pero a juzgar por las indicaciones actuales, el número de máquinas para diversión vendidas en 1957 deberá alcanzar la cifra de 41,229 y aun existe la posibilidad de que este precedente sea superado en el tercer y cuarto

trimestres del año.

Aunque el negocio de máquinas musicales continuó en su apogeo, el aumento obtenido en 1957 sobre el año 1956 fué tan solo de 3,7%, o sea, 945 más fonógrafos despachados en 1957 que en 1956. Este aumento podrá parecer exiguo en comparación con el número mayor de exportaciones de máquinas expendedoras y de diversión, pero es necesario tener en cuenta el hecho de que los fonógrafos son actualmente fabricados bajo licencia en otros países y de que muchas empresas europeas se dedican ahora a fabricar fonógrafos automáticos para su exportación a otras partes del mundo. Por consiguiente, la exportación continúa de más de 25.000 fonógrafos de los Estados Unidos en 1957 representa un gran triunfo, especialmente si se tiene en cuenta los precios más elevados a que se vendieron dichos fonógrafos. Esta publicación se interesa, lo mismo que los exportadores e importadores de todo el mundo, en los resultados que se obtendrán en el transcurso del año 1958. Si las exportaciones de los Estados Unidos continúan sin interrupción al paso de 1957, esto querrá decir que hoy en día las exportaciones representan el más importante elemento para el éxito de las fábricas de los Estados Unidos.



Mejoramiento De Los Negocios Internacionales

Desde el punto de vista internacional, toda la industria siente mayor optimismo por el mejoramiento futuro de los negocios. De acuerdo con los mejor informados de las perspectivas de la industria en todo el mundo, esto obedece a que los principales fabricantes de máquinas expendedoras, fonográficas y de diversión se han dado finalmente cuenta de la importancia de continuar al máximo su producción para los mercados internacionales.

Hoy en día, no sólo se fabrican y someten a prueba con mucha anticipación los modelos de máquinas hechos a mano en los Estados Unidos, sino que también y lo que es más importante, estas mismas máquinas son despachadas a los distribuidores de las fábricas en todo el mundo para que las sometan a pruebas prácticas mucho antes de que sean puestas en producción. A medida que se da cuenta a los fabricantes del resultado de estas pruebas, se efectuarán en las fábricas todas las correcciones y ajustes necesarios para satisfacer los requisitos de los mercados internacionales de acuerdo con dichas pruebas anticipadas. Hasta los nombres de las máquinas se escogen muy cuidadosamente para que el público de todos los países entiendan bien su significado.

Tal reconocimiento de la importancia de los negocios internacionales ha sido inapreciable para los fabricantes de los Estados Unidos y para los importadores de todo el mundo.

Esto indica, sin duda alguna, que debido a este buen reconocimiento los importadores del mundo lograrán aumentar sus ventas. Los principales importadores del mundo prestarán ahora su concurso a la fabricación de nuevas máquinas. Se les ha otorgado el privilegio de someter a prueba las máquinas futuras mucho antes de su producción. Al hacer sus recomendaciones, después de efectuar las pruebas, los importadores importantes dan a saber a los fabricantes de los Estados Unidos lo que requieren para el aumento lucrativo de las ventas en sus respectivos países.

Esto significa mejores negocios para todos los interesados. Muchísimas personas atribuyen este reconocimiento de la importancia de los mercados internacionales a los esfuerzos y gestiones de The Cash Box. Por muchos años, esta publicación ha instado a los fabricantes de los Estados Unidos a que den buena atención y hagan todo cuanto esté a su alcance para satisfacer las demandas de los importadores del mundo. Esto dió por resultado final la creación del "Concejo Internacional de Máquinas Accionadas por Monedas para Exportación - Importación" de The Cash Box, el cual cuenta con centenares de miembros en más de 45 países del mundo. Estos miembros han dado a conocer que, debido al reconocimiento de los mercados mundiales por los fabricantes de los Estados Unidos, hay ahora mejores perspectivas, indudablemente de intensificación de los negocios internacionales.

Puerto Rico

PUERTO RICO — Aunque Puerto Rico es una isla de sólo 3.000 millas cuadradas, se dice que hay en ella unas 5.000 máquinas musicales automáticas en explotación a cargo de un número limitado de empresas del ramo.

Los empresarios de este país se han visto en dificultades a consecuencia de la gran competencia, tales como la renuencia de algunas firmas al uso de monedas de 10 centavos para tocar las máquinas; la falta de disposición de los empresarios para formar una asociación; y los convenios poco equitativos acerca de las comisiones.

Se ha dado a conocer que a causa



El Emblema de Confiabilidad

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GRATIS MANUALES DE SERVICIO

PARA **Bally** JUEGOS

Ponga una X al pie para indicar los productos sobre los cuales desean recibir material impreso y precios. También anote los juegos determinados (por nombre) sobre los que le interesa obtener datos técnicos. Recorte el cupon de la pagina, fijelo en su membrete y remitalo a la direccion de abajo. Recibira a cambio, sin ningun costo u obligacion, los 3 Manuales de Servicio (con Diagramas de Circuitos Eléctricos) indicados por Ud.—de incalculable importancia para los operadores de maquinas usadas.

ENVÍEN IMPRESOS
Y PRECIOS SOBRE

JUEGOS DE BINGO	
JUEGOS DE 5 BOLAS	
JUEGOS DE BOLOS	
JUEGOS DE TIRO AL BLANCO	
"KIDDIE-RIDES" (Para Niños)	

ENVÍEN EL MANUAL
Y EL DIAGRAMA SOBRE

(Indique los Juegos Especificos por nombre)

Si acaso se ha agotado alguno de los Manuales arriba enumerados, la Bally se reserva el derecho de remitirle otro similar como sustituto.

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Congratulations to The Cash Box

YOU HAVE BEEN INVALUABLE TO ALL OF US
HERE IN CUBA. WE WISH YOU MANY, MANY
MORE HAPPY, PROSPEROUS ANNIVERSARIES.

LÉON NICK

**CIA. DISTRIBUIDORA INTERNACIONAL
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Distribuidores Exclusivos Para Cuba De Los Fonografos Automaticos Comerciales

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WURLITZER

de la competencia entre los distribuidores, algunos de ellos decidieron vender las máquinas directamente a los usuarios creando de esta manera nuevos problemas a los empresarios. La explotación de otras máquinas accionadas por monedas fué prohibida hasta el mes de octubre de 1956, cuando José Romero, Inc., por medio de un entredicho judicial, lograron legalizar la explotación de 400 peque-

ños juegos de trucos.

Desde entonces, las autoridades han autorizado otros juegos de esta clase. Actualmente hay en la isla alrededor de doce empresarios que se dedican a este negocio de juegos de diversión. Los más progresistas se interesan en ampliar sus actividades, pero alegan que los juegos de 5 centavos, a base de una comisión de 50%-50%, restringen su expansión en lo futuro.

LIMA, PERU

LIMA, PERU—Respecto a fonografos, aquí en el Perú tienen varios años de introducidos y al año las ventas suben a algunos cientos de aparatos de las conocidas marcas AMI, Wurlitzer, Rock-Ola y Seeburg, que tienen distribuidores exclusivos en Lima, llegando en regular escala máquinas al resto del territorio nacional.

Refiriéndome a máquinas expendedoras hay unas pocas que expenden bebidas.

En Pools no ha habido importación alguna digna de figuración, si nó más bién se desarrolló una copia de los modelos americanos que fue go de estar de moda han ido desapareciendo lentamente.

En Lima ha tenido éxito por varios años un aparato llamado aquí "Fulbito" cuyos modelos originales han sido suisos; consiste en el juego de Foot Ball Inglés con muñecos y en una mesa especial, este juego actualmente está en decadencia.

En Kiddie Rides hay unidades en funcionamiento en parques y mercados con buena aceptación, son operadas con monedas de a 1 sol (0.05 más o menos de dollar).

Hay algunos aparatos de tipo arcade y ningún Bingo así como tragamíqueles por que se supone que en el Perú estos juegos están sujetos a prohibición de las autoridades.

Si bien han funcionado algunos Shuffles y Bowlers, ellos no han prosperado por lo que actualmente casi no operan comercialmente en la ciudad.

A más de los fonografos, es el Pin Ball la diversión que tiene buen éxito y por medio de la renovación de modelos estoy seguro que tiene un porvenir asegurado. El movimiento con respecto a estos aparatos de diversión está en aumento.

Los Pin Balls comensaron a hacerse conocer desde hace unos 8 años, distribuyéndose en la Ciudad de Lima en cafés, bares y restarurantes y últimamente en algunos locales sólo para esta actividad llamados "salones o lugares de recreo".

Se acostumbra importar, por el menor precio, máquinas usadas y en menor escala nuevas. Hay operadores con cantidades de aparatos que varían desde los mayores con 200 o más a otros con 80, 40, y hasta 2 aparatos. Calculo que se acerca al millar el número de pin balls que existen en el Perú.

La aparición de locales especializados tuvo lugar hace 4 años, con un salón en los Antiguos Barrios Altos de Lima. Salón que hasta hoy es popular y se mantiene en buena actividad, con unas 15 máquinas entre pin balls, pools y "fulbitos" y donde

se han formado numerosos círculos de amigos alrededor del pin ball "Jubilee" que funciona desde hace más de dos años. Desde allí comensaron a aparecer y desaparecer muchas salas de entretenimientos hasta hoy que hay unos 10 o 15 por diferentes sitios, habiendo llegado unos a operar hasta con 30 y más máquinas, como muestra de ellos podemos nombrar el salón Reno en el Jirón Monsón en el centro de la ciudad que está muy bien acondicionado y tiene el mejor de los éxitos.

La operación de máquinas accionadas a moneda está circunscrita sobre todo a Lima en el Perú, siendo menor la actividad en el resto del País.

No existen trabas para la importación de fonógrafos y pin balls por el momento, a no ser los costos de los aranceles aduaneros que con una última ley se han duplicado en tal forma que un aparato llega a costar más del doble del precio F.O.B. en fábrica.

Para poder operar una máquina (sea pin ball o fonógrafo) se requiere inscribirla en un registro especial de policía. Por la inscripción que está sujeta a ser aprobada o no según la conveniencia del lugar, por razones de moral o según el vecindario (sercanía a un colegio, e.t.c.), se paga una cantidad ascendente al doble de la mensualidad a que estará sujeta durante el tiempo de su operación. Esa cantidad asciende a 60 o 100 soles mensuales según baya a trabajar hasta las 11 de la noche o pasada esa hora. El funcionamiento del pin ball está sujeto a disposiciodinero. A más del pago mensual policial se pago otro a la municipalidad ascendente a 50 soles mensuales.

El porcentaje que el dueño de la máquina generalmente paga al dueño del local generalmente es de 40 % y hasta 50 % en pin balls, siendo menor el de fonógrafos.

Para el funcionamiento de pinballs y fonógrafos los monederos tienen que ser acondicionados para monedas de a 50 centavos de sol que vienen hacer como 2 centavos americanos.

Pienso que tenemos magníficas perspectivas para expandir las actividades de nuestra industria en el Perú, y hago votos para que los problemas que actualmente encontramos como son: 1. Altos costos de las máquinas, por los aranceles aduaneros nuestros. 2. Demora y escasés de modelos de éxito en Estados Unidos (Ejemplo: el Pin Ball "Jubilee, Fair Lady, etc.). 3. Cierta adversión de algunos sectores en contra de los juegos; sean resueltos a fuerza de nuestro constante esfuerzo bien encaminado.

QUIER UD. SABER...

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The Cash Box

SECTION INTERNATIONALE FRANCAISE

Volume XIX—Number 42

Page 1

July 5, 1953

The Cash Box ABONNEMENTS INTERNATIONAUX

Les prix indiqués s'entendent pour un abonnement d'une année complète, comprenant 52 publications hebdomadaires, envoyées par courrier de première classe. Ces prix sont à majorer de 50% pour les envois par avion. (Abonnement d'un an 30 Dollars E.U., Par Avion 45 Dollars E.U.) Tous les chèques doivent être à l'ordre de: THE CASH BOX.

The Cash Box ABONNEMENTS INTERNATIONAUX

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The Cash Box

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LES "SECTIONS INTERNATIONALES" DE "THE CASH BOX"

**Voice Une Edition Historique. Elle Ouvre
Une Epoque Nouvelle, Plus Importante,
Plus Progressive Pour Les Groupements
d'Expression Francais, Italienne, Allemande,
Espagnole et Anglaise, Appartenant à
Cette Industrie.**

Avec ce numéro, qui commémore son 16ième anniversaire, et qui combine l' "Edition Internationale Trimestrielle d'Exportations", *The Cash Box* présente quatre "Sections Internationales" séparées et individuelles. Comme on peut le supposer, elles sont l'avantgarde d'autres publications encore plus importantes. De même que notre publication a été la première à s'adresser en espagnol, en français, en italien et en allemand aux lecteurs de ces pays respectifs. *The Cash Box*, encore une fois, se prépare à introduire une nouvelle voie pour l'amélioration et le progrès futur de tous les membres de cette industrie dans le monde.

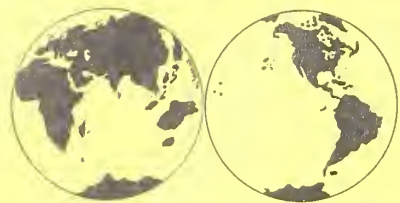
Ceux à qui le dynamisme constructif de *The Cash Box* a créé le "Club de 20 Ans", devenu si fameux, qu'elle a patronné le "Conseil d'Export-Import International des Machines à Jetous", qu'elle a institué et qu'elle continue l'établissement des "Listes de Prix de *The Cash Box*", qui sont reconnues et acceptées officiellement dans le monde entier, comme l'indicateur de la valeur marchande de toutes les machines, qu'elle a propagé et réalisé le "Jeu de 10 Sous", "Le Programme d'Amortissement en Quatre Ans", "Les Enregis-

trements de 2 Minutes", et tant d'autres programmes et idées éminemment progressifs. *The Cash Box*, avance à nouveau avec l'industrie croissante, vers des réalisations toujours plus grandes. Les quatre "Sections Internationales" de *The Cash Box*, imprimées individuellement et entièrement en Français, en Espagnol, en Italien ou en Allemand (de même que l'édition principale imprimée en Anglais), apportent aux peuples de ce monde les programmes, les plans et les idées d'affaires, les plus distingués et les plus constructifs pour l'augmentation de leur bien-être futur.

Ceci est une édition historique. C'est le commencement d'une ère nouvelle et agrandie pour tous ceux qui sont intéressés à cette industrie dans le monde. Elle ouvre la voie à des relations internationales plus rapprochées, une meilleure entente et, particulièrement, un avenir meilleur pour toutes les parties en cause.

Ce premier numéro historique est le progrès personnifié. C'est le genre de réalisation qu'on attend de *The Cash Box*, la seule publication qui, depuis sa fondation, a conduit l'industrie à la renommée et à la réussite.

The Cash Box



“EDITION INTERNATIONALE TRIMESTRIELLE D'EXPORTATIONS”

ANALYSE DU PREMIER TRIMESTRE (JAN., FEV., MARS, 1958)

Les Exportation Des Etats-Unis Legerement En Diminution Pour Le Premier Trimestre De 1958. Augmentation Dans l'Exportation Des Machines De Jeux

Les exportations des machines à jetons des Etats-Unis aux pays étrangers ont diminué légèrement durant le premier trimestre de 1958. Le total de 22,274 machines d'une valeur de \$5,144,565 pour les mois de Janvier, Février et Mars, 1958, compare avec 24,644 machines, d'une valeur de \$6,399,256 pour le dernier trimestre de 1957. Toutefois, en comparant les exportations du premier trimestre de 1958 avec le premier trimestre de 1957, la différence est très petite. Dans les trois premiers mois de 1957, on a expédié 22,648 machines, d'une valeur de \$6,063,245. Une analyse plus poussée de ces chiffres d'exportation montre que pendant que les phonographes et les machines à distribution automatique ont diminué, l'exportation de machines de jeux a atteint, en valeur dollars, un sommet pour cette période de trois mois. Les raisons qu'on donne pour la diminution des ventes en phonographes sont (1) en plus de la fabrication de ces machines par des firmes européennes, tous les fabricants des Etats-Unis ont mis sur pied des organisations de manufacture ou d'assemblage en Europe; (2) les marchés est complètement saturé, et le marché de la revente est maintenant en premier lieu un marché de remplacement.

En analysant les différents types de matériel, les machines à musique, les machines de jeux et les machines à distribution automatique, exportés durant le premier trimestre de 1958, nous constatons ce qui suit:

1) Phonographes: On a exporté moins de machines à musique durant cette période, pour une valeur dollars moindre qu'au trimestre précédent. On a expédié 3,254 machines, d'une valeur de \$2,433,387. Ceci est à comparer avec 5,833 phonographes d'une valeur de \$3,713,301 pour le quatrième trimestre de 1957; et 6,285 machines, d'une valeur de \$3,845,492 pendant le premier trimestre de 1957. L'Allemagne Occidentale a repris la première place à la Belgique, qui devenait

seconde, pendant que la Suisse se maintenait en troisième place. En Amérique du Sud le Vénézuéla mène en achats dépassant largement tous les autres pays. Dans le groupe de l'Amérique du Nord et Centrale, le Cuba est en tête pour les achats, avec le Canada en seconde place.

2) Machines de Jeux: Quoique d'autres machines accusaient une diminution pour cette période, les machines de jeux ont atteint un nouveau sommet en valeur dollars, malgré que le nombre de machines fut inférieur à celui du quatrième trimestre de 1957. Les importateurs ont dépensé \$2,240,114 pour 10,432 machines. Comparé aux livraisons effectuées dans le premier quart de 1957, cette période était plus importante que les 10,040 machines d'une valeur de \$1,633,031 de 1957. Comme d'habitude, l'Europe a été le plus gros client, avec l'Italie en tête des dollars dépensés et seconde pour la quantité de machines. La Belgique acheta le plus grand nombre de machines, mais se plaça seconde en dollars dépensés. La Suisse était troisième en dollars et quatrième en machines. L'Allemagne Occidentale se plaçait troisième en nombre de machines et quatrième en dollars dépensés. Dans les secteurs de l'Amérique du Nord et Centrale, Cuba est en tête avec le Canada en second.

3) Machines à distribution automatique: Dans ce secteur, les exportations pour une période de trois mois semblent toujours rester à peu près égales. Dans le premier quart de 1958, il y a vaait plus de machines exportées qu'au quatrième trimestre de 1957, mais la valeur dollars était moindre. La même constatation peut se faire lorsqu'on compare les chiffres avec le premier trimestre de 1957. Le Canada était le plus gros acheteur. En Europe, la Belgique a absorbé plus de machines que les autres pays, mais a dépensé moins d'argent que la Suède, qui se plaçait troisième en quantité de machines achetées.

Activités des fabricants durant le dernier trimestre (Avril, Mai, Juin)

American Shuffleboard Company, Union, N.J. qui s'était spécialisée durant plusieurs années en jeux de galets de grande longueur, vient d'introduire son premier jeu de nouveauté "Bumpo", du type jeu de galets à cagnotte, fonctionnant au moyens de jetons.

AMI, Inc., Grand Rapids, Michigan, a continué sa série de phonographes du nouveau modèle "I", mis sur le marché au début de cette année, offrant 200 sélections dans un sélecteur électrique et un sélecteur manuel; 120 sélections; et 100 sélections.

Auto-Bell Manufacturing Company, Chicago, Illinois, a sorti un nouveau jeu vertical électronique "Circus" avec un nouveau cabinet profilé.

Auto-Photo Company, Los Angeles, California, utilise tous les moyens de production à sa disposition pour satisfaire la demande pour sa machine photographique automatique, modèle "14", que la compagnie assure être la meilleure qu'elle ait produite à ce jour.

Bally Manufacturing Company, Chicago, Illinois, durant cette période, a produit la série la plus variée de son existence en machines d'amusement, comprenant "Skill Roll", un jeu vertical dans lequel le joueur roule un jeton le long d'une piste; "Trophy Bowler", un jeu de boules de grande dimension; "Big Inning", un jeu de baseball; "Space Gunner", un jeu nouveauté de tir à la cible; et "Cypress Gardens", un jeu à piste. En supplémente, la firme a continué la production de sa collection enfantine, parmi laquelle il y a "The Champion"; "Toonerville Trolley"; "Bally Mike" et "Mode T".

Chicago Coin Machine (une division de Chicago Dynamic Industries, Inc.), Chicago, Illinois, a continué la production de son grand succès "Rocket Shuffle", un jeu de galets au moyen de boules captives flottant dans l'air vers des poches de marquage; et vient de présenter "Batter Up", un jeu de baseball avec un nouveau principe de jeu.

J. F. Frantz Manufacturing Company, Chicago, Illinois, plus occupée que jamais à livrer ses commandes de printemps pour ses "A.B.T. Guesser Scale"; "A.B.T. Challenger"; "A.B.T. Rifle Sports Gallery"; "Kicker & Catcher"; "Pace Aristo Scale"; "Vibrator Scale"; et "Vibrator Attachment" (convertit la balance en une balance à vibreur de 5¢-1¢).

Games, Inc., Chicago, Illinois, continue la production de son "Double Shot", un jeu vertical électronique.

Genco (Division de Chicago Dynamic Industries, Inc.) a transféré son matériel à l'usine de Chicago Coin Machine, Chicago, Illinois, où elle continue à fournir "Space Age", une machine d'amusement nouveauté.

D. Gottlieb & Company, Chicago, Illinois, a présenté trois jeux de boules "pinball" durant cette période:

"Brite-Star", à 2 joueurs et 5 boules; "Rocket Ship", 5 boules; et "Picnic", à 2 joueurs, 5 boules.

Jennings Corporation, Chicago, Illinois, continue sa machine 1958 "Buckeroo".

Irving Kaye Company, Brooklyn, N.Y., continue la production régulière de sa série de jeux de table à cagnotte, "El Dorado" et "Deluxe Competitor"; et elle a introduit "Hockey Game", une machine de jeu nouveauté; et "Melody Tower" un accessoire de machine à musique.

J. H. Keeney & Company, Inc., Chicago, Illinois, a présenté "League Leader", un jeu de baseball et continue sa production de "DeLuxe Big Tent", un jeu vertical électrique.

Marvel Manufacturing Company, Chicago, Illinois, fabrique toujours "Lucky Horoscope", qui reste très populaire.

Mills Bell-O-Matic Corporation, Chicago, Illinois, continue sa collection de jeux 1958 à son usine à Reno, Nevada.

Mike Munves Corporation, New York, N.Y., a présenté un jeu nouveauté "Bike Race".

Rock-Ola Manufacturing Corporation, Chicago, Illinois, a présenté une nouvelle collection de phonographes automatiques, comprenant les modèles "1465" 200 sélections; "1458" 120 sélections; "1462" 50 sélections; "1464" 120 sélections pour phonographes du type mural; et "1555" Boîtes Murales à double application pour 120 ou pour 200 sélections.

The Seeburg Corporation, Chicago, Illinois, continue la production de ses succès dans sa nouvelle série 1958 de phonographes, présentée au début de cette année, et qui comprend le modèle "201", 200 sélections; le modèle "161", 160 sélections; et le modèle "101", 100 sélections.

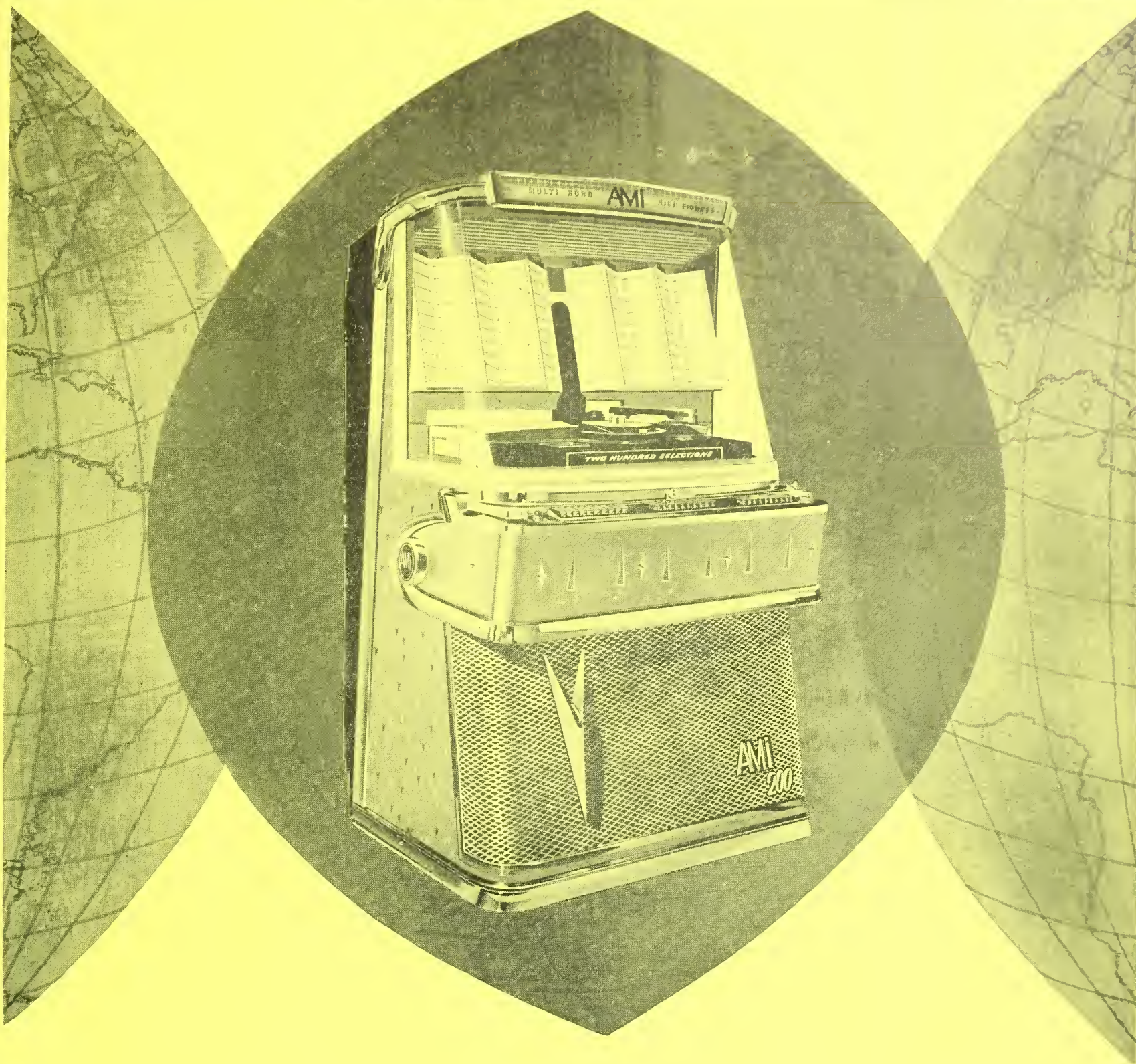
United Manufacturing Company, Chicago, Illinois, continue à sortir des nouveaux produits de son importante usine, "Midget Alley", un jeu de boules miniature à 2 joueurs; "Shooting Star" une piste à galets à palet; "Eagle" jeu de galets à palet; et continue également la production de son jeu de boules "Bonus".

United Music Corporation, Chicago, Illinois, présente un nouveau phonographe "UPB 100", une machine à 100 sélections, avec cabinet dessiné par Raymond Loewy.

Watling Manufacturing Company, Chicago, Illinois continue à approvisionner le commerce avec son appareil bien connu "Penny Fortune Scale".

Williams Manufacturing Company, Chicago, Illinois, vient de sortir un nouveau jeu de baseball "Short-Stop" et "Satellite" à cinq boules.

The Wurlitzer Company, North Tonawanda, N.Y., continue à produire sa série de phonographes 1958, présentée plus tôt cette année, notamment le modèle "2200" à console, une machine à 00 sélections; le modèle "2204" à console, une machine à 104 sélections; et le modèle "2250" une machine à 00 sélections, de prix moyen.



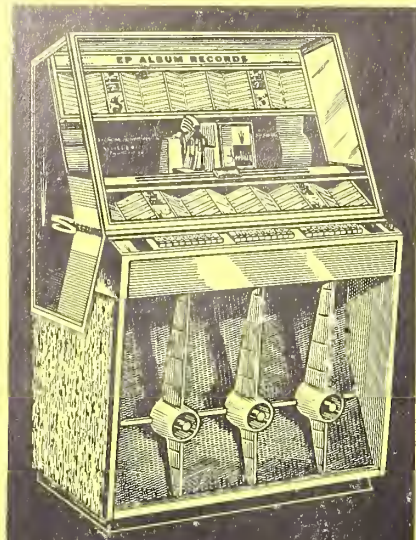
La musique apparente le monde entier

... et l'AMI parle sa langue universelle. Admirablement stylé—façonné pour la plus fine reproduction du son—de construction forte qui en facilite l'entretien et fonctionnement irréprochable.

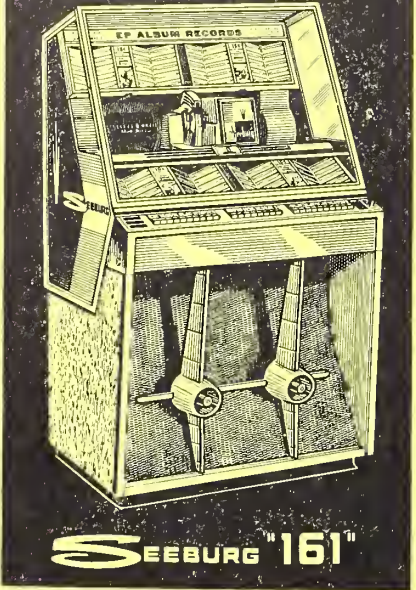
Il n'est pas étonnant que tant de personnes jouissent de son exécution si parfaite. Il n'est pas étonnant que AMI soit accepté comme le standard de l'excellence . . . dans le monde entier.

AMi Incorporated

1500 Union Avenue, S. E., Grand Rapids 2, Michigan, U. S. A. Licensees: AMI de Mexico, Calzada de Tlatilco #239, Mexico, D. F. MEXICO. Federal Mfg. Co. Ltd., 6 Princess Street, P. O. 117, Kingston, JAMAICA, B. W. I. IMA-AMI Jensen Music Automates, Oscar Siesbye A/S 5 Palaisgade, Copenhagen K, DENMARK. BAL-AMI Automatic Musical Instruments (Great Britain) Ltd., 290-296 High Road, Ilford, Essex, ENGLAND. Societe Balfour, S. A. R. L. 40 Rue St. Amani, LeTouquet, Pas de Calais, FRANCE.



SEEBURG "201"



SEEBURG "161"

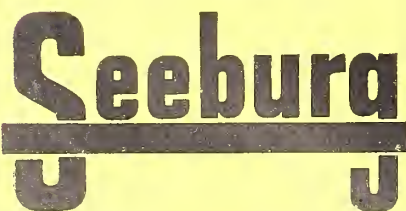
SEULS

SEEBURG

LES SYSTEMES MUSICAUX

ONT TOUS CES AVANTAGES

- Programmes Doubles pour assurer "la musique pour tous"
- Prix Doubles pour un bénéfice maximum
- La mécanique Select-O-Matic (sélection automatique)
- Appareil Tormat Memory—garanti 5 ans
- Wall-O-Matics Seeburg—les meilleurs en commande à distance (Coffrets Muraux)



Distributeurs—Exportateurs Exclusifs:

AMERICAN STEEL EXPORT CO., INC.
347 Madison Avenue
New York 17, N. Y.

EXPORTATION DE MATERIEL USAGE OFFRE ET DEMANDE

CHICAGO—Le tableau ci-point est reproduit pour le deuxième trimestre de 1958, afin de donner une idée de l'augmentation des affaires d'exportation pendant ce second trimestre, comparée au premier trimestre de 1958.

La demande pour du matériel usagé de toutes sortes a baissé au premier trimestre, en venant d'environ 114% au quatrième trimestre de 1957, jusqu'à environ 108%.

Quique cette demande dépasse toujours largement l'approvisionnement en machines usagées de modèle récent aux Etats-Unis, la baisse durant le premier trimestre est attribuée généralement au mauvais temps dans le monde.

Par contre, le deuxième trimestre montre le commencement d'une augmentation certaine de la demande pour tous genres de machines usagées de modèle récent. L'index est monté à 111%. Cela signifie que tous les exportateurs américains réunis ont reçu à peu près 111 commandes pour chaque quantité de 100 machines de modèle récent qui seraient disponibles aux Etats-Unis.

Cette demande pourrait continuer sa marche ascendante et s'approcher peut-être du maximum atteint au deuxième trimestre de 1957, lorsque l'index indiquait 122% de l'approvisionnement possible.

Il est intéressant de noter que de-

puis 1950, où la demande représentait 30% de l'approvisionnement et qui fut l'année où The Cash Box commença la publication de son "Edition Internationale Trimestrielle d'Exportation", jusqu'en 1958, il y a eu une augmentation générale de 87% dans la demande pour tous les types de machines usagées, comparée à l'approvisionnement possible de ces machines aux Etats-Unis.

La baisse continue dans la demande, depuis le deuxième trimestre de 1957, est attribuée au fait qu'on expédie plus de machines neuves à l'étranger que des machines usagées.

Il y a aussi de fait que le manque de machines usagées de modèle récent, et les prix plus élevés qu'on demande nécessairement pour celles-ci, ont eu un effet salutaire sur le marché des machines neuves. L'importateur, en général, là où c'était possible, a commandé des machines neuves, en particulier si les machines usagées de modèle récent n'étaient plus disponibles en quantités.

La reprise dans la demande pour les machines usagées de modèle récent pendant le second trimestre, annonçant une bonne saison de printemps au marché international, en plus du plus grand volume de ventes de machines neuves, pourrait montrer dans quelques mois, que l'année 1958 sera une année d'exportation aussi bonne pour les Etats-Unis que l'année 1957.

LA BELGIQUE EN TETE DES IMPORTATIONS

Ella enleve la première place au Canada, pour la deuxième année consécutive.

CHICAGO—Pour la deuxième année consécutive, la Belgique est en tête de tous les autres pays importants des machines de jeux, de phonographes et des machines à distribution automatique des Etats-Unis.

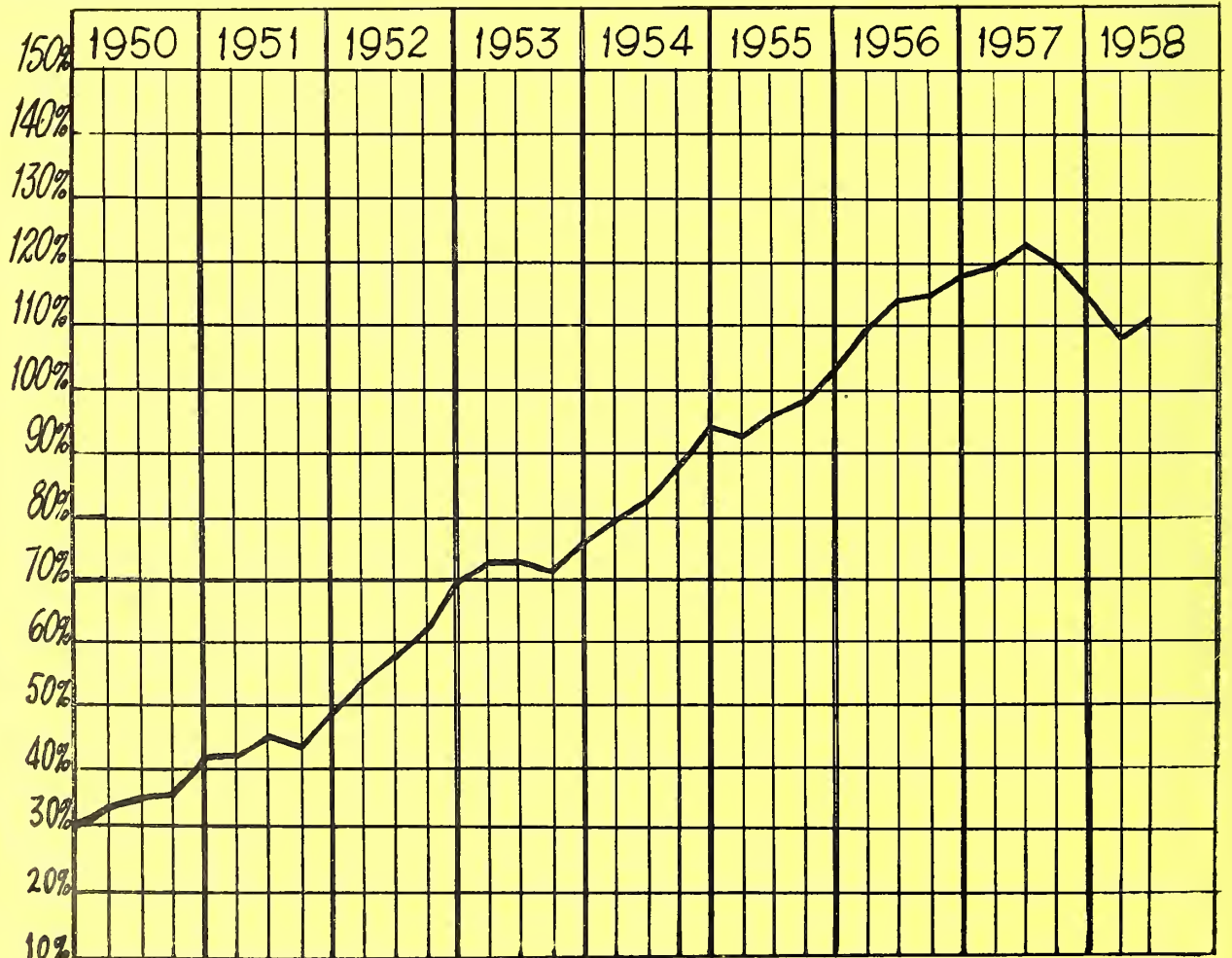
On s'était accoutumé à regarder cette première place comme traditionnellement réservée au Canada. Ce pays avait été en effet, depuis plusieurs années, le plus important importateur des machines de jeux, de phonographes et des machines à distribution automatique de Etats-Unis, en valeur dollars.

On avait cru pendant un certain temps que l'Allemagne Occidentale aurait dépassé aussi bien le Canada que la Belgique. Toutefois, à la suite d'une demande sans cesse croissante, la Belgique a poussé vers l'avant et elle a tenu cette position durant toute l'année 1957.

On estime d'autre part que la Belgique continue à se placer en tête durant les deux premiers trimestres de 1958.

En valeur dollar E.U., les importations combinées de machines de jeux, de phonographes et de machines automatiques, se présentent comme suit pour les dix principaux pays importateurs:

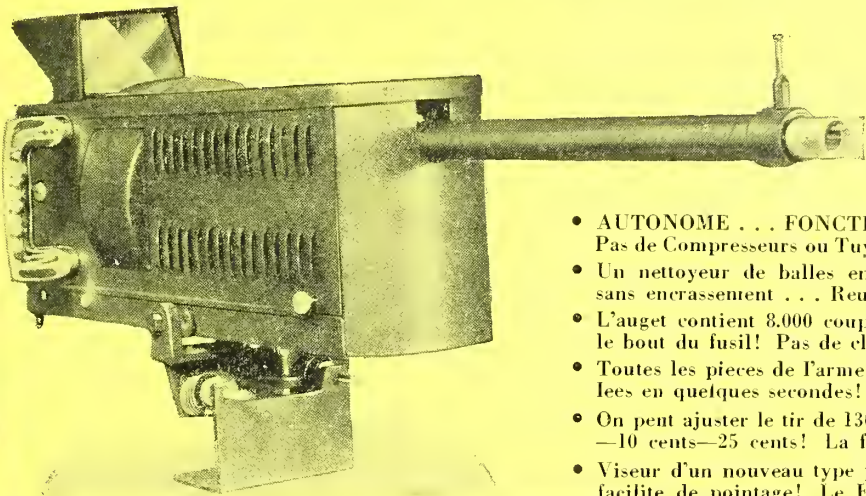
Belgique	\$4,861,537.00
Canada	3,671,406.00
Allemagne	3,274,466.00
Vénézuéla	2,569,826.00
Italie	2,436,674.00
Suisse	1,773,236.00
Pays-Bas	1,257,436.00
Cuba	1,162,692.00
Autriche	1,007,021.00
Mexique	911,309.00



Une Nouvelle Attraction qui fait Merveille!

BATTANT TOUS LES RECORDS DE RECETTES AUX PARCS D'ATTRACTIONS! AUX FOIRES!
AUX CARNAVALS! AUX JEUX DE QUILLES! AUX PARCS D'ENFANTS!

Commando MITRAILLEUSE



- AUTONOME . . . FONCTIONNE ELECTRIQUEMENT . . . Pas de Compresseurs ou Tuyaux a Air extérieurs incommodes!
- Un nettoyeur de balles en acier assure un fonctionnement sans encrassement . . . Reutilisable des milliers de fois!
- L'auger contient 8,000 coups de balles d'acier! A verser par le bout du fusil! Pas de chargement a cartouches!
- Toutes les pièces de l'arme peuvent être atteintes ou manipulées en quelques secondes!
- On peut ajuster le tir de 130 a 525 coups par jetons de 5 cents—10 cents—25 cents! La fente a jetons fait partie du fusil!
- Viséur d'un nouveau type pour une plus grande précision et facilité de pointage! Le Fusil le plus sur jamais fabriqué!

Chaque Mitrailleur "Commando" est fournie avec un Montage de Cible Attrayant et Colore. Toutes les cibles sont fabriquées en véritable neolite qui demande un minimum d'entretien.

Commando Machine Gun

1725 W. DIVERSEY BLVD., CHICAGO 14, ILLINOIS

Division of
**Chicago Dynamic
Industries, Inc.**

L'ESSAYAGE PRELIMINAIRE DE NOUVEAUX PRODUITS OUVRE UNE ERA PLUS LUCRATIVE

CHICAGO—Les principaux manufacturiers ouvrent une ère plus lucrative pour leurs importateurs à travers le monde, en les mettant en mesure d'essayer leurs machines de jeux, longtemps avant de commencer leur production régulière.

Cette pratique est courante en Amérique. Les distributeurs américains des principaux fabricants reçoivent de ceux-ci des modèles de nouveaux jeux, faits à la main, avec l'invitation de les essayer en différents endroits.

Les résultats de ces essais sont communiqués aux ingénieurs de l'usine, qui se chargent d'effectuer les corrections et rectifications nécessaires. Lorsque ces machines de jeux sont finalement mises en production, les distributeurs savent exactement combien ils pourront en prendre.

A présent, de distributeurs européens bien connus vont recevoir de leurs manufacturiers américains des modèles de machines faits à la main, bien avant leur mise en production.

Ces distributeurs européens vont signaler aux fabricants américains quelles sont les modifications ou rectifications à apporter aux machines, de façon à les faire aussi rentables que possible, lorsqu'elles seront achetées

par leurs clients. Cela aura comme effet qu'on fournira des machines meilleures. Cela est important. Le distributeur européen a ainsi une participation directe dans la construction des nouvelles machines qu'on lui demande de vendre à ses clients.

D'autre part, ces essayages préliminaires des nouveaux produits signifient que les distributeurs européens sont assurés de recevoir le type de machines qu'ils désirent réellement obtenir.

C'est à dire qu'ils auront les machines dont ils ont besoin pour augmenter leur chiffre d'affaires.

Cela prouve être à l'avantage de tous. Les distributeurs européens se rendent compte qu'ils font partie de l'organisation du fabricant, de façon définitive et intégrale. Le fabricant lui, est heureux de ce commerce intelligent, parce qu'il fait de meilleures affaires.

Bref, l'idée de faire essayer les machines longtemps en avance sur la production régulière, par les distributeurs européens, comme le font les principaux distributeurs américains, a donné naissance à des relations meilleures, de même qu'à un commerce plus rémunérateur entre le fabricant et les importateurs de ses produits dans le monde.

UN MEILLEUR COMMERCE INTERNATIONAL EST EN VUE


Partout dans l'industrie, aussi bien aux Etats-Unis qu'à l'étranger, on s'attend avec un optimisme grandissant à une amélioration des affaires. Suivant les milieux les mieux informés en ce qui concerne les possibilités d'affaires futures pour l'industrie dans le monde, cela est dû au fait que les principaux fabricants de machines de jeux, de phonographes et de machines à distribution automatique, se sont rendus compte de l'importance de maintenir leur production au maximum pour servir le commerce international.

Aujourd'hui des modèles de machines, faits à la main, ne sont pas seulement construits et essayés aux Etats-Unis longtemps avant la mise en fabrication régulière, mais ces modèles sont également envoyés, pour être essayés avant la mise en fabrication régulière, aux distributeurs de ces fabricants dans le monde. Au fur et à mesure que les résultats de ces essayages sont communiqués aux manufacturiers, des corrections et rectifications sont apportées aux machines par les ingénieurs de l'usine, afin de répondre aux exigences des marchés internationaux, conformément aux indications reçues sur la base de ces essayages préliminaires. Même les noms de ces machines sont choisis avec soin, afin que les populations de tous les pays puissent comprendre leur signification.

Le fait d'avoir reconnu ainsi l'importance des affaires internationales a été d'une grande valeur pour les fabricants américains, de même que pour les importateurs dans le monde. Cela indique de façon certaine que, à la suite de cette considération, les

acheteurs du monde entier peuvent s'attendre à de bonnes affaires. Les principaux importateurs du monde participent en fait à la construction des nouvelles machines. Ils ont maintenant l'avantage de pouvoir essayer les nouvelles machines, longtemps avant leur mise en fabrication régulière. Ces importateurs, en faisant connaître leurs recommandations après les essais, donnent en réalité leur avis aux fabricants américains sur ce dont ils ont besoin, pour réaliser un volume de ventes rémunérateur dans leurs pays respectifs.

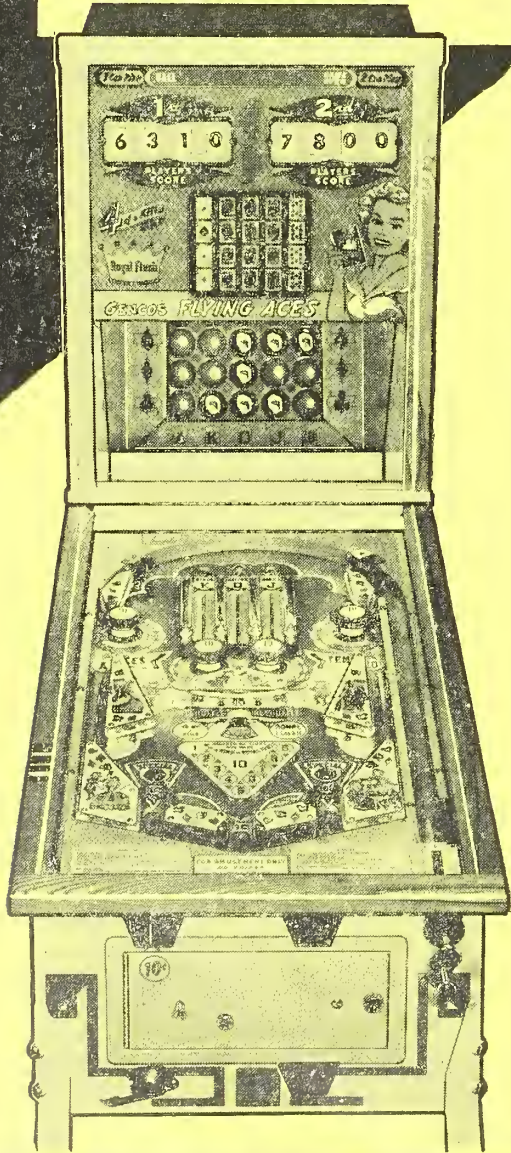
Cela signifie un meilleur chiffre d'affaires pour toutes les parties en cause. Nombreux sont ceux attribués la reconnaissance de l'importance des marchés internationaux aux efforts de The Cash Box. Durant de longues années, cette publication a insisté auprès des manufacturiers américains pour qu'ils s'efforcent à s'intéresser et à donner satisfaction aux demandes des importateurs dans le monde. Cela a finalement donné lieu à la création du "Conseil Export-Import International de la Machine à Jetons" de The Cash Box, qui a maintenant des centaines de membres dans 45 pays. Ces membres signalent que, du fait que les fabricants américains ont reconnu l'importance des marchés mondiaux, il est certain que les affaires futures seront encore meilleures.



**C'EST ENCORE
GENCO
QUI A LES MEILLEURS
JEUX DE BOULES
PINBALL!**

Oui! Nous revoici et plus grands que jamais!

Genco . . . Depuis des années en tête dans la fabrication des Jeux de Pinball, produit de nouveau ce qu'il y a de meilleur dans l'industrie. De plus, vous pouvez de nouveau vous adresser à Genco pour concevoir et développer pour vous une collection complète de jeux de Pinball sans pareille pour attirer les joueurs et les recettes.



C'est tout a fait autre chose!

LES AS VOLANTS DE GENCO

A 2 JOUEURS

- Ce jeu combine ce qu'il y a de mieux dans l'action des jeux du type "Balle Sautante" à crémaillères en 3 dimensions avec l'action des Jeux de Pinball!
- Le joueur reçoit un bonus en marques supplémentaires s'il en complète 4 du même genre et un bonus extra special pour une séquence royale!
- Le meuble est d'un style complètement nouveau et il y a plusieurs autres nouveaux avantages!
- Disponible en modèle à répétition ou en nouveauté!

L'INTERET POUR LE COMMERCE D'EXPORTA- TION AUGMENTE

CHICAGO—Ce n'est que depuis l'année 1950 que l'intérêt pour les affaires d'exportation a commencé à croître dans une mesure appréciable aux Etats-Unis.

Immédiatement après la Guerre Mondiale II, les usines américaines s'évertuaient à approvisionner le marché domestique.

Jusqu'en 1950, la demande domestique continuait dans une mesure telle que les fabricants et les distributeurs montraient peu ou pas d'intérêt pour l'exportation.

The Cash Box a stimulé l'intérêt pour les affaires d'exportation au moyen de ses "Editions Internationales Trimestrielles d'Exportation".

Il est admis aujourd'hui que ces éditions ont commencé à affecter le marché américain de la machine à jetons vers 1950.

Les "Editions Internationales Trimestrielles d'Exportation" de The Cash Box ont, pendant ces huit dernières années, gagné l'attention et l'admiration des manufacturiers et des distributeurs.

Au fur et à mesure que la publication étendait sa circulation à travers le monde, les fabricants et distributeurs commencèrent à recevoir des demandes pour différents types de machines.

Au début des années '50, ces demandes s'adressèrent principalement aux distributeurs, pour des machines reconditionnées. Mais comme la demande allait en augmentant et que le marché des machines usagées se vidait de plus en plus de modèles récents, les fabricants augmentaient leur volume d'affaires, exactement comme l'avait prédit ce journal. L'année 1958 indique que l'intérêt pour l'exportation de machines de toutes sortes dans le monde entier et en provenance des Etats-Unis, augmente de semaine en semaine. Les s'efforcent à réaliser des affaires fabricants comme les distributeurs, dans le monde entier. Quelques manufacturiers ont accordé des licences à des firmes, pour distribuer ces produits sous licence aux pays environnants.

Les voyages ont augmenté aussi d'une manière surprenante. De plus les distributeurs et fabricants quittent les Etats-Unis pour se rendre en Amérique Latine, en Extrême-Orient, en Europe, et ailleurs, pour y rencontrer les clients avec lesquels ils ont fait des affaires et pour faire connaissance avec des nouvelles

firmer, qu'ils se sont proposés de voir ou cours de leur voyage.

Cet intérêt sans cesse croissant pour les exportations à travers le monde, résultera sans aucun doute, dans une meilleure entente internationale entre les fabricants et les distributeurs américains et les importateurs étrangers.

Cela signifie aussi que ces relations plus suivies donneront nécessaires parties intéressées. Il n'y a pas de sairement de meilleurs profits aux doute, qu'au fur et à mesure que cette bonne entente se réalise, l'industrie prendra un essor plus rapide. Toute cela figure parmi les raisons qui ont amené la création du "Conseil Export-Import International de la Machine à Jetons" par The Cash Box.

L'importance de ce "Conseil" a déjà été reconnue dans plusieurs centres mondiaux, où d'ailleurs des importateurs se sont réunis pour mettre sur pied des organisations semblables, à l'avantage mutuel de toutes les parties intéressées.

Les programmes et les plans de ces organisations furent mis au point par The Cash Box, qui en a démontré le succès aux Etats-Unis.

Les hommes faisant partie de ces nouvelles organisations doivent travailler ensemble. Ils doivent collaborer entre eux, pour mener à bien leurs espoirs et leurs plans. Ce n'est qu'en établissant une telle collaboration, qu'ils pourront assurer leur futur progrès. Dans tous les pays du monde, "Les Listes de Prix de The Cash Box" sont officiellement acceptées. On reconnaît leur authenticité et on y trouve les informations complètes sur l'industrie. Ces listes permettent aux importateurs du monde entier d'y trouver la véritable valeur marchande des machines.

A cause de cela, "Les Listes de Prix de The Cash Box" sont considérées comme ayant contribué de façon remarquable, à une meilleure compréhension et à de meilleures relations entre les hommes d'affaires dans le monde.

Les Etats-Unis continuent à s'intéresser de plus en plus au commerce d'exportation. Cela signifie que tous en tireront profit.

Aux Etats-Unis même, la concurrence se manifeste pour conquérir le marché d'exportation; cela signifie qu'on offrira à l'exportation les meilleurs machines à jetons américaines aux prix les plus raisonnables.

Le plus parfait phonographe du monde

par

UNITED

**Demandez tous les renseignements
dès maintenant!**

UNITED MUSIC CORPORATION

3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS, U. S. A.

CABLE ADDRESS: UMCORP

GENCO

MFG. & SALES CO.

1725 W. DIVERSEY BLVD.
CHICAGO 14, ILLINOIS

Division of Chicago Dynamic Industries, Inc.

LES EXPORTATIONS DES ETATS-UNIS

CHICAGO—Le tableau reproduit sur cette page, confirme la prédiction de The Cash Box que l'année 1957 serait une des meilleures années pour les exportations des Etats-Unis. Le Tableau a été répété, eu égard au fait qu'on vient de recevoir les chiffres d'exportation pour le premier trimestre de 1958 du Département du Commerce des E.U., et qu'on peut se former ainsi une idée des tendances de l'exportation pour cette année.

Le point saillant de ce tableau est l'augmentation remarquable des exportations dans tous les genres de machines à distribution automatique. Les exportations de machines à distribution automatique en 1956 s'élevaient à 15,362 machines. En 1957, elles montaient à 27,653 machines, soit une augmentation de 86.5% ou 12,291 machines automatiques exportées en plus en 1957, comparé à 1956. La tendance des machines à distribution automatique est à la hausse, avec la possibilité que le chiffre de 27,653 sera même dépassé. Les machines de jeux tiennent la seconde place dans la liste des augmentations. En 1957, on a exporté des Etats-Unis 14,404 de machines de jeux plus qu'en 1956. Cela représente une augmentation de 53.5%. Un faible premier trimestre en 1958 pourrait retenir cette augmentation pour cette année, mais, à base des indications actuelles, on peut s'attendre à ce que les machines de jeux atteignent à

nouveau le chiffre de 41,229 en de 1958, avec la possibilité que les quantités s'améliorent encore au troisième et au quatrième trimestre.

Malgré que les exportations des machines à musique maintiennent un niveau élevé, l'avance en 1957, comparé à 1956, n'était que de 3.7%, soit 945 phonographes expédiés en plus en 1957, par rapport à 1956. On pourrait considérer ce gain comme très petit, se on le compare aux exportations des machines de jeux et à distribution automatique, mais il faut tenir compte du fait que de nombreux phonographes sont maintenant construits sous licence à l'étranger, et plusieurs firmes européennes construisent des phonographes automatiques pour les exporter vers d'autres parties du monde. Par conséquent, une exportation de plus de 25,000 phonographes des Etats-Unis en 1957, surtout si l'on considère les prix plus élevés payés pour ces machines, constituent un excellent résultat. Notre publication s'intéresse, avec les exportateurs et les importateurs du monde entier, à la question de savoir ce que sera le résultat pour toute l'année 1958. Si les exportations des Etats-Unis maintiennent leur formidable rythme de 1957, cela prouverait décidément que les exportations sont aujourd'hui l'élément le plus important du succès des fabricants américains.

L'Europe prend gout aux:

QUILLES ET GALETS

Les jeux de quilles et de galets prennent une position plus forte sur le marché européen. L'Allemagne et l'Autriche sont en tête et on s'attend à ce que le reste de l'Europe suivra. Les utilisateurs anglais regardent vers l'Irlande pour produire des nouveaux jeux.

CHICAGO—L'acceptation des jeux de quilles et de galets en est maintenant à ce point, que bientôt des livraisons importantes de ces jeux feront route pour les marchés européens.

A présent on signale que la plupart de ces jeux de quilles et de galets sont envoyés en Allemagne et en Autriche.

Ces pays semblent avoir placé les jeux de quilles en vedette et la participation grandit en conséquence.

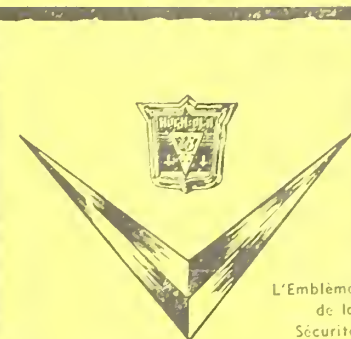
En vue de cela, on croit généralement que les jeux de quilles et de galets s'étendront dans toute l'Europe et que cette branche du commerce américain de jeux d'amusement s'avèrera être en Europe une attraction aussi grande que les jeux de boules "pinball". Les utilisateurs regardent vers l'Irlande pour produire les premiers jeux pour les employer dans les Iles Britanniques.

Il y a quelque temps notre publication annonçait que les utilisateurs anglais, qui avaient joué au jeu de galets dans différentes cantines et clubs de la Force Aérienne américaine en Angleterre, ont été très fortement impressionnés et qu'ils croyaient qu'il y aurait un très grand marché pour ces jeux, dès qu'ils pouvaient être introduits en Angleterre.

Maintenant que l'Irlande devient le centre de production pour les Iles Britanniques, il est bien possible que les jeux de galets et les jeux de quilles trouvent leur chemin vers l'Angleterre. Ceci pourra apporter un commerce nouveau et profitable en jeux d'amusement à Londres et dans d'autres villes britanniques.

Peu de gens croient que la France suivra cette grande vogue des jeux de quilles et de galets. Mais on est d'autre part confiant que la Belgique, la Hollande, la Suisse, le Danemark, la Suède et l'Italie, adopteront les jeux de quilles et de galets en temps opportun.

Eet dans les mêmes parmi les joueurs de ces pays, au même titre que les jeux de pinball.



L'Embleme de la Sécurité

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... et maintenant le sensationnel modèle mural 1464, à 120 sélections Hi-Fi, conçu pour rendre rentables les emplacements les plus inattendus.

Le MODELE 1465
avec 200 Sélections Hi-Fi

•

Le MODELE 1458
avec 120 Sélections Hi-Fi

•

Le MODELE 1462
avec 50 Sélections Hi-Fi


•

Le MODELE 1464
le seul phonographe mural avec 120 Sélections Hi-Fi

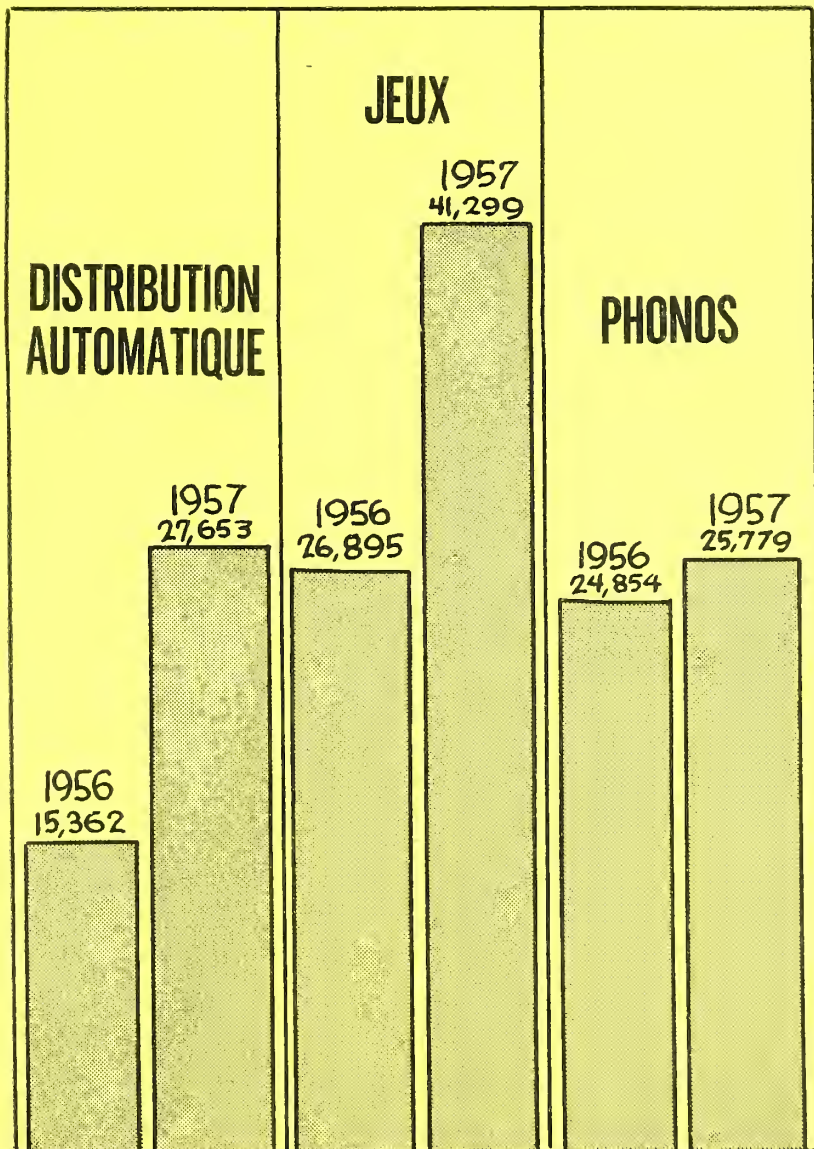
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le seul coffret mural à usage alternatif de 120 ou 200 Sélections.

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DES **Bally** JEUX

GRATUITS

Marquez d'un "X" c-dessous, les produits sur lesquels vous désirez de la littérature et des prix. Spécifiez également par leur nom les jeux sur lesquels vous désirez recevoir des renseignements techniques. Enlevez le coupon de la page, attachez-le a votre lettre, et envoyez le tout a l'adresse ci-dessous. Vous recevrez, gratuitement e sans engagement, les 3 Manuels d'Entretien (avec Diagrammes du Circuit Electrique) que vous aurez indiqués—tres précieux pour les utilisateurs de matériel usagé.

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Au cas ou un Manuel demandé serait épuisé, Bally se réserve le droit de le substituer par un Manuel similaire.

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Ceci est le Premier Anniversaire du:

CONSEIL INTERNATIONAL D'IMPORT-EXPORT DE MACHINES A JETONS, du "THE CASH BOX"

CHICAGO—Il y exactement un an, notre publication proposait à l'industrie de créer le "Conseil International d'Import-Export de Machines à jetons" The Cash Box. The Cash Box donnait comme raison, "Qu'on assurait ainsi une croissance plus importante, une collaboration plus étroite, une meilleure entente et de meilleures relations pour l'amélioration continue de la conduite future du commerce international des machines à jetons."

Depuis ce moment, il y a un an, le "Conseil International d'Export-Import de Machines à Jetons" The Cash Box, a réussi à s'assurer l'adhésion des principaux importateurs et exportateurs dans 43 pays du monde, non compris les Etats-Unis.

Ceci est sans aucun doute, le développement le plus important qu'une organisation ayant un caractère si international, ait pu atteindre en un temps si court. Il faut aussi se rappeler que la création d'une organisation de ce genre exige normalement plusieurs années d'efforts intensifs.

Le "Conseil International d'Export-Import de Machines à Jetons" The Cash Box a eu cette extension instantanée grâce à l'aide fournie par les visites des membres de son personnel aux différents pays étrangers.

Il est aussi à remarquer, que dans pratiquement tous ces 43 pays, des suggestions faites par The Cash Box ont été adoptées et mises en application afin d'améliorer les conditions d'affaires générales pour ses membres.

Les membres du "Conseil", comme on l'appelle maintenant, se trouvent dans les pays suivants. Plusieurs

régions en Afrique, Asie, Australie, Autriche, Belgique, Brésil, les Antilles Britanniques, au Canada, en Colombie, Costa Rica, Cuba, au Danemark, en Ecuador, Angleterre, Formose, France, Maroc, Allemagne, Grèce, Guam, Guatemala, Haïti, Hollande, Honduras, Hong Kong, Italie, Irlande, Japon, Liban, Fédération Malaise, Meeique, Guyane Hollandaise, Nicaragua, Okinawa, Panama, Philippines, Pérou, Portugal, Porto Rico, Suède, Suisse et Venezuela.

Cn a fait des efforts pour réunir les membres du "Conseil International d'Export-Import de Machines à Jetons" The Cash Box.

On a tout lieu de croire que cela pourra être réalisable à une période déterminée. Comme on peut se rendre compte, cela prend plusieurs mois de correspondance et d'arrangements pour assurer la réunion de personnes venant de 43 pays différents. Quelques membres ont proposé une rencontre en Europe. D'autres, d'Extrême-Orient, ont demandé que la réunion se tienne au Japon.

Le problème se pose de savoir où et quand exactement cette réunion pourrait se tenir pour répondre aux exigences de tous les membres.

Ce qui est naturellement le plus fascinant, c'est que tous ces exportateurs et importateurs sont anxieux de se rencontrer. Pour se voir. Pour discuter leurs problèmes. Pour établir des relations plus cordiales. Pour créer un groupement plus intimement lié des membres de l'industrie à travers le monde.

Les Distributeurs Exportateurs aux Etats-Unis déclarent:

"On Ne Peut Livrer Ce Qu'on N'A Pas"

CHICAGO—"On ne peut livrer ce qu'on n'a pas," voilà comment un distributeur-exportateur américain bien connu s'exprime eu égard aux nombreuses commandes qu'il a en main pour les machines usagées dernier modèle à expédier au moment. Comme plusieurs autres distributeurs américains qui se sont engagés à fond dans les affaires d'exportation et qui ont développé cette divisions de leur commerce durant ces dernières années, il se trouve maintenant dans la situation de celui à qui on offre des sommes alléchantes sans pouvoir les accepter. "Croyez-moi," disait-il, montrant des chèques qui lui avaient été remis attachés aux bons de commande pour des machines usagées dernier modèle, "comme pour tout autre à ma place, c'est très dur pour moi de devoir retourner ces chèques en avisant que je ne sais pas accepter les ordres.

"Mes vendeurs ont visité toute cette région afin de trouver des utilisateurs qui seraient disposés à vendre ou à échanger leurs machines dernier modèle.

"Personnellement, j'ai été presque constamment au téléphone à longue distance ces dernières semaines, afin

de trouver d'autres distributeurs qui auraient pu me vendre ces machines, même si je ne faisais que couvrir mes frais de remise en état et d'expédition.

"Toutefois," conclut-il tristement, "tous ceux que j'avais au bout du fil semblaient se trouver dans la même situation que moi.

"Ils me disaient," ajouta-t-il, "qu'eux aussi ils voudraient avoir les mêmes machines, vu qu'ils avaient également des commandes d'importateurs de partout dans le monde."

Il est certain que ceci est très étrange si l'on considère le fait que les distributeurs qui se sont fortement occupés de l'exportation, ont été à même, tout au moins dans le passé, de couvrir la demande des machines présentée par leurs clients importateurs.

Tout cela est dû au fait que le distributeur américain, qui fait de l'exportation, s'est rendu compte qu'il a devant lui un marché plus grand que jamais. Il peut maintenant vendre au monde entier, pendant que précédemment il se confinait aux ventes sur le marché intérieur.

ATTENDEZ!

EXPORTEZ-VOUS? IMPORTEZ-VOUS?

C'est dans votre propre intérêt et pour améliorer l'avenir de vos affaires commercial, que vous pouvez devenir membre, et a titre gratuit, du "Cash Box International Coin Machine Export-Import Council" (Conseil International de l'exportation and de l'Importation de Machine Automatiques du "Cash Box").

Ecrivez-nous aujourd'hui pour recevoir votre carte de membre!

The Cash Box

32 W. RANDOLPH ST., CHICAGO 1, ILLINOIS, U.S.A.

The Cash Box

SEZIONE INTERNAZIONALE ITALIANA

Volume XIX—Number 42

Pagina 1

July 5, 1958

The Cash Box INTERNAZIONALE ABBONAMENTO

I prezzi qui elencati sono quelli per abbonamento di un anno intero per numeri di 52 settimane, spediti per posta ordinaria. Per spedizioni per Posta Aerea, aggiungere ai prezzi qui indicati il 50%.

(Per abbonamento per un anno intero, 30 dollari statunitensi, spedizioni per Posta Aerea, 45 dollari statunitensi.) Tutti gli assegni debbono essere intestati a: THE CASH BOX.

THE CASH BOX INTERNAZIONALE ABBONAMENTO

ARGENTINA	1.450	peso
AUSTRALIA	14.8	sterline
AUSTRIA	1.060	scellini
BELGIO	1.600	franchi
BRASILE	3.300	cruzerols
CILE	21.760	peso
COLOMBIA	228	peso
CUBA	32	peso
DANIMARCA	224	corone
ECUADOR	640	sucre
FRANCIA	13.440	franchi
GERMANIA	128	marchi D
GRAN BRETAGNA	12	sterline
GUATEMAL	32	quetzals
HONDURAS	64	lampira
HONG KONG	192	dollari H.K.
INDIA	160	rupee
ISRAELE	57,6	sterline i.
ITALIA	20.000	lire
GIAPPONE	16.000	yen
MESSICO	315	peso
NUOVO		
ZELANDA	12	sterline
NICARAGUA	230	cordoba
NORVEGIA	235	corone
OLANDA	90	guilder
PAKISTAN	160	rupee
PERU	740	peso
FILIPPINE	105	peso
PORTOGALLO	920	scudi
SUD AFRICA	12	sterline
SPAGNA	1.550	pesete
SVEZIA	1772	corone
SVIZZERA	140	franchi
TURCHIA	448	lire
URUGUAY	190	peso
VENEZUELA	110	bolivar

The Cash Box

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LE "SEZIONI INTERNAZIONALI" DELLA "THE CASH BOX"

**Questa è Un'edizione Storica. Essa
Schiude Un'epoca Nuova, Più Grande,
Più Progressive Per Le Nazioni Di
Questa Industria Che Parlano Fran-
cese, Italiano, Tedesco,
Spagnolo ed Inglese.**

Con questo numero che commemora il 16mo anniversario e che comprende "L'Edizione Internazionale Trimestrale per l'Esportazione", la CASH BOX introduce quattro "Sezioni Internazionali" separate e individuali.

Come tutti possono desumere, queste faranno da preludio a pubblicazioni di portata anche maggiore. Allo stesso modo in cui questa pubblicazione è stata la prima ad adottare l'uso dello Spagnolo, Francese, Italiano & Tedesco per i propri lettori nelle nazioni dove queste sono le lingue native, ancora una volta la *Cash Box* si prepara ad essere la prima a battere una via completamente nuova e più grande per il miglioramento e progresso futuri di tutte le persona interessate in questa industria in tutto il mondo.

Coloro che conoscono il dinamismo costruttivo della *Cash Box* debbono comprendere che, come la *Cash Box* ha creato l'attualmente famoso 'Circolo dei 65 anni', come ha patrocinato 'Il Consiglio Internazionale per l'Esportazione e l'Importazione delle Macchine azionate a Moneta', come ha dato origine ed ha tenuto in vita ininterrotta 'I Listini Prezzo della Cash Box', ufficialmente riconosciuti ed accettati in tutto il mondo come certezza del giusto valore commerciale di tutte le macchine, come si è battuta per la creazione, da essa realizzata, del 'Gioco da 10 cents', del 'Programma

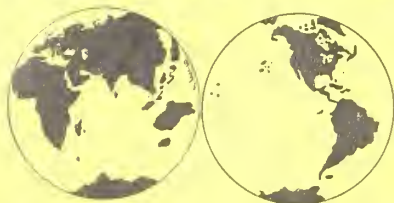
Quadriennale di Sralutazione', delle 'Incisioni di 2 minuti', e di molti e molti altri grandiosi ed altamente progressisti programmi ed idee. la *Cash Box*, ancora una volta, procede con lo sviluppo dell'industria verso progressi e realizzazioni maggiori.

Le quattro "Sezioni Internazionali" della *Cash Box*, stampate singolarmente ed interamente in Francese, Spagnolo, Italiano & Tedesco (insieme all'edizione principale stampata in Inglese) dà ai popoli del mondo i più eccezionali e costruttivi programmi, progetti e idee commerciali che porteranno al miglioramento del loro benessere futuro.

Questo è un numero di importanza storico. Esso costituisce l'inizio di un'epoca nuova e più grande per tutti coloro che sono interessati a questa industria in tutto il mondo. Esso apre la via a più stretti rapporti internazionali, ad una maggiore comprensione e, particolarmente, ad un migliore futuro per tutti gli interessati a questa industria.

Questo primo numero d'importanza storico è il progresso personificato. Esso costituisce il genere di realizzazione che il pubblico si attende dalla *Cash Box*, è l'unica pubblicazione che ha opportato all'industria gloria e realizzazioni maggiori, fin dal giorno in cui fu creato.

The Cash Box



“EDIZIONE PER L'ESPORTAZIONE INTERNAZIONALE TRIMESTRALE”

ANALISI DEL PRIMO TRIMESTRE (GEN., FEB., MARZO, 1958)

Il Numero Di Spedizioni Totali Dagli Stati Uniti In Leggera Flessione Durante Il Primo Trimestre Del 1958. Le Esportazioni Di Machine Per Divertimenti In Aumento.

Le esportazioni di macchine azionate a moneta dagli Stati Uniti verso le nazioni di tutto il mondo sono alquanto diminuite durante il primo trimestre del 1958. Il totale di 22.274 macchine, valutate a 5.144.565 dollari per il mese di gennaio, febbraio e marzo 1958, va paragonato con il 6.399.256 dollari dell'ultimo trimestre del 1957. Comunque, nel raffrontare le esportazioni del primo trimestre del 1958 con quelle del primo trimestre del 1957, si riscontra solo una lievissima differenza. Nei primi tre mesi del 1957 furono spedite 22.648 macchine, valutate a 6.063.245 dollari. Un'analisi ulteriore delle cifre riguardanti le esportazioni mostra che, mentre le spedizioni di fonografi e di distributrici automatiche hanno subito una diminuzione, l'esportazione di macchine per divertimenti ha raggiunto in valore di dollari il massimo registrato in un periodo di tre mesi. I motivi addotti per spiegare la diminuzione delle vendite di fonografi sono che 1) oltre alla fabbricazione di macchine da parte di ditte europee, tutti i fabbricanti statunitensi hanno creato impianti di costruzione e di montaggio in Europa; 2) Il mercato sta per essere saturato completamente, ed il mercato di rivendita di identifica attualmente principalmente con il mercato di sostituzione.

Analizzando i vari tipi di macchinario, macchine musicali, macchine per divertimento e distributrici automatiche esportati nell'ultimo trimestre del 1958, riscontriamo che:

1) Fonografi: C'è stata una diminuzione del numero di macchine musicali esportate durante questo periodo, come pure del valore in dollari, rispetto al trimestre precedente. Sono state spedite 3.254 macchine, valuate a 2.433.387 dollari, rispetto a 5.833 fonografi valutati a 3.713.301 dollari del quarto trimestre del 1957; e rispetto a 6.285 macchine per un valore di 3.845.492 dollari del primo trimestre del 1957. La Germania Occidentale ha soffiato il primo posto al Belgio che è passato al secondo posto, mentre la Svizzera ha conservato il terzo posto. Nel Sud America, il

Venezuela ha capeggiato la classifica degli acquisti con largo margine su tutte le altre nazioni. Nel gruppo dell'America Settentrionale e Centrale, Cuba ha avuto il primo posto ed il Canada il secondo.

2) Macchine per divertimento: Sebbene altri tipi di macchina abbiano fatto registrare una diminuzione durante questo periodo, le esportazioni di macchine per divertimento hanno raggiunto un nuovo massimo in valore di dollari nonostante sia diminuito il numero di macchine rispetto al quarto trimestre del 1957. Gli importatori hanno speso un volume di 2.240.114 dollari per 10.432 macchine.

Raffrontato nel numero di spedizioni effettuate durante il primo trimestre del 1957, questo periodo ha superato le 10.040 macchine ed il valore di 1.633.031 dollari. Come al solito, l'Europa è stata la maggiore acquirente, con l'Italia in testa alla classifica per dollari spesi e seconda in quella per quantità di macchine. Il Belgio ha acquistato il massimo numero di macchine, però è stato secondo in volume di dollari spesi. La Svizzera è stata terza in volume di dollari spesi e quarta per quantitativi di macchine. La Germania Occidentale è stata terza in numero di macchine acquistate e quarta in volume di dollari spesi. Nella zona dell'America Settentrionale e Centrale, Cuba è stata in testa alla graduatoria, seguita dal Canada al secondo posto.

3) Distributrici automatiche: In questo campo, le esportazioni per un periodo di tre mesi, sembrano equivalersi sempre. Nel primo trimestre del 1958 si è registrato un numero di macchine esportate maggiore di quello del 4 trimestre del 1957, mentre il valore in dollari è scemato. La stessa cosa si è verificata nel raffronto con il primo trimestre del 1957. Il Canada è stato il massimo acquirente. In Europa, il Belgio ha assorbito un numero maggiore di macchine di qualsiasi altra nazione, però ha speso meno dollari della Svezia che ha figurato al terzo posto in volume di macchine acquistate.

Attività del Fabbricanti durante l'ultimo trimestre (Aprile, Maggio, Giugno)

L.American Shuffleboard Company di Union, New Jersey, che si era specializzata per molti anni nella costruzione di “shuffleboard” lunghi, ha introdotto il suo primo giuoco novità “Bumpo”, che è un giuoco di shuffle collettivo azionato a moneta.

L'AMI, Inc., di Grand Rapids, Michigan, ha continuato la produzione del suo nuovo modello di fonografi linea “I”, introdotto agli inizi dell'anno, con 200 tipi diversi con selettore elettrico e con selettore a mono; 120 varietà e 100 varietà diverse.

L'Auto-Bell Manufacturing Company di Chicago, Illinois, ha prodotto un nuovo giuoco verticale elettronico dal nome “Circò” con un nuovo mobile aerodinamico.

L'Auto-Photo Company di Los Angeles, California, ha adoperato tutti i mezzi produttivi a propria disposizione per soddisfare le richieste per il proprio fonografo automatico modello “14”, che le ditte sostiene essere il migliore che abbia fabbricato finora.

Bally Manufacturing Company, di Chicago, Illinois, durante questo periodo di tempo, ha prodotto la gamma più varia della sua storia di macchine per divertimento, incluso lo “Skill Roll”, giuoco verticale in cui il giocatore fa rotolare una moneta lungo un binario; “il Trophy Bowler”, un giuoco per bocce grande; il “Big Inning”, giuoco di baseball; il “Space Gunner”, un giuoco di tiro al bersaglio novità ed i “Cypress Gardens”, giuoco in linea. Inoltre, questa ditta ha continuato la propria produzione della propria serie di giuochi per bambini, tra cui vi sono “The Champion”, il “Toonerville Trolley”; la “Bally Bike” ed il “Modello T”.

La Chicago Coin Machine (Divisione della Chicago Dynamic Industries, Inc.) di Chicago, Illinois, ha proseguito la propria produzione del suo “Rocket Shuffle”, giuoco shuffle con palle frenate che si inseriscono librando in aria in buche di punteggio; ed ha anche introdotto il “Batter Up” (Battitore di Turno), giuoco di baseball con un nuovo principio di giuoco.

J. F. Frantz Manufacturing Company, di Chicago, Illinois, più indaffarata che mai nel carcere di evadere gli ordini stagionali per l’A.B.T. Guesser Scale”, per l’A.B.T. Challenger”, per l’A.B.T. Rifle Sports Gallery”, per il “Vibrator Attachment” (che converte la scala in una scala di vibratore da 5 penny ed un penny).

La Games, Inc., di Chicago, Illinois, ha continuato la produzione del proprio “Double Shot”, giuoco elettronico verticale.

Genco (Divisione della Chicago Dynamic Industries, Inc.) ha trasferito i propri impianti presso la fabbrica della Chicago Coin Machine di Chicago, Illinois, dove ha continuato a spedire la “Space Age”, giuoco automatico novità.

D. Gottlieb & Company, di Chicago, Illinois, ha introdotto tre giuochi di biliardino durante questo periodo: il “Brite Star”, per due giocatori e cinque palle; la “Rocket Ship”, con 5 palle, nonché il “Picnic”, per 2 giocatori e 5 palle.

Jennings Corporation, di Chicago, Illinois, ha continuato la fabbricazione

one della propria macchina “Bucker00” del 1958.

La Irving Kaye Company, di Brooklyn, N.Y., continua la propria fabbricazione continua della sue serie di giuochi di biliardo da tavolo “El Dorado” e “Deluxe Competitor”, introducendo l’“Hockey Game”, un giuoco automatico novità, come pure la “Melody Tower”, accessorio per macchina musicale.

La J. H. eKenev & Company, Inc., Chicago, Illinois, ha introdotto il “League Leader”, giuoco di baseball an hda continuato a produrre la “Deluxe Big Tent”, giuoco elettrico verticale.

La Marvel Manufacturing Company, di Chicago, Illinois, ha continuato a produrre il “Lucky Horoscope”, che ancora gode il favore del pubblico.

La Mills Bell-O-Matic Corporation, di Chicago, Illinois, ha continuato la propria produzione anche per il 1958 di giuochi nella propria fabbrica di Reno, Nevada.

La Mike Munves Corporation, di New York, N.Y., ha introdotto un giuoco novità, il “Bike Race”.

La Rock-Ola Manufacturing Corporation, di Chicago, Illinois, ha introdotto una nuova serie di macchine musicali automatiche, inclusi i modelli “1465” con 200 tipi e “1458” con 120 tipi diversi, nonché il modello “1462” con 50 tipi, il “1464” con 120 tipi di fonografo per installazione murale ed il modello “1555” di Cassetta Murale a duplice impiego con 120 o 200 tipi.

La Seeburg Corporation, di Chicago, Illinois, ha continuato la propria produzione affermata della propria serie 1958 di fonografi, introdotta al principio dell'anno, che comprende il modello “201” con 200 tipi, il modello “161” con 160 tipi ed il modello “101” con 100 tipi.

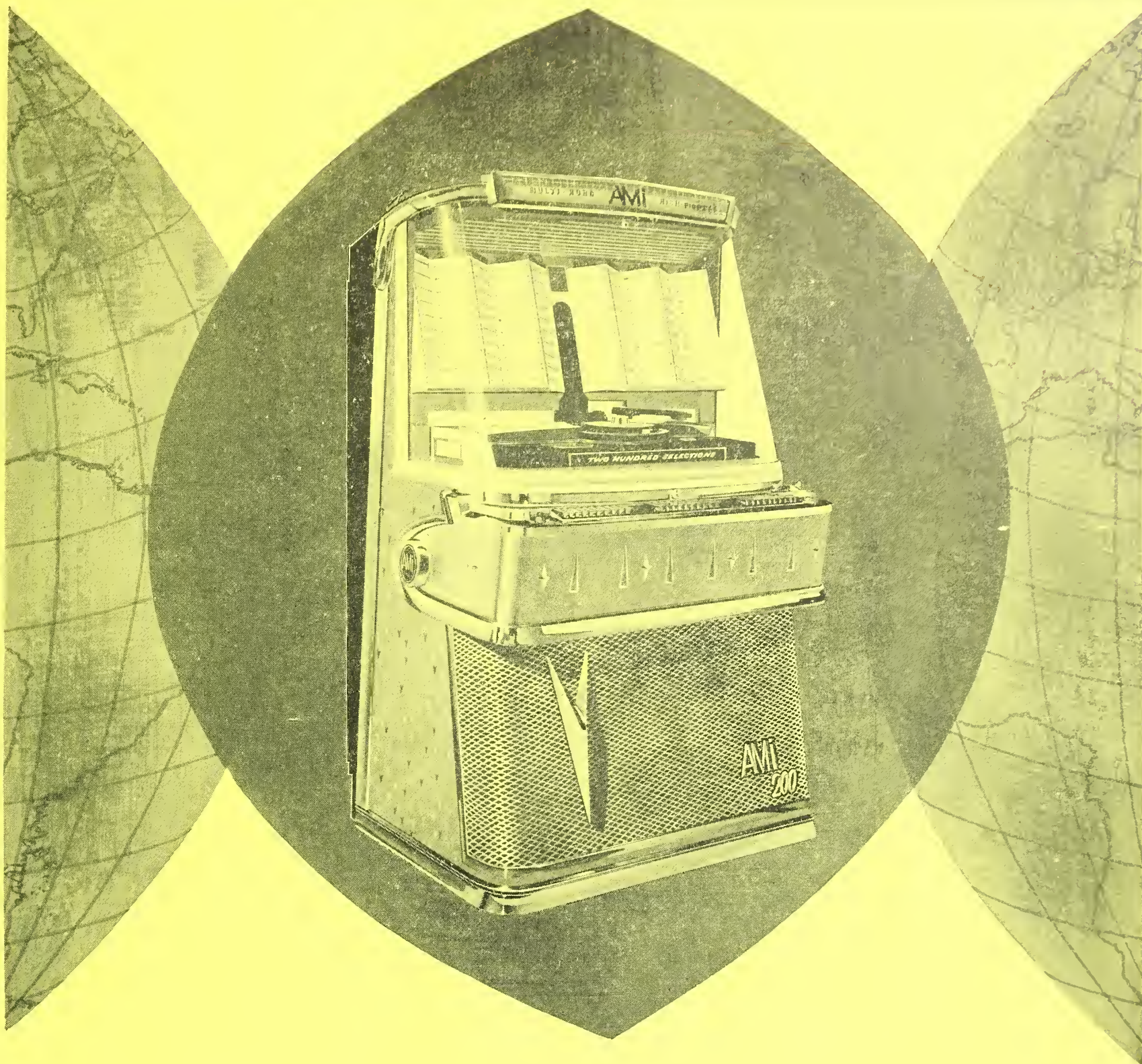
La United Manufacturing Company, di Chicago, Illinois, ha continuato a produrre nella propria grande fabbrica nuovi giuochi come il “Midget Alley”, un piccolo giuoco di bocce su scale ridotta per due giocatori, lo “Shooting Star” giuoco di shuffle con disco, l’“Eagle”, giuoco dishuffle a disco ed ha continuato la produzione del proprio giuoco di bocce “Bonus”.

La United Music Corporation, di Chicago, Illinois, ha prodotto un nuovo fonografo, il “UPB 100”, con 100 tipi diversi, con il modello del mobile realizzato da Raymond lowey.

La Watling Manufacturing Company, di Chicago, Illinois, continua a fornire al mercato la propria ben nota “Penny Fortune Scale”.

La Williams Manufacturing Company, di Chicago, Illinois, ha prodotto un nuovo giuoco di baseball “Short Stop” e “Satellite” a cinque palle.

La Wurlitzer Company, di North Tonawanda, New York, lavora alacremente per soddisfare le richieste per la propria produzione 1958 di fonografi, introdotti verso il principio dell'anno, che presenta il modello “2200”, macchina a mobile con 200 tipi, il modello “2204”, macchina a mobile disponibile in 104 tipi ed il modello “2250”, una macchina dal prezzo medio con 200 tipi diversi.



La musica affratella il mondo intero

... e l'AMI ne parla il linguaggio universale.
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RICHIESTE E DISPONIBILITÀ DI MACCHINARIO USATO PER L'ESPORTAZIONE

CHICAGO—Questo grafico è di nuovo riprodotto per questo secondo trimestre del 1958 per dare una certa idea dell'incremento degli affari di esportazione registrato in questo secondo trimestre, rispetto al primo trimestre del 1958.

Le richieste di macchinario usato di ogni tipo sono diminuite da circa il 114% del quarto trimestre del 1957 a circa il 108% per il primo trimestre del 1958.

Sebbene questa richiesta sia ancora molto superiore all'e disponibilità di macchine usate di ultimo modello negli Stati Uniti, la flessione del primo trimestre è fatta risalire principalmente alle condizioni atmosferiche avverse in tutto il mondo.

Il secondo trimestre appena trascorso ha indicato gli inizi di una decisa ripresa della richiesta di ogni genere di macchine usate di ultimo modello. L'indice della richiesta è salito fino a circa il 111%. Ciò significa che tutti gli esportatori statunitensi stanno ricevendo complessivamente 111 ordini per ogni 100 macchine possibili usate di ultimo modello disponibili negli Stati Uniti.

Questa richiesta può continuare ad aumentare e, forse, avvicinarsi sensibilmente all'alto livello raggiunto durante il secondo trimestre del 1957, allorché l'indice della richiesta si fermò sul 122% dell'offerta possibile. E interessante notare che, dall'indicazione della richiesta di circa il 30% dell'offerta per il 1950, l'anno in cui

la Cash Box indiziò la pubblicazione della propria "Edizione Internazionale trimestrale di Esportazione", fino al 1958, si è verificato un incremento complessivo continuo dell'81% della richiesta di ogni tipo di macchine usate rispetto alle possibilità di offerta di tali macchine da parte degli Stati Uniti.

Il flettersi continuo della richiesta, a partire dal secondo trimestre del 1957, è attribuito al fatto che vengono spedite in tutto il mondo quantitativi maggiori di macchine nuove che di macchine usate. Continua anche a sussistere il fatto che la mancanza di macchine usate di ultimo modello ed i prezzi necessariamente più elevati che vengono richiesti per queste hanno avuto una ottima ripercussione sul mercato delle macchine nuove. L'importatore medio, tutte le volte che gli è stato possibile farlo, ha ordinato macchine nuove, specialmente quando gli è stato impossibile assicurarsi forti quantitativi di macchine usate di ultimo modello.

La ripresa della richiesta di macchine usate di ultimo modello registrata in questo secondo trimestre, ha fatto prevedere una ottima primavera di affari nel campo internazionale degli affari che, assommata al crescente incremento del volume di vendite di macchine nuove, può, con il passare dei mesi, dimostrare che il 1958 sarà, dal punto di vista delle esportazioni mondiali, redditizio per gli Stati Uniti quanto il 1957.

IL BELGIO E LA PRINCIPALE NAZIONE IMPORTATRICE DEGLI STATI UNITI

Il Belgio ha sostituito il Canada al primo posto delle graduatorie per il secondo anno consecutivo

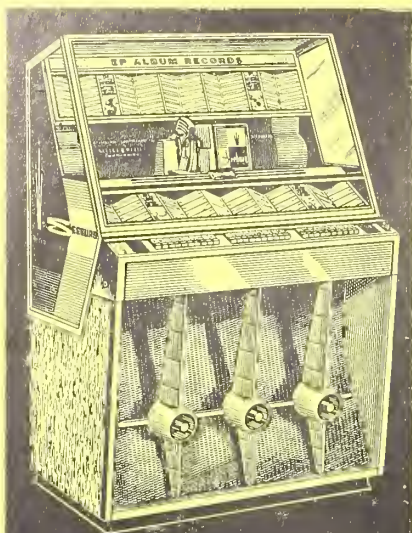
CHICAGO — Per il secondo anno consecutivo, il Belgio è in testa alla graduatoria mondiale delle nazioni per le importazioni dagli Stati Uniti di divertimenti, di macchine musicali e distributrici automatiche.

Questo primato era divenuto più o meno accettato tradizionalmente. Il Canada era stato per molti anni la prima importatrice di macchine musicali, per divertimenti e distribuzione degli Stati Uniti, per volume totale di dollari statunitensi.

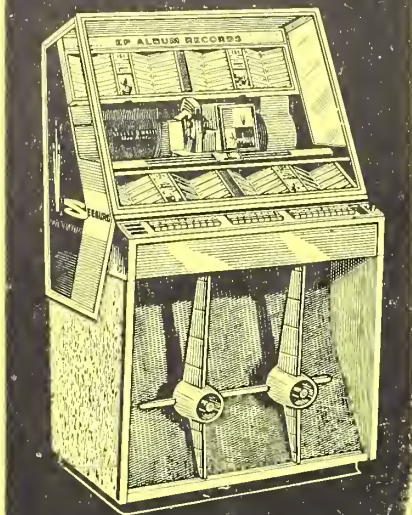
La Germania Occidentale dette per un momento l'impressione che potesse sorpassare sia il Canada che il Belgio. Però, con il continuo aumentare della richiesta, il Belgio si è portato in vantaggio ed ha tenuto questa posizione per tutto il 1957.

Per volume effettivo di importazioni in dollari statunitensi, comprendendo le macchine per la distribuzione automatica, come pure il macchinario per divertimento e musica, la graduatoria delle maggiori dieci nazioni importatrici è la seguente:

Belgio	\$4.861.537,00
Canada	3.671.406,00
Germania	3.274.466,00
Venezuela	2.569.826,00
Italia	2.436.674,00
Svizzera	1.773.236,00
Olanda	1.257.436,00
Cuba	1.162.692,00
Austria	1.007.021,00
Messico	911.309,00



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SEEBURG "161"

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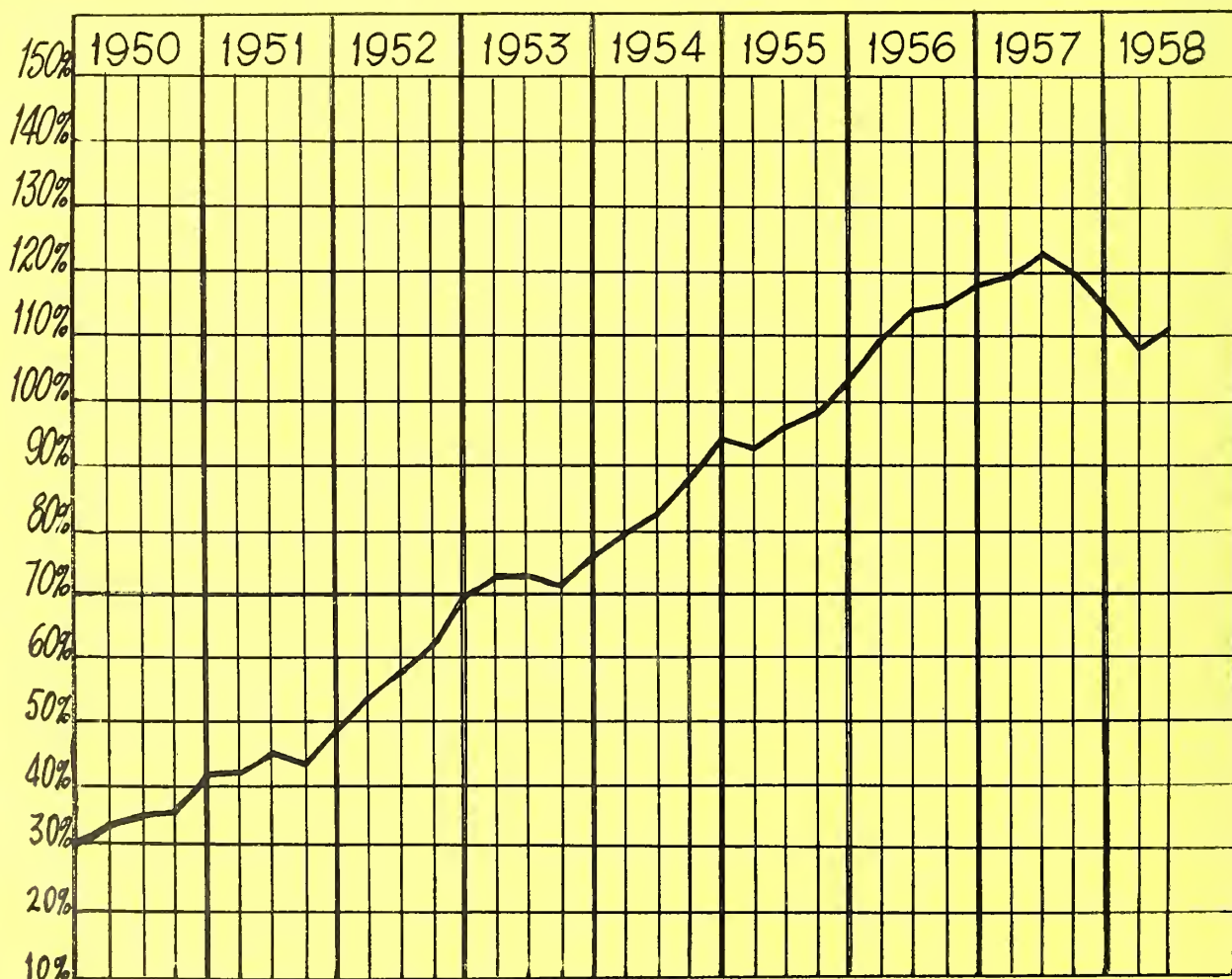
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- Gli apparecchi automatici murali Seeburg—con le migliori caratteristiche di telecomando

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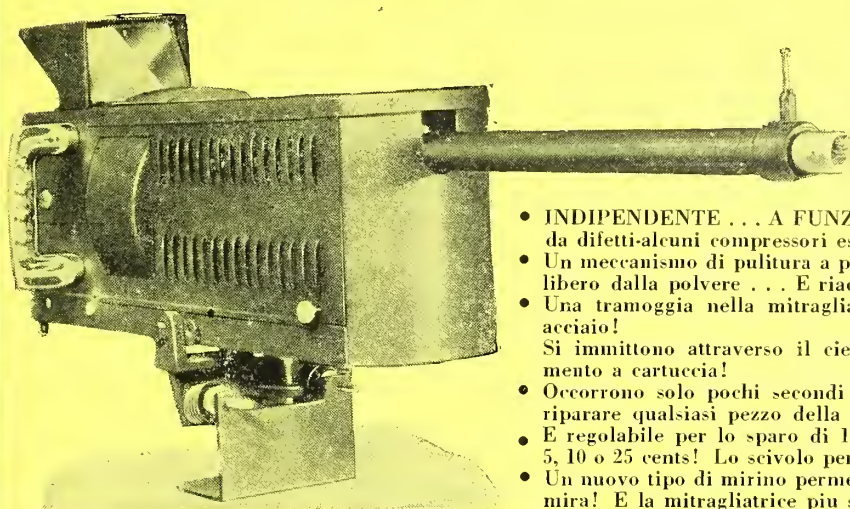
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Si immittono attraverso il cielo della mitragliatrice! Nessun caricamento a cartuccia!
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- **E regolabile per lo sparo di 130 fino a 525 colpi** con una moneta da 5, 10 o 25 cents! Lo scivolo per la moneta fa parte della mitragliatrice!
- **Un nuovo tipo di mirino** permette una maggiore precisione e facilità di mira! E la mitragliatrice più sicura che sia stata mai fabbricata!



Le mitragliatrici *Commando* vengono fornite con un attraente e pittoresco complessivo di bersagli. Tutti i bersagli sono fatti di neolite autentica che richiede un minimo di manutenzione.

Commando Machine Gun

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Division of
Chicago Dynamic
Industries, Inc.

PREVISIONE DI MIGLIORI AFFARI INTERNAZIONALI

In tutta l'industria, considerata dal punto di vista internazionale, sussiste un crescente ottimismo derivante dalla previsione di migliori affari. Il motivo di ciò, secondo l'opinione di coloro che sono maggiormente informati circa le possibilità di affari futuri dell'industria in tutto il mondo, è dovuto al fatto che tutti i principali fabbricanti di giochi, di fonografi e di distributrici automatiche, hanno finito con il riconoscere l'importanza degli affari internazionali per potere assicurare alle proprie fabbriche la continuità della massima produzione.

Oggi, modelli fatti a mano di macchine vengono non solo costruiti e collaudati negli Stati Uniti molto tempo prima della produzione programmata, ma, ciò che è molto più importante, queste macchine vengono spedite affinché vengano collaudate, anche esse molto tempo prima della produzione programmata, dai distributori dei fabbricanti in tutto il mondo. E, con il palesamento dei risultati di queste prove ai fabbricanti in tutto il mondo. E, con il palesamento dei risultati di queste prove ai fabbricanti, si realizzano nelle fabbriche rettifiche e modifiche in modo da indicato da queste prove preventive.

Anche i nomi delle macchine vengono oggi scelti attentamente e con molte cure in modo che i popoli di tutte le nazioni ne comprendano il significato.

Tale riconoscimento dell'importanza degli affari internazionali si è dimostrato di enorme valore ai fabbricanti statunitensi, come pure agli importatori in tutto il mondo. Ciò costituisce un'indicazione incontrovertibile che, grazie a questo grandissimo ricono-

scimento, i compratori di tutto il mondo prevedono il miglioramento del volume degli affari per il futuro. I principali importatori del mondo attualmente partecipano alla costruzione delle macchine nuove. Ad essi viene concesso il privilegio di collaudare le macchine future molto prima dell'epoca della costruzione. I principali importatori, mediante i propri suggerimenti che scaturiscono da queste prove preventive, non fanno che comunicare ai fabbricanti statunitensi le proprie necessità per ottenere un alto e redditizio volume di vendite nelle proprie nazioni. Ciò porta al miglioramento degli affari per tutti gli interessati. Moltissime persone attribuiscono questo riconoscimento dell'importanza degli sbocchi di vendita internazionale agli sforzi della Cash Box. Questa pubblicazione ha, da molti anni, sollecitato i fabbricanti degli Stati Uniti a rivolgere la propria attenzione e i propri sforzi energici al soddisfacimento delle richieste degli importatori di tutto il mondo. Finalmente, ciò ha portato alla creazione del "Consiglio Internazionale per l'Esportazione ed Importazione delle Macchine Azionate a Moneta" della Cash Box che annovera attualmente centinaia di membri in più di 45 nazioni di tutto il mondo. Questi membri riferiscono che, grazie al riconoscimento dato ai mercati mondiali dai fabbricanti degli Stati Uniti, vi è la prospettiva sicura del miglioramento dei rapporti commerciali internazionali.

IL COLLAUDO PREVENTIVO DEI NUOVI PRODOTTI SCHIUDE UN'ERA PIU' REDDITIZIA

CHICAGO—I principali fabbricanti stanno introducendo un'era di maggiori guadagni per i loro importatori in tutte le parti del mondo permettendo che i propri giochi vengano collaudati molto tempo prima dell'epoca programmata per la produzione.

Questa pratica è stata in vigore nella nostra nazione da molto tempo. I distributori statunitensi dei principali fabbricanti ricevono spedizioni di modelli fatti a mano di nuovi giochi con la domanda di collaudare questi giochi in località varie.

I risultati di queste prove vengono trasmessi agli ingegneri in fabbrica i quali poi provvedono alle necessarie correzioni e regolaggi. Quando questi giochi sono pronti ed essere messi in produzione, questi distributori sanno allora il numero esatto che possono usare.

Per esempio, ben noti distributori europei di fabbricanti statunitensi ricevono attualmente spedizioni di modelli di macchine fatti a mano molto tempo prima che essi vengano messi in produzione.

Questi distributori europei comunicano ai propri fabbricanti statunitensi quali sono le modifiche precise richieste o quali regolaggi debbono essere apportati alle macchine in modo che esse possano dimostrarsi al massimo della propria efficienza nelle località in cui. Ciò ha portato come risultato il miglioramento delle macchine che vengono spedite attualmente.

Questo è molto importante. Il distributore europeo partecipa attualmente effettivamente alla costruzione delle nuove macchine che gli si chiede di vendere ai propri clienti.

Questo collaudo preventivo dei nuovi prodotti significa che questi distributori europei hanno la certezza di ricevere i tipi di macchine die cui hanno effettivo bisogno.

Questi sono i tipi di macchine di cui hanno necessità per assicurarsi un maggiore volume di vendite.

Ciò si dimostra un vantaggio per tutte le persone interessate. I distributori europei sono convinti di costituire parte integrale e precisa dell'organizzazione dei fabbricanti. Il fabbricante è anche lieto di questo intelligente metodo commerciale a causa del migliore volume di affari di cui gode.

In breve, l'idea di far collaudare le macchine ai propri distributori europei molto tempo prima della produzione programmata, così come i principali distributori statunitensi provano le macchine molto tempo prima di metterle in produzione, ha riportato ad un miglioramento delle relazioni come pure a quello della qualità e vantaggiosità degli affari tra il fabbricante e gli importatori dei suoi prodotti in tutto il mondo.

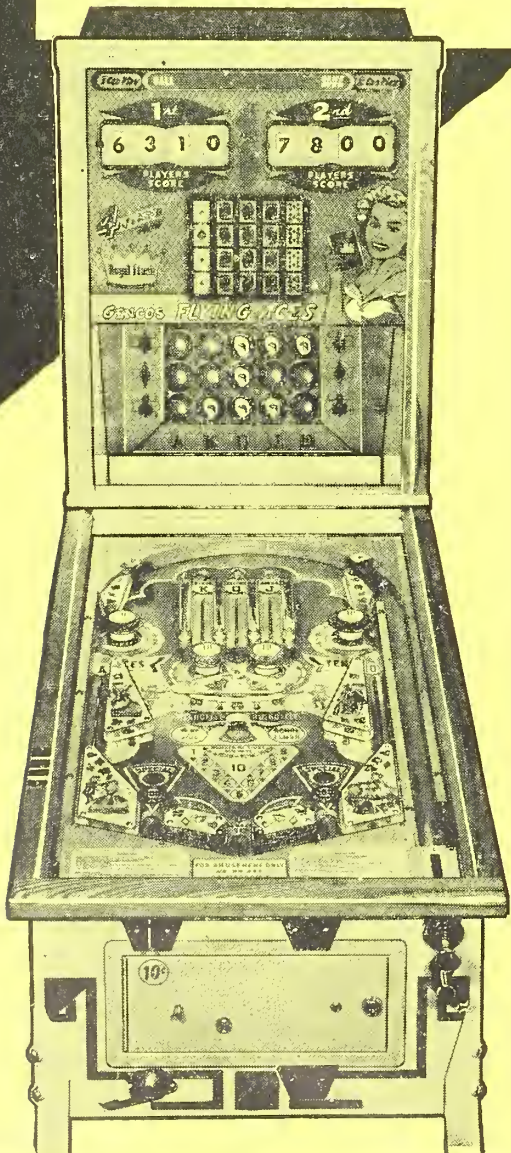


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E, cio che conta di piu, potete rivolgervi a Genco per lo sviluppo e la progettazione di una serie completa di nuovi giuochi di biliardino, imbattibili per il favore immediato discusso dai giuocatori e per la possibilita di far realizzare profitti.



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**AUMENTO DEL L'INTERESSE
NEL COMMERCIO DI
ESPORTAZIONE**

CHICAGO—E solo dagli anni intorno al 1950 che l'interesse per il commercio di esportazione si è sviluppato in intensità negli Stati Uniti.

Immediatamente dopo la II Guerra Mondiale, le fabbriche degli Stati Uniti lavoravano febbrilmente per rifornire il mercato nazionale. Per alcuni anni successivi, fino al 1950, la richiesta nazionale si sviluppò con tale ritmo che i fabbricanti ed i distributori mostrarono scarso o nessun interesse al commercio di esportazione. La Cash Box ha stimolato l'interesse nel commercio di esportazione mediante le proprie "Edizioni Internazionali Trimestrali sull'Esportazione".

Queste pubblicazioni ricevono oggi il merito di aver cominciato ad influenzare il mercato statunitense delle macchine azionate a moneta intorno al 1950.

Le "Edizioni Internazionali Trimestrali sull'Esportazione" della Cash Box hanno negli otto anni scorsi riscosso molta attenzione ed ammirazione da parte di fabbricanti e distributori.

Con l'espandersi di questa pubblicazione in tutte le nazioni del mondo, i fabbricanti e distributori dell'industria hanno cominciato a ricevere domande per vari tipi di macchine.

Nel 1950 e negli anni che lo seguirono immediatamente, queste domande venivano rivolte in massima parte ai distributori, ed erano per macchine ricondizionate. Però, con l'aumentare della richiesta e con l'esaurimento da parte del mercato delle macchine usate di macchine di ultimo modello, i fabbricanti cominciarono a fare affari dal volume sempre crescente, proprio come aveva predetto la nostra pubblicazione. Questo anno 1958 trova l'interesse per l'esportazione mondiale di macchine di ogni tipo da parte degli Stati Uniti in forte aumento progressivo da una settimana all'altra.

I fabbricanti, come pure i distributori, si contendono le commesse in tutto il mondo.

Alcuni fabbricanti hanno concesso licenze ad altre ditte per il montaggio dei propri prodotti in varie nazioni, permettendo, allo stesso tempo, a queste ditte, di distribuire questi prodotti fabbricati su licenza alle nazioni vicine.

I viaggi si sono anche sviluppati con ritmo sorprendente. Un maggior numero di distributori e di fabbricanti viaggia attualmente dagli Stati Uniti verso l'America Latina, il Lontano Oriente, l'Europa ed altre nazioni del mondo, per incontrarsi con vari clienti con i quali hanno già avuto rapporti di affari, come pure con nuove ditte con le quali si ripromettono di stabilire rapporti commer-

ciali. Questo grande e crescente interesse nelle esportazioni mondiali dà molte promesse di portare come risultato finale al miglioramento dei rapporti internazionali tra i fabbricanti e distributori statunitensi e gli importatori di tutto il mondo.

Ciò significa anche che una tale stretta relazione porterà sicuramente a maggiori profitti per tutti. Non vi è alcun dubbio che, con il divenire realtà di questa migliore comprensione, questo settore dell'industria si svilupperà con ritmo più rapido.

Questi sono alcuni dei numerosi motivi che hanno determinato l'origine e la creazione del "Consiglio Internazionale della Cash Box per l'Esportazione e l'Importazione delle Macchine azionate a moneta".

L'importanza di questo "Consiglio" si è già fatta sentire in molti centri mondiali in cui si sono incontrati gli importatori per creare organizzazioni locali di natura simile per il beneficio comune di tutti gli interessati.

I programmi ed i progetti di queste organizzazioni sono stati istituiti e dimostrati efficaci e felici dalla Cash Box negli Stati Uniti. Essi vengono attualmente messi in pratica con l'universale speranza che essi avranno in queste nuove zone lo stesso successo che hanno goduto negli Stati Uniti.

Gli uomini che appartengono a queste organizzazioni debbono lavorare in collaborazione. Essi debbono co-operare l'uno con l'altro per il felice coronamento delle loro speranze e dei loro progetti. Solo mediante tale collaborazione possono avere la certezza del loro progresso futuro.

"I Listini Prezzo della Cash Box" sono accettati ufficialmente in ogni nazione in tutto il mondo.

Essi hanno il riconoscimento dell'autenticità e del trattamento completo di tutti i settori di questa industria.

Questi listini assicurano agli importatori di tutto il mondo il giusto valore commerciale dei prodotti.

In virtù di ciò, si dà ai "Listini Prezzo della Cash Box" il merito incondizionato di portare come risultato una migliore comprensione commerciale e migliori rapporti in tutto il mondo.

Gli Stati Uniti continuano a dimostrare un interesse sempre crescente nel commercio di esportazione. Ciò significa che tutti ne ritrarranno benefici.

La concorrenza che è sorta negli Stati Uniti per assicurarsi il mercato di esportazione significa che il fior fiore delle macchine azionate a moneta degli Stati Uniti sarà disponibile all'esportazione in tutto il mondo al prezzo più vantaggioso agli importatori internazionali.

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EXPORTAZIONI STATUNITENSIS

CHICAGO—Il grafico designato su questa pagina dimostra la veridicità della predizione della Cash Box che il 1957 sarebbe stato uno degli anni di maggiore esportazione degli Stati Uniti.

Questo grafico viene pubblicato per la seconda volta a causa del fatto che sono state ora ricevute dal Department of Commerce degli Stati Uniti le cifre relative alle esportazioni del primo trimestre del 1958, le quali danno un'idea dell'andamento delle esportazioni per quest'anno. Di maggiore rilievo su questo grafico è lo straordinario incremento registrato nelle esportazioni di ogni tipo di distributrici automatiche. Le esportazioni di distributrici automatiche nel 1956 hanno raggiunto un totale di 15.362 macchine. Nel 1957 questa cifra è salita a 27.653 macchine, un aumento del 86,5% il che vuol dire un numero di macchine distributrici esportate nel 1957 superiore di 12.291 unità a quello esportato nel 1956. L'andamento delle esportazioni delle distributrici automatiche continua ad essere in aumento e sussiste la possibilità che anche questa cifra di 27.653 unità possa essere superata. Il secondo maggiore incremento è stato registrato nel settore delle macchine per divertimento. Nell'esportazione dagli Stati Uniti di queste macchine nel 1957 si è registrato un aumento di 14.404 unità rispetto al 1956, pari ad un incremento del 53,5%. Uno scarso volume di esportazioni per il primo trimestre del 1958 può deprimere questo incremento per quest'

anno, però, dallo stato delle indicazioni attuali, si può prevedere che il settore delle macchine da divertimento dovrebbe raggiungere de nuovo la cifra di 41.229 unità per il 1958, perfino con la possibilità, per quanto riguarda il terzo e quarto trimestre dell'anno, che questo alto livello possa essere anche sorpassato. Sebbene il settore delle macchine musicali abbia mantenuto il proprio alto livello di spedizioni, l'incremento registrato nel 1957 rispetto al 1956 è stato pari alla proporzione del solo 3,7%, eguale ad un aumento di spedizioni di 945 fonografi di più rispetto al 1956. Questo aumento potrebbe sembrare insignificante se paragonato alle maggiori esportazioni di macchine per la distribuzione di prodotti e per divertimento però, bisogna ora considerare il fatto che attualmente si fabbricano fonografi in altre nazioni su licenza, come pure il fatto che molte ditte europee fabbricano attualmente fonografi automatici per l'esportazione in altre nazioni del mondo. Perciò, la continuazione dell'esportazione, specialmente se si considera il prezzo più alto che viene pagato per questi fonografi. Questa pubblicazione, come pure gli esportatori ed importatori di tutto il mondo, è interessata ai risultati globali dell'anno 1958. Se le esportazioni dagli Stati Uniti continueranno con questo forte ritmo del 1957, ciò significherà senza dubbio che le esportazioni sono oggi l'elemento più importante del successo dei fabbricanti statunitensi.

Prospettive Italiane

MILANO, ITALY—Sino ad oggi nel mondo l'Italia era il solo paese che avesse un rapporto diametralmente opposto tra numero di fonografi automatici funzionanti in esercizi pubblici e de bigliardini elettrici egualmente funzionanti in esercizi pubblici.

L'ondata di frenetico interessamento suscitata dall'apparizione del flipper, congestionò addirittura anche coloro che da tempo operavano sui giradischi automatici e ne attrasse tutte le energie economiche ed operative.

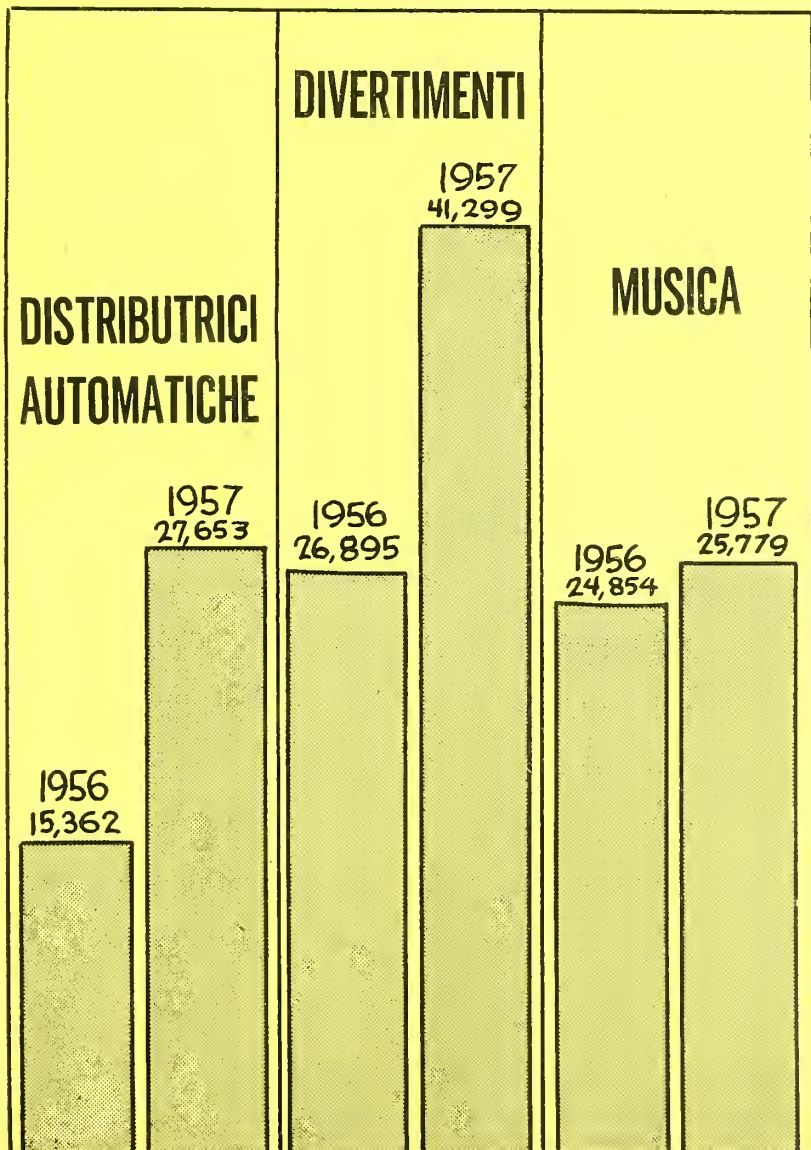
Ne derivò un'assoluta esclusione d'interesse per i giradischi e una sempre più grande ricicla di flippers.

In un certo qual modo questo spettacolo improvviso polo di attrazione, esercitato dai bigliardini al loro primo apparire, fu salutare per il rinsanguamento della categoria degli operatori, perchè attirò a tale campo folte schiere di persone disese e capaci, che sino ad ora avevano svolto la loro attività in tutt'altro campo. In altre parole, lo strepitoso successo iniziale del bigliardino elettrico agì come un irresistibile richiamo dapprima nei grandi centri, poi sempre più alla periferia. Ma questo esclusivo interesse per il flippers spostò naturalmente sempre di più il rapporto quantitativo fra giradischi e flippers a favore dei giradischi.

Questo comportamento del tutto particolare del mercato italiano non poteva logicamente durare a lungo. Durò infatti sino al momento in cui gli operatori cominciarono ad accorgersi, sotto l'incalzare delle richieste degli esercenti per un sempre più frequente rinnovo dei flippers con altri nuovi, che i guadagni vistosi sulla carta, per quanto riguardava l'attività flippers, erano in realtà molto meno reali perchè il flipper (per usare un termine biologico) "muore presto".

Passata la prima ventata degli incassi eccezionali, dovuti principalmente alla novità dell'articolo, gli operatori dovettero accorgersi che, tenuto conto della sempre maggiore esigenza del rinnovo del materiale, era sciocco trascurare l'attività sui giradischi, una cui organica e capillare introduzione sul mercato italiano (a somiglianza di quanto già accaduto in altre nazioni di tutto il mondo) non era ancora avvenuta.

E' di questi ultimi mesi un progresso (Pagina 8)





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THE CASH BOX

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sivo ridimensionamento del rapporto tra giradischi e flippers venduti; è di questi ultimi mesi la decisione di molti operatori, sino ad ora ostili al giradischi, di affiancarsi anche a tal genere di attività meno appariscente ed ugualmente redditizia e con maggior margine di sicurezza (perchè più ben vista dalle autorità, perchè più a lungo conservatrice dei capitali investiti, ecc.) rispetto a quella dei bigliardini.

Per di più, l'ormai iniziato periodo estivo, con l'apertura delle innumero-

voli località climatiche di cui si adorna la Italia, sta imprimendo a questo risveglio la solita accelerazione stagionale: ne è derivata così una crescente richiesta di giradischi automatici anche da parte di chi mai li aveva trattati. Non è difficile pertanto constatare che il giradischi automatico sta proprio ora sferrando la sua più massiccia offensiva, quella offensiva che dovrà sicuramente portarlo a quel successo intensivo che già gli ha arreso negli altri paesi.

Questo e il primo anniversario del: "CONSIGLIO INTERNAZIONALE C. M. PER L'EXPORTAZIONE E L'IMPORTAZIONE" DELLA "THE CASH BOX"

CHICAGO—Proprio un anno fa questa pubblicazione propose che l'industria istituisse il "Consiglio Internazionale per l'Esportazione ed Importazione delle Macchine azionate a Moneta" in seno alla Cash Box.

La Cash Box addusse a motivo della sua proposta quello di "Assicurare il maggiore sviluppo, la più grande comprensione a migliori relazioni che continuassero a migliorare il metodo futuro per la esplicazione degli affari internazionali delle macchine azionate a moneta."

Da allora, solo un anno fa, il "Consiglio Internazionale per l'Esportazione ed Importazione delle Macchine azionate a Moneta" della Cash Box ha accresciuto il numero dei propri iscritti fino a comprendere i primari importatori ed esportatori di 43 nazioni di tutto il mondo, senza contare gli S. U. A.

Questo rappresenta, senza dubbi, il massimo sviluppo realizzato da qualsiasi organizzazione di tale natura internazionale in un periodo di tempo così breve.

Bisogna rammentare altresì che la creazione di una simile organizzazione richiede di solito molti, molti anni di tensi sforzi.

"Il Consiglio Internazionale per l'Esportazione ed Importazione delle Macchine azionate a Moneta" della Cash Box raggiunse il successo istantaneo grazie alle visite a varie nazioni straniere da parte di membri del suo personale.

E altresì degno di nota il fatto che, in quasi tutte queste 43 nazioni diverse, vengono adottati i suggerimenti della Cash Box che vengono messi in pratica per migliorare le condizioni commerciali generali degli appartenenti.

Gli iscritti al "Consiglio", come è noto, si trovano attualmente nelle se-

guenti nazioni. Molte località dell'Africa, Asia, Australia, Austria, Belgio, Brasile, Le Indie Occidentali Britanniche, il Canada, la Colombia, Costa Rica, Cuba, Danimarca, Ecuador, Inghilterra, Formosa, Francia, Marocco, Germania, Grecia, Guam, Guatemala, Haiti, Olanda, Honduras, Hong Kong, Italia, Irlanda, Giappone, Libano, Federazione della Malesia, Messico, Indie, Occidentali Olandesi, Nicaragua, Okinawa, Panama, Filippine, Perù, Portogallo, Porto Rico, Svezia, Svizzera e Venezuela. Sono già stati fatti tentativi per portare in contatto i membri del "Consiglio Internazionale per l'Esportazione ed Importazione delle Macchine azionate a Moneta" della Cash Box.

Tutto fa sperare che ciò si verificherà in un periodo di tempo non lontano.

Come ognuno comprende, ci vogliono molti e molti mesi di corrispondenza e di preparativi per realizzare la riunione di persone di 43 nazioni diverse in una qualsiasi località del mondo.

Vi sono alcuni membri che hanno proposto che questo convegno abbia luogo in Europa. Altri membri del Lontano Oriente hanno chiesto che la riunione venga tenuta in Giappone.

Il problema consiste nel determinare la località e la data in cui si possa tenere un convegno in modo da soddisfare le esigenze di tutti gli iscritti.

Naturalmente, è molto avvincente il fatto che tutti questi esportatori ed importatori anelano di incontrarsi. Per fare la conoscenza reciproca. Per poter discutere i propri problemi. Per poter lanciare le basi di relazioni più cordiali. Per potere realizzare un'associazione più intima e più amalgamata degli appartenenti a questa industria di tutto il mondo.

L'Europa adotta con entusiasmo:

I GIOCHI DI BOCCE E DI "SHUFFLE"

CHICAGO—L'accettazione dei giochi di bocce e di shuffle si dice di avere attualmente raggiunto un punto tale che condurrà ad eccellenti spedizioni di questi giochi verso il mercato europeo.

Al momento attuale, stando alle notizie ricevute, la maggior parte dei giochi di bocce e di "shuffle" vengono spediti in Germania ed in Austria.

Sembra che queste nazioni abbiano adottato con grande entusiasmo questi giochi di bocce e l'interesse per questo genere di divertimento continua a crescere giorno per giorno.

A causa di ciò, moltissime persone credono ora che i giochi di bocce e di "shuffle" si propagheranno a tutta l'Europa a che questa branca del commercio ed industria del divertimento degli Stati Uniti avrà per gli Europei

la stessa attrattiva che hanno avuto i giochi di biliardino.

Gli operatori inglesi aspettano che l'Irlanda produca le prime unità di questi giochi che verranno usati nelle Isole Britanniche.

Ora che l'Irlanda si sta rivelando come il futuro centro di produzione per le Isole Britanniche, vi sono buonissime possibilità che i giochi di bocce e di "shuffle" andranno a finire anche in Inghilterra.

Essi potranno danno origine ad un nuovo e più vantaggioso commercio delle macchine per divertimento in Londra ed in altre città inglesi.

Vi sono coloro che sono fiduciosi che il Belgio, l'Olanda, la Svizzera, la Danimarca, la Svezia e l'Italia useranno tra non molto giochi di bocce e di "shuffle", con la stessa intensità, essi affermano, con la quale essi sono attualmente impiegati in Germania e in Austria.

The Cash Box

ENGLISH INTERNATIONAL SECTION

Volume XIX—Number 42

Part II—Page 57

July 5, 1958

The Cash Box INTERNATIONAL SUBSCRIPTIONS

Prices listed here are for Full Year subscriptions, 52 weeks' issues, sent by First Class Mail. For Air Mail add 50% to prices shown here.

(Full year subscription 30 U. S. Dollars, Air Mail 45 U. S. Dollars.)

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THE CASH BOX “INTERNATIONAL SECTIONS”

**This Is An Historical Edition. It Opens
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for The French, German, Spanish,
Italian and English Speaking Peoples
of This Industry.**

With this 16th Anniversary Issue, Combining the “International Quarterly Export Edition,” *The Cash Box* introduces four separate and individual “International Sections.” These are, as all can gather, the forerunners for even greater publishing accomplishments. Just as this publication pioneered the use of Spanish, French, Italian and German for its readers in those countries where these languages are native *The Cash Box*, once again, prepares to pioneer an entirely newer and greater path for the future betterment and progress of all concerned with this industry worldwide.

Those who are acquainted with the constructive dynamism of *The Cash Box* must realize that, just as *The Cash Box* created the now famed “20 Year Club,” just as it sponsored the “*International Coin Machine Export-Import Council*,” just as it originated and has continued without halt “*The Cash Box Price Lists*,” officially recognized and accepted all over the world for fair market value of all machines, just as it crusaded and brought into being “10¢ Play,” “*Four Year Depreciation*

Program,” “*2 Minute Recordings*,” and so many, many other great and outstandingly progressive programs and ideas *The Cash Box*, once again, goes forward with the growth of the industry to ever greater progress and achievements.

The four “International Sections” of *The Cash Box*, printed individually and entirely in French, Spanish, Italian and German (as well as the main edition printed in English) bring to the peoples of the world the most outstanding and constructive business programs, plans and ideas for their future better welfare.

This is an historical issue. It is the beginning of a new and greater era for all concerned with this industry worldwide. It opens the path to closer international relations, better understanding and, especially, a finer future for all concerned.

This historical first issue is progress personified. It is the kind of achievement that is expected of *The Cash Box*, the one publication which has, ever since its inception, led the industry to greater glory and achievement.

EXPORTS OF U. S. GAMES, PHONOGRAPHS AND VENDORS

EXPORTS OF U. S. PHONOGRAPHS FOR FIRST QUARTER, 1958 (January, February, March)

NORTH and CENTRAL AMERICA

	Number of Units	Dollar Value
Canada	217	\$ 153,123
Guatemala	26	19,525
El Salvador	12	8,956
Costa Rica	24	17,422
Republic of Panama	35	28,316
Bahamas	11	8,054
Cuba	246	195,010
Dominican Republic	43	30,372
Mexico	6	5,641
Nicaragua	21	14,918
Trinidad & Tobago	1	695
Honduras	6	3,541
Netherlands Antilles	1	761
Totals	649	\$ 486,334

SOUTH AMERICA

Venezuela	427	\$ 353,519
Ecuador	44	40,685
Peru	16	12,710
Chile	3	1,060
Totals	490	\$ 407,974

EUROPE

Sweden	37	\$ 28,071
Denmark	46	33,886
Belgium	574	442,943
West Germany	685	486,874
Austria	211	149,759
Switzerland	406	279,219
Netherlands	32	22,425
Spain	2	2,044
Norway	5	3,473
United Kingdom	1	1,350
Italy	30	20,553
Total	2,029	\$1,470,597

ASIA

Federation of Malaya	2	\$ 1,500
Singapore	10	7,000
Republic of Philippines	38	29,305
Lebanon	26	22,310
Japan	2	1,600
Nanpo Islands	3	2,521
Totals	81	\$ 64,236

AFRICA

Morocco	2	\$ 2,100
Libya	3	2,146
Totals	5	\$ 4,246

GRAND TOTAL 3,254 \$2,433,387

EXPORTS OF U. S. AMUSEMENTS FOR FIRST QUARTER, 1958 (January, February, March)

NORTH and CENTRAL AMERICA

	Number of Units	Dollar Value
Canada	546	\$ 156,645
Costa Rica	8	2,801
Canal Zone	4	1,900
Bermuda	4	500
Cuba	2,167	239,093
Jamaica	16	2,000
Netherlands Antilles	10	6,532
Mexico	21	1,590
Bahamas	18	3,248
Totals	2,794	\$ 414,309

SOUTH AMERICA

Venezuela	49	\$ 17,460
Ecuador	30	2,250
Peru	3	600
Bolivia	2	1,460
Totals	84	\$ 21,770

EUROPE

Sweden	158	\$ 48,156
Denmark	56	18,821
United Kingdom	8	5,700
Netherlands	125	10,055
Belgium	2,551	449,485
France	74	23,812
West Germany	1,242	278,281
Austria	12	4,865
Switzerland	1,071	302,715
Italy	1,748	533,413
Greece	2	1,266
Turkey	4	2,972
Ireland	50	18,000
Totals	7,101	\$1,697,541

ASIA

Taiwan	11	\$ 3,306
Nanpo Islands	16	2,175
Lebanon	66	6,535
Saudi Arabia	12	5,165
Singapore	103	16,103
Republic of Philippines	11	5,915
Republic of Korea	17	1,700
Japan	55	18,078
Pakistan	6	900
Thailand	2	860
Hong Kong	7	1,687
Totals	307	\$ 63,624

AUSTRALIA

New Zealand	1	\$ 1,200
Totals	1	\$ 1,200

AFRICA

Morocco	102	\$ 27,577
Union of South Africa	21	9,553
Tunisia	8	1,600
Ethiopia	12	2,940
Mozambique	3	1,200
Totals	146	\$ 42,870

GRAND TOTAL 10,432 \$2,240,114

EXPORTS OF U. S. VENDING MACHINES FOR FIRST QUARTER, 1958 (January, February, March)

NORTH and CENTRAL AMERICA

	Number of Units	Dollar Value
Canada	5,238	\$ 350,851
Cuba	36	1,750
Mexico	25	500
Bermuda	26	5,322
Totals	5,325	\$ 358,423

SOUTH AMERICA

Venezuela	52	\$ 9,651
Totals	52	\$ 9,651

EUROPE

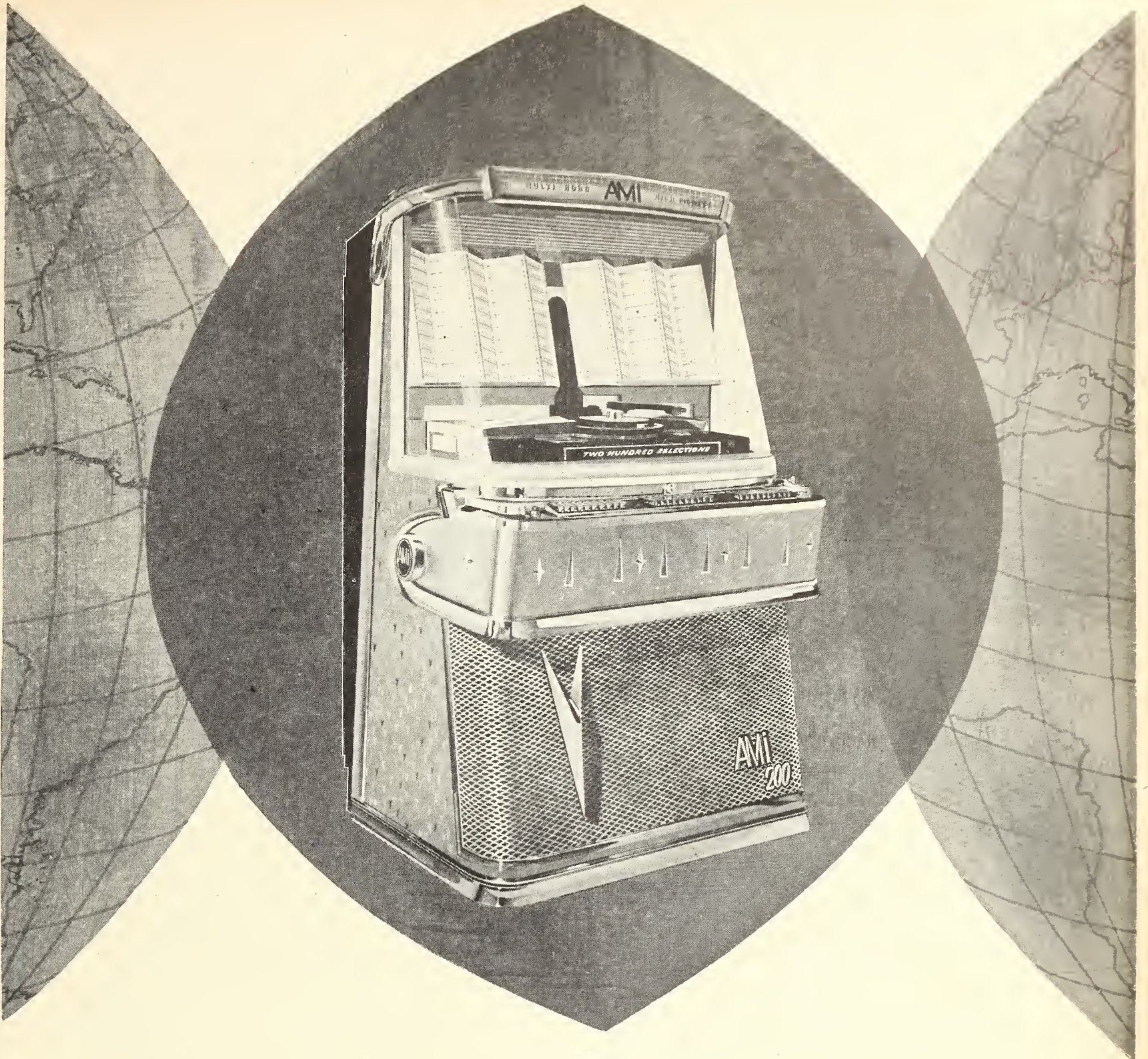
Sweden	76	\$ 54,892
United Kingdom	9	2,769
Netherlands	5	3,221
Belgium	2,099	21,013
West Germany	187	4,844
Switzerland	14	9,151
Italy	7	4,550
Totals	2,397	\$ 100,440

AFRICA

Union of South Africa	814	\$ 2,550
Totals	814	\$ 2,550

GRAND TOTAL 8,588 \$ 471,064

**Analysis of
These Reports
on
Page 60**



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

The Cash Box



"INTERNATIONAL QUARTERLY EXPORT EDITION"

ANALYZATION OF THE 1st QUARTER (JAN., FEB., MAR., 1958)

Total Shipments From United States Slightly Off For 1st Quarter of '58

Amusement Machine Exports Continue to Rise

Exports of coin operated machines from the United States to countries all over the world dropped off somewhat during the first quarter of 1958. The total of 22,274 machines, valued at \$5,144,565 for the months of January, February and March, 1958, compares to 24,644 machines, valued at \$6,399,256 for the last quarter of 1957. However, in comparing the exports for the first quarter of 1958 to the first quarter of 1957, the difference is only very slight. In the first three months of 1957, 22,648 machines were shipped, valued at \$6,063,245. Further analysis of the export figures shows that while phonographs and vending machines tailed off, the export of amusement machines in dollar value reached a peak for a three month period. Reasons advanced for the decrease in sales of phonographs are that 1) In addition to manufacture of machines by European firms, all U. S. manufacturers have set up manufacturing or assembling organizations in Europe; 2) The market is being completely satisfied, and the resale market is now primarily that of replacement.

Analyzing the various types of equipment, music machines, amusement machines and vending machines exported for the 1st quarter of 1958, we find:

1) Phonographs: There were less music machines exported for this period, at less dollar value than the previous quarter. 3,254 machines were shipped, value at \$2,433,387. This compares with 5,833 phonographs, valued at \$3,713,301 for the 4th quarter of 1957; and 6,285 machines, valued at \$3,845,492 in the first quarter of 1957. West Germany

took over first place from Belgium, which dropped to second, with Switzerland holding third place. In South America, Venezuela led in purchases by a wide margin over all other countries. In the North and Central American group, Cuba led in purchases, with Canada second.

2) Amusement Machines: Although other types of machines showed a decrease for the period, amusement machine exports rose to a new high in dollar value, altho the number of machines were less than the 4th quarter of 1957. \$2,240,114 was spent by importers for 10,432 machines. Compared to the shipments made in the first quarter of 1957, this period was greater than the 10,040 machines and the value of \$1,633,031. As usual, Europe was the biggest customer, with Italy leading in dollars spent, and 2nd in quantity of machines. Belgium bought the greatest number of machines, but was second in dollars spent. Switzerland was 3rd in dollars expended, and 4th in quantity of machines. West Germany ranked 3rd in the quantity of machines purchased, and was 4th in dollars expended. In the North and Central American section, Cuba led, with Canada second.

3) Vending Machines: In this field, exports for a three month period always seem to be about even. In the first quarter of 1958, there were more machines exported than in the 4th quarter of 1957, but the dollar value was less. Same held true when compared with the first quarter of 1957. Canada was the biggest buyer. In Europe, Belgium absorbed more machines than the other countries, but spent less money than Sweden, which ranked third in quantity purchased.

Activities of the manufacturers during the past quarter (April, May and June)

American Shuffleboard Company, Union, N.J., who had specialized in long shuffleboards for many years, introduced its first novelty game "Bumpo", a pool shuffle type coin operated game.

AMI, Inc., Grand Rapids, Michigan, continued with its new model "T" line of phonographs, introduced the early part of the year, featuring 200 selections in both an electric selector and a manual selector; 120 selections; and 100 selections.

Auto-Bell Manufacturing Company, Chicago, Illinois, brought out a new "Circus" electronic upright game with new streamlined cabinet.

Auto-Photo Company, Los Angeles, California, using every production facility at its command to supply the demand for its model "14" automatic photograph machine, which the firm claims is the best it has yet produced.

Bally Manufacturing Company, Chicago, Illinois, during this period, produced its most varied line of amusement machines in its history, including "Skill Roll", an upright game in which the player rolls a coin along a track; "Trophy Bowler", a large ball bowler; "Big Inning", a baseball game; "Space Gunner", a target novelty shooting game; and "Cypress Gardens", an in-line game. In addition the firm continued production of its kiddie line, among which are "The Champion" horse; "Toonerville Trolley"; "Bally Bike" and "Model T".

Chicago Coin Machine (Division of Chicago Dynamic Industries, Inc.), Chicago, Illinois, continued production on its hit "Rocket Shuffle", shuffle game featuring captive balls that float in the air into scoring pockets; and introduced "Batter Up", a baseball game with new playing principle.

J. F. Frantz Manufacturing Company, Chicago, Illinois, busier than ever taking care of Spring season orders for its "A.B.T. Guesser Scale"; "A.B.T. Challenger"; "A.B.T. Rifle Sports Gallery"; "Kicker & Catcher"; "Pace Aristo Scale"; "Vibrator Scale"; and "Vibrator Attachment" (converts scale into 5¢-1¢ vibrator scale).

Games, Inc., Chicago, Illinois, continued with production of its "Double Shot", electronic upright game.

Genco (Division of Chicago Dynamic Industries, Inc.) moved its facilities to the plant of Chicago Coin Machine, Chicago, Illinois, where it continued to ship "Space Age", a novelty amusement machine.

D. Gottlieb & Company, Chicago, Illinois, introduced three pinball games during this period: "Brite-Star", a 2-player 5-ball; "Rocket Ship", 5-ball; and "Picnic", a 2-player 5-ball.

Jennings Corporation, Chicago, Il-

linois, continued with its 1958 "Buckeroo" machine.

Irving Kaye Company, Brooklyn, N.Y., continues a steady production of its line of pool table games, "El Dorado" and "Deluxe Competitor"; and introduced "Hockey Game", a novelty amusement machine; and "Melody Tower" a music machine accessory.

J. H. Keeney & Company, Inc., Chicago, Illinois, introduced "League Leader", a baseball game; and continued producing "DeLuxe Big Tent", an electric upright game.

Marvel Manufacturing Company, Chicago, Illinois, still producing "Lucky Horoscope", which continues popular.

Mills Bell-O-Matic Corporation, Chicago, Illinois, continues with its 1958 line of games at its Reno, Nevada plant.

Mike Munves Corporation, New York, N.Y., introduced a novelty game "Bike Race".

Rock-Ola Manufacturing Corporation, Chicago, Illinois, introduced a new line of automatic machines, including models "1465" 200 selections; "1458" 120 selections; "1462" 50 selections; "1464" 120 selections wall mount phonograph; and "1555" dual purpose Wall Box for either 120 or 200 selections.

The Seeburg Corporation, Chicago, Illinois, continuing on a successful production of its new 1958 line of phonographs, introduced earlier in the year, which includes the model "201", 200 selections; model "161", 160 selections; and model "101", 100 selections.

United Manufacturing Company, Chicago, Illinois, keeping its large factory rolling with new products, "Midget Alley", a small size midget 2 player ball bowler; "Shooting Star" puck shuffle alley; "Eagle" puck shuffle; continued production on its "Bonus" ball bowler.

United Music Corporation, Chicago, Illinois, brought out a new phonograph, "UPB 100", a 100 selection machine, with cabinet design by Raymond Loewy.

Watling Manufacturing Company, Chicago, Illinois, continues to supply the trade with its well known "Penny Fortune Scale."

Williams Manufacturing Company, Chicago, Illinois, brought out a new baseball game "Short-Stop" and "Satellite" a five-ball.

The Wurlitzer Company, North Tonawanda, N.Y., keeps its production lines busy supplying the demand for its 1958 line of phonographs, introduced earlier in the year, featuring model "2200" a console 200 selection machine; model "2204" a console 104 selection machine; and model "2250" a 200 selection medium priced machine.

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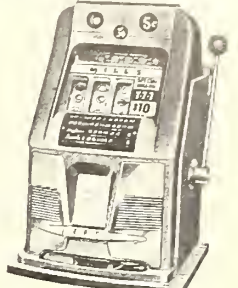
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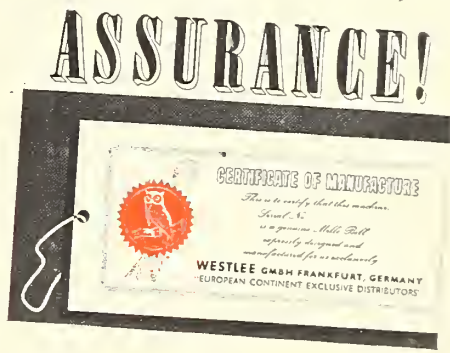
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U. S. EXPORTS 1957

Shipments from U. S. for 1957 Was Greatest In History of Industry In All Divisions

CHICAGO — The chart shown on this page verifies the prediction of *The Cash Box* that 1957 would prove itself one of the biggest U. S. export years.

This chart is being repeated, in view of the fact that export figures for the First Quarter of 1958 have now been received from the U. S. Department of Commerce, to give some idea of the export trend for this year.

Most noticeable on this chart is the tremendous increase enjoyed in exports of all kinds of vending machines. Vending machine exports in 1956 totalled 15,362 machines. In 1957 this jumped to 27,653 machines. An increase of 86.5% or 12,291 more vending machines exported in 1957 as compared to 1956. The trend of vending machine exports continues upward with the possibility that even this figure of 27,653 may be surpassed.

Next greatest increase was in the amusements machine field. There were 14,404 more amusement machines exported from the U. S. in 1957 than in 1956. This was an increase of 53.5%.

A poor first quarter (1958) showing may hold down such an increase for this year, but, from all present indications, the amusements machine field should again reach the 41,229 figure for 1958 with even the possi-

bility, for the third and fourth quarters of the year, that this high mark can be bettered.

Though the music machine field continued its high shipping mark, the gain enjoyed in 1957 over 1956 equalled only 37%, or 945 more phonographs shipped in 1957 than in 1956. This gain might seem very small in comparison to the greater exports of vending and amusement machines but, consideration must be given to the fact that phonographs are now being built under license in other countries, as well as the fact that many European firms are now building automatic phonographs for export to other parts of the world. Therefore, the continued exportation of over 25,000 phonographs from the U. S. in 1957 especially considering the higher prices being paid for these phonographs, is a great achievement.

This publication is interested as are exporters and importers all over the world, in what will result for the full year of 1958. Should U. S. exportation continue at this tremendous 1957 pace, it will definitely mean that exports are, today, one of the most important elements in the U. S. manufacturers' success.

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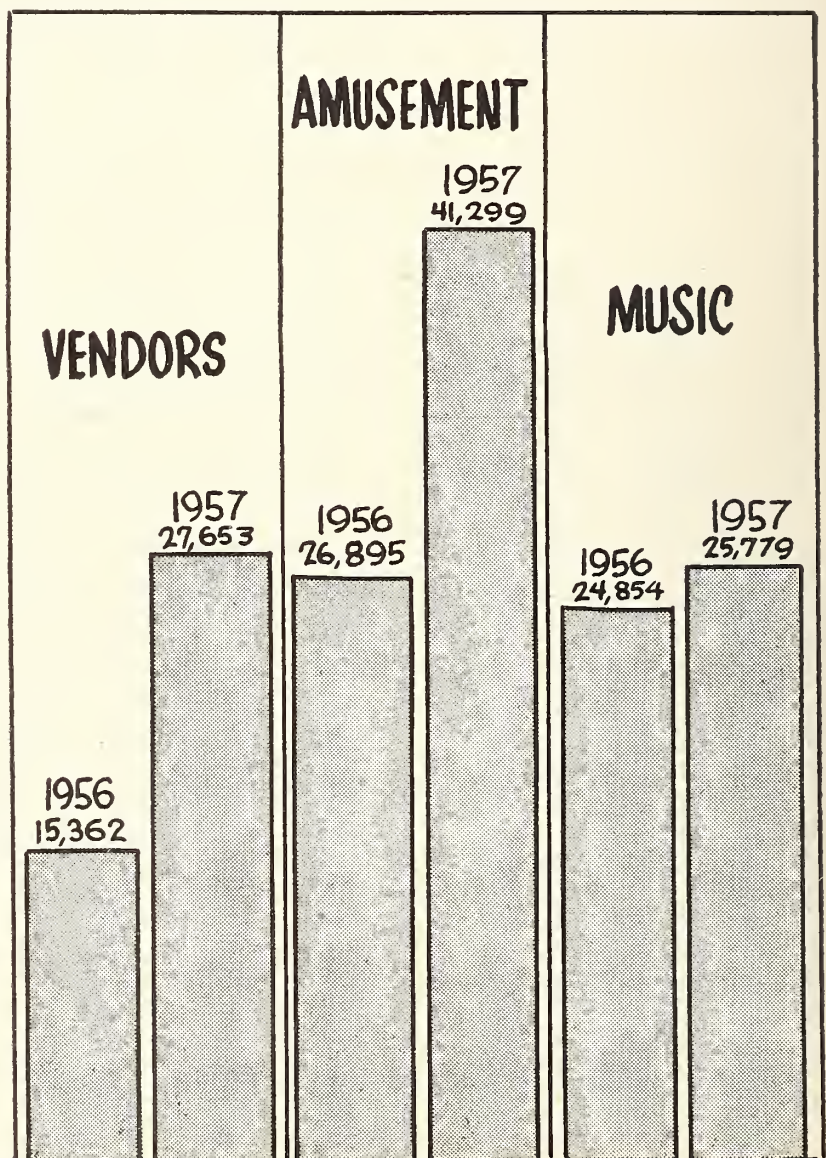
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"It's What's in THE CASH BOX That Counts—INTERNATIONALLY"

INTEREST GROWS IN EXPORT BUSINESS

CHICAGO—It has only been since the early '50's that interest in export business has begun to grow to any great extent in the U. S.

Immediately after World War II, U. S. factories were frantically busy supplying the domestic market.

For some years thereafter, until 1950, domestic demand continued at such a rate that manufacturers and distributors indicated little, or no interest, in export.

The Cash Box stimulated interest in export business with its "International Quarterly Export Editions." These issues are now recognized to have started to effect the U. S. Coin machine market about 1950.

The Cash Box "International Quarterly Export Editions" have, these past eight years, won great attention and admiration from manufacturers and distributors.

As this publication expanded its circulation all over the world, manufacturers and distributors in the industry began to receive calls for various types of machines.

In the early 50's, these calls were mostly to distributors, and for re-conditioned machines. But as demand continued to grow, and as the used market became more barren of late model used machines, manufacturers began to enjoy a growing volume business, just as this publication had predicted.

This year of 1958 finds interest in worldwide export of machines of all kinds from the U. S. growing tremendously with each passing week.

Manufacturers, as well as distributors, are vying for business all over the world. Some manufacturers have licensed firms to assemble their products in various countries and, at the same time, allow these firms to distribute these licensed products to surrounding countries.

Travel has also grown at a surprising pace. More distributors and manufacturers are now traveling from the U. S. to Latin America, the Far East, Europe, and all other parts of the world, to meet with various customers with whom they have already enjoyed business, as well as with new firms whom they plan to meet in their travels.

This great and growing interest in worldwide export gives every promise to eventually result in better international relations between U. S. manufacturers and distributors and importers all over the world.

It also means that such a closer relationship is bound to bring better profits to all concerned. There is also no doubt that, as such better understanding becomes fact, this industry will progress at a more rapid pace.

All these are among the many reasons for the origination and creation of The Cash Box, "International Coin Machine Export-Import Council."

The importance of this "Council" has already made itself felt in many world centers where importers have come together to create similar type local organizations for the mutual benefit of all concerned.

These organizations' programs and plans were originated and proved successful by The Cash Box in the U. S.

They are now being put into effect and, there is every hope, will prove just as successful in these new areas as they have in the U. S.

The men who comprise these new organizations must work together. They must cooperate with each other for the successful culmination of their own hopes and plans. Only by such cooperation are they assured of their own future progress.

In every country throughout the world, "The Cash Box Price Lists" are officially accepted. They are recognized for their authenticity and their complete coverage of the industry. These lists assure all importers everywhere in the world of fair market values.

Because of this "The Cash Box Price Lists" are reported to be tremendously responsible in bringing about better business understanding and relationship worldwide.

The U. S. continues to become more and more interested in export business. This means that all will benefit.

The competition which has resulted within the U. S. for the export market will mean the finest of U. S. coin machines for worldwide export at prices which are most acceptable to importers internationally.

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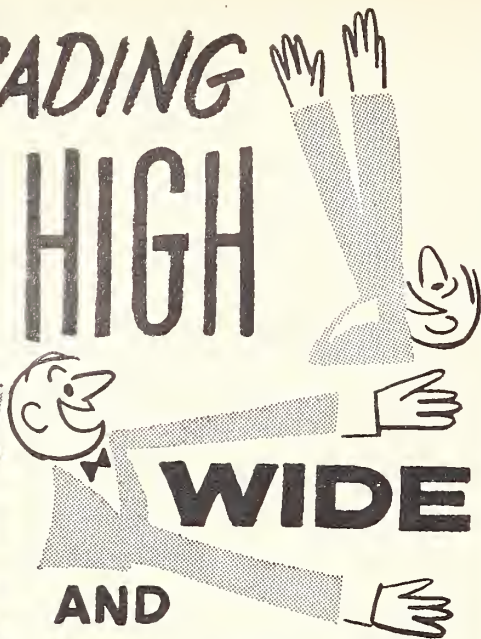
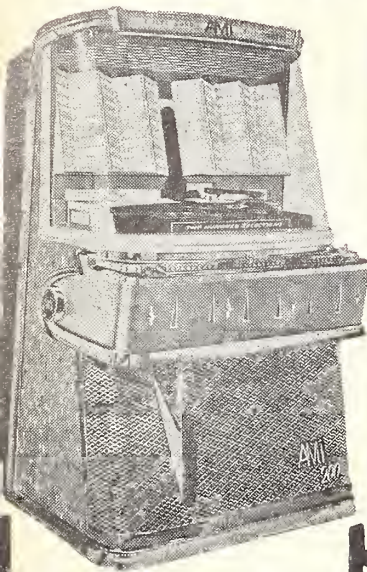
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Better International Business Ahead

CHICAGO—Everywhere in the industry, internationally, there is growing optimism for the fact that there is better business ahead. The reason for this, according to those best informed regarding the future business prospects of the industry worldwide, is due to the fact that all leading manufacturers of amusements, phonographs and vending machines have come to recognize the importance to continued peak production for their factories of international business.

Today, hand-made models of machines are not only built and tested in the U. S. far in advance of planned production, but, what is most important, these same machines are being shipped to be tested, also far in advance of scheduled production, by distributors of the manufacturers all over the world. As the results of these tests are made known to the manufacturers, corrections and adjustments are engineered at the factories to meet the requirements of the international markets as indicated by these advance tests. Even the names for the machines are very carefully chosen today so that peoples in all countries will understand their meaning.

Such recognition of the importance of international business has proved of very great value to the U. S. manufacturers as well as to importers worldwide. This definitely indicates, because of this outstanding recognition, there is better business ahead for all the world's buyers. The world's leading importers now have a hand in building the new machines. They are being given the privilege of testing forthcoming machines far in advance of production. The outstanding im-

porters, by their recommendations after such tests, are actually advising U. S. manufacturers what they require for profitable, volume sales in their countries.

This means better business for all concerned. A great many attribute this recognition of the importance of the international markets to the efforts of The Cash Box. This publication has, for many years, urged U. S. manufacturers to turn their attention and energetic efforts to meeting the demands of the world's importers. This finally resulted in the creation of The Cash Box' "International Coin Machine Export-Import Council" which now has hundreds of members in over 45 countries all over the world. These members report that, due to the recognition given the world's markets by the U. S. manufacturers, there is, definitely, better international business ahead.

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EXPORT USED EQUIPMENT-SUPPLY AND DEMAND

Altho Demand Dropped Off In 1st Quarter of 1958 (Amusement Games Still In Big Demand) Start of 2nd Quarter Indicates Increased Demand May Equal That of 1957

CHICAGO—This chart is again reproduced for this second quarter of 1958 to give some idea of the export business increase enjoyed this second quarter as compared to the first quarter of 1958.

Demand for used equipment of all kinds dropped in the first quarter from about 114% as of the fourth quarter of 1957 to about 108% for the first quarter of 1958.

Even though such demand is still far greater than the supply of late model used machines in the U. S., the drop during the first quarter is attributed, in the main, to inclement weather all over the world.

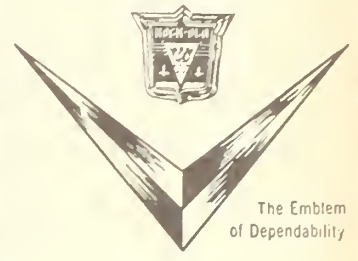
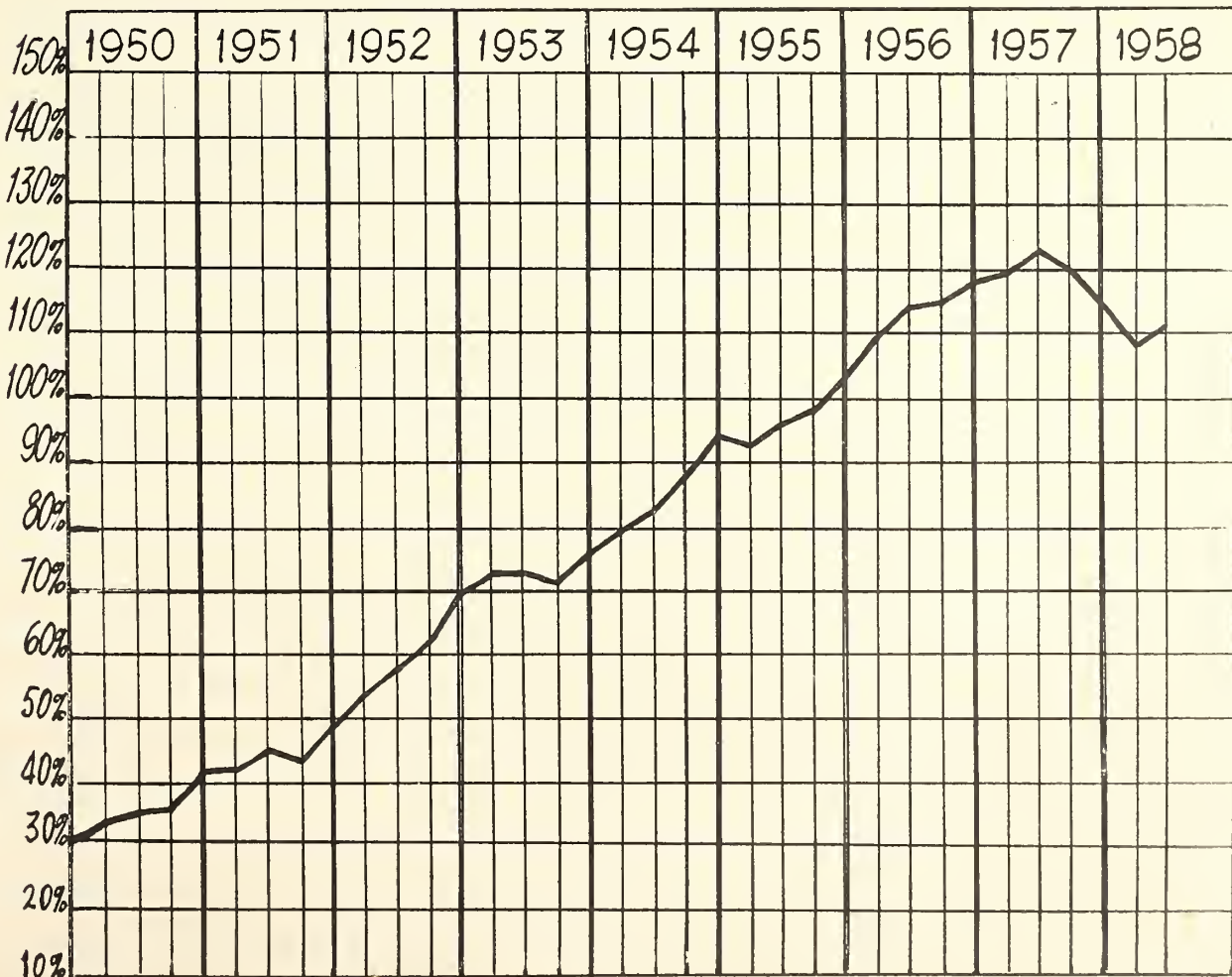
This past second quarter showed the beginning of a definite upsurge in demand for all types of late model used machines. The demand index has risen to about 111%. This means that there are being received, by all U. S. exporters combined, approximately 111 orders for every possible 100 late model machines in supply in the U. S.

This demand can continue upward and, perhaps, come somewhat near to the high mark reached the second quarter of 1957 when the demand index pointed to 122% of possible supply.

It is interesting to note that, from an indicated demand of about 30% of supply in 1950, the year when *The Cash Box* began to publish its "International Quarterly Export Edition," to 1958, there has been a continued overall growth of 81% in demand for all types of used machines compared to the possible supply of such machines in the U. S.

The continued drop in demand, since the second quarter of 1957, is attributed to the fact that more new machines are being shipped worldwide than are used machines. The fact also remains that the lack of late model used machines, and the higher prices necessarily being asked for these had a very good effect on the new machines market. The average importer, wherever possible, ordered new machines, especially when late model used machines became unobtainable in quantity.

The upsurge in demand for late model used machines this second quarter, portending a very good Spring season in the international market, plus the continued greater volume sales of new machines may, as the months go by, prove 1958 as good an export year for the U. S. as was 1957.



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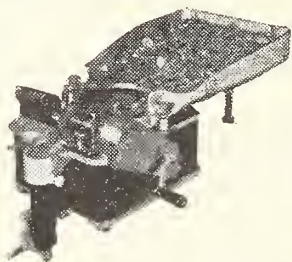
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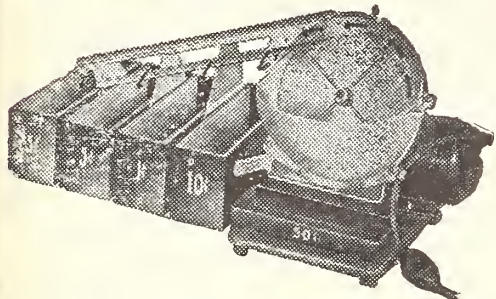


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Biz Picks Up At Brussels World's Fair

BRUSSELS, BELGIUM—After its early delays and difficulties, the great World Fair at Brussels has now settled down into the greatest international event of its kind in at least a couple of decades. And, after a poor start, the Amusement Park has become a major attraction of the Fair.

The Amusement Park is both extensive and convenient. It is located near the main entrance of the Exhibition, conveniently near the Brussels tramways terminus, and equally near several of the larger car and coach parks. Less fortunate is the fact that it is split into two sections, and although these two sites are connected by a stall-lined road, it is a pity that there should be this division of the attractions, which causes some visitors to miss half of them.

The scene is dominated by an enormous 4,000-seater German-type beer hall and restaurant, called the Oberbayern, constructed and installed by the Lowenbrau Brewery of Munich. This, although it rather dominates the scene, helps to pull in visitors to the area, and has, as an added attraction brass bands, and other entertainment features, almost always available.

There are not a great many coin games in the park itself, but right in the center is the main arcade in which the International Scott Crosse Company has assembled banks of the latest pinballs and other coin machines, some of which are completely new to Europe. This has proved a mecca for operators from all parts of the world, as well as for many of the millions of visitors to the Fair, particularly those in the teen and twenty age bracket.

There are also several smaller ar-

cadés on other sites.

An interesting shooting game is Kohler's Kinoschiessen from Germany, in which films of wild animals are shown, and a tiny target appears for a second on the spot to kill. Contests are being run, in connection with this shooter, with gold, silver and bronze trophies for the best shots during the run of the Fair.

Belgium showmen are also presenting pintable stalls, but these do not appear to be doing good business in the highly competitive area of the Amusement Park.

Among stall-holders are Maxies from New York with several fancy hat stands.

A photographic booth allows visitors to be pictured with a live lion cub.

A Dutch cabaret restaurant in the Park features dancing for all. Hot dogs and hamburgers are the favorite snacks, but the Belgian family Busch, well-known at Continental fairs, are doing well with gauffres and other traditional dainties. Souvenirs of the Park are selling well.

Other restaurants include an Italian one, "Les Caves Romaines," and a Viennese cafe, "Le Danube Bleu."

Two Swiss showmen one running Dodgem tracks, both unique in that they are coin operated, and no coin tokens are required. The larger one is an attractively decorated ride in pastel shades. The brightly colored cars are in such shades as violet, yellow and pink. Wide waiting and watching platforms are a feature of the track.

The smaller Dodgem has an unusual plastic track, with special lighting which makes it semi-transparent in the dark. The roof is on four pulleys,

Mondial Corp. Manufactures Pinball Games In Ireland



SUREN D. FESJIAN

NEW YORK—Suren D. Fesjian, head of Mondial Commercial Corporation of New York, leading exporters of pinball amusement games, reports about the Irish manufacturing of pinball amusement games of the original designs of D. Gottlieb and Company and Williams Manufacturing Company.

Mondial Commercial Corporation having also been granted the exclusive franchise for Ireland and England for Gottlieb and Williams, Fesjian, for the last two years, has continuously traveled to Ireland and England for the purpose of organizing an Irish company, the directors of whom, besides himself, are from London, England and Dublin, Ireland.

The company's name, which has been organized, is Mondial (Ireland) Ltd., which has been granted an authorization and license by the Irish Government to receive some of the component parts and designs from the United States and complete and assemble the amusement machines in Ireland using Irish material and Irish labor. It is only in the last eight months that the games have been finally shipped. Prior thereto and for sixteen months, Suren D. Fesjian and his associates have been working very hard, having to contend with many

obstacles, which they have finally overcome.

The machines, after being manufactured in Ireland, are shipped to London where two separate companies, one to handle Gottlieb's games and the other for Williams. They have their own showrooms and offices, whom Mondial (Ireland) Ltd. has appointed as resident exclusive distributors in England.

These two companies are now receiving games from Ireland and selling them to operators and arcades in London. They are also organizing sub-agents in the leading cities in order to distribute the games.

It is Suren D. Fesjian's opinion that a strong distributing organization is very necessary in order to promote the sales of the games. The English people have not had any new equipment for the past twenty years, and it will take some time before they again acquaint themselves with the games.

Mondial (Ireland) Ltd. is working very hard at present to supply games for export to the British Commonwealth as well as other European countries, the names of which have not been disclosed. It is established however, that the European countries would be those who have dollar shortages, and therefore, cannot purchase games from the United States. Fesjian has a great deal of experience with the complications in exporting the games to these European countries and feels he is in the best position to resolve them.

Suren D. Fesjian informed us that since the business is growing and the demand for the games are increasing, other than for England, Mondial (Ireland) Ltd. has recently purchased a larger factory. The operation of the newly acquired factory will begin next month. The old factory will be used for cabinet making and stenciling. The new factory is divided so that one part is allocated for Gottlieb games and the other for Williams' games.

Suren D. Fesjian reports that the workmanship of the Irish people in the manufacturing of the games is satisfactory.

Belgium Top U. S. Importer

CHICAGO—For the second consecutive year Belgium leads all other countries as the top importer of U. S. amusements, music and vending machines.

This leadership had become more or less traditionally accepted. Canada had, for many years, been the greatest importer of U. S. music, amusements and vending machines in total U. S. dollars.

West Germany, it was believed for a while, would surpass both Canada and Belgium. But, with demand continually increasing, Belgium forged to the front and held this position for all of 1957.

It is also estimated that Belgium is continuing this leadership throughout the past two quarters of 1958.

In actual U. S. Dollars importations, combining vending machines, amusements and music equipment, the top ten importing countries were:

Belgium	\$4,861,537.00
Canada	3,671,406.00
Germany	3,274,466.00
Venezuela	2,569,826.00
Italy	2,436,674.00
Switzerland	1,773,236.00
Netherlands	1,257,436.00
Cuba	1,162,692.00
Austria	1,007,021.00
Mexico	911,309.00

Coin Machines In Sweden



FREIUS DANNEMAN

UMEÅ, SWEDEN — Charles Danneman of Freius Danneman & Company, this city outlines activities in his country.

"There has been an enormous development in the distribution and operating of coin operated equipment here," stated Danneman. "It started about 4 years ago when importation from the United States was permitted, with juke boxes first and a little later amusement games. Before that almost all of our machines were made in Germany and Sweden.

"About 25 years ago an organization was started called SAR (Sveriges Automatagares Riksförbund), National Association of Automatic Equipment Owners of Sweden. Among the members now are all the impor-

tant operators of Sweden, as well as distributors of American manufacturers. Among the rules of membership is one that the distribution of phonographs and games must be to the benefit of the operators. There are also regulations regarding the payment of percentages to the location. The association also gives its members legal assistance.

"There aren't many differences in the way operators work here than in other countries. However, there are some special problems. For example, there are long distances between the locations, and also there are only a few big towns. The absence of bars and that type of location, which are so common in South Europe, is of course a disadvantage. In Sweden you find a form of location called 'Konditori' and another called 'Kafe.' A 'Konditori' can be compared with a small restaurant where the patron buys a cup of coffee and a piece of cake. The 'Kafe' is just about the same, but simpler and the patrons are almost always workers. There are also 'Kafes' selling beer, but coin machines are forbidden.

"Our branch seems to grow steadily here in Sweden, but in order to keep on a solid and progressive path, it is necessary that there is always co-operation between the distributors and operators."

Pictured herewith (TOP) (l) — Charles Danneman (sitting) checks over *The Cash Box* with a visitor; (r) servicemen load a pinball into a station wagon. (BOTTOM) (l) — A pinball on location; (r) a juke box on location.



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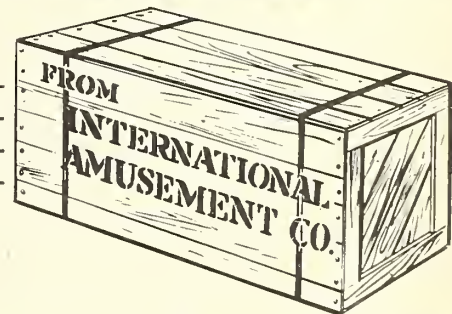
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Operating Conditions In Peru Look Promising

Pinballs Big Attraction. Music Machines Go Well. Arcades Being Opened Thruout Lima

LIMA, PERU—Phonographs introduced in Peru some years ago and the sales per year increased to some hundreds of machines of the well-known trade-marks: AMI, Wurlitzer, Rock-Ola and Seeburg, who have exclusive distributors in Lima, machines arriving regularly in the remainder of the national territory.

Referring to vending machines, there are a few which vend drinks.

In Pool games, there has not been any importation worth mentioning; however, a copy of the American models was developed, which at first were the fashion but have been disappearing slowly.

In Lima for some years a machine which has met with success, is called "Fulbito"; the original models of this were Swiss. It consists of a set of English Foot Ball with manikins and a special table; this game is at the present time in decline.

In Kiddy Rides there are units functioning in parks and markets which are well accepted. They operate with coins of 1 sol (approximately 0.05 American money).

There are some machines of arcade type but no Bingo, as it is supposed that these are subject to prohibition in Peru by the authorities.

Although they have some Shuffles and Bowlers functioning, they have not prospered since at the present time they hardly operate commercially in the city.

More than the phonographs, the Pin Ball is the diversion which has a good success, and by means of the renovation of models, I am sure that it has an assured future. The movement with respect to these machines for diversion is on the increase.

The Pin Balls first became known some eight years ago, being distributed in the City of Lima in Cafes, bars and restaurants and lately in some locations called "salons or places of recreation" because of this activity.

It is customary to import, at the lower price, used machines, and on a lesser scale, new ones. There are operators with a quantity of machines which vary with the bigger operators with 200 or more to others with 80, 40 and two machines. It is reported there are about a thousand Pin Balls in Peru.

The appearance of specialized "locations" (arcades) took place some four years ago with a salon in the Antiguos Barrios Altos of Lima. This salon up to date is popular and maintains good activity, with some 15 machines, counting pin balls, pools and "fulbitos". Besides these many entertainment salons commenced to appear

and disappear. Today there are some 10 or 15 in different locations, some having reached the figure of 30 or more machines. As an illustration of these we can name the Reno salon in the Jiron Monson in the center of the city, as the most successful.

The operation of machines is noticeable throughout Lima in Peru, with activity being less in the remainder of the country.

There are no restraints on the importation of phonographs and pin balls at present, except the customs duties, which with a recent law has doubled, so that a machine reaches a cost of more than double the price F.O.B. in the factory.

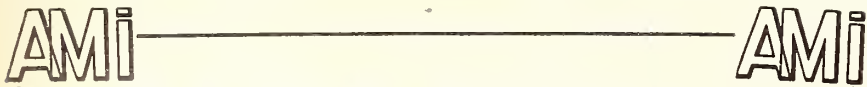
In order to be able to operate a machine (whether phonograph or pin ball) it is required to sign a special register of the police. For the registration, which is subject to approval or disapproval as to suitability of location, for moral reasons, or as to neighborhood (proximity to a School, etc.), an amount is paid exceeding double the monthly payments, to which it will be subject during the time of its operation. This amount increases to 60 or 100 soles monthly according to permission to operate up to 11:00 o'clock at night or past that hour. The functioning of the pin ball is subject to such regulations as not permitting minors of 18 years to play by betting money. Furthermore, besides the monthly payment to the police, another is made to the municipality amounting to 50 soles monthly.

The percentage which the owner of the machine ordinarily pays to the owner of the premises is generally 40% and up to 50% on pin balls, the phonographs paying less.

For the functioning of pin balls and phonographs the coin slots have to be arranged for coins of 50 centavos de sol (which comes to 2 cents American money).

Prospects to expand the activities of the coin machine industry in Peru are magnificent and the problems which coinmen encounter are:

1. High cost of the machines, due to our customs duties.
 2. Delay and scarcity of types successful in the United States.
 3. A certain aversion in some sections of the country to the games.
- These may be solved by the force of constant effort.



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This Is The First Anniversary of: **THE CASH BOX "INTERNATIONAL COIN MACHINE EXPORT-IMPORT COUNCIL"**

Today's Membership Extends Into 43 Countries. Future Growth Assured as More Join.

CHICAGO—Just one year ago, this publication proposed that the industry create The Cash Box' "International Coin Machine Export-Import Council".

The Cash Box offered as its reason, "To assure greater growth, closer cooperation, better understanding and finer relations for the continued better future conduct of the international coin machine business."

Since that time, just one year ago, The Cash Box' "International Coin Machine Export-Import Council" has grown to membership among leading importers and exporters in 43 countries around the world, not counting the U. S. A.

This is, without any doubt, the greatest growth achieved by any organization of such international character in so short a period of time.

It must also be remembered that the creation of such an organization usually requires many, many years of intensive effort.

The Cash Box' "International Coin Machine Export-Import Council" was helped to instant growth by the visits of members of its staff to various foreign countries.

It is also noteworthy that, in almost everyone of these 43 different countries, suggestions are adopted from The Cash Box and have been used to better general business conditions for the members.

Membership in "the council", as it has become known, is now found in the following countries. Many places in Africa, Asia, Australia, Austria,

Belgium, Brazil, British West Indies, Canada, Colombia, Costa Rica, Cuba, Denmark, Ecuador, England, Formosa, France, Morocco, Germany, Greece, Guam, Guatemala, Haiti, Holland, Honduras, Hong Kong, Italy, Ireland, Japan, Lebanon, Federation of Malaya, Mexico, Netherlands West Indies, Nicaragua, Okinawa, Panama, Philippines, Peru, Portugal, Puerto Rico, Sweden, Switzerland and Venezuela.

Efforts have already been made to bring together the members of The Cash Box' "International Coin Machine Export-Import Council".

There is every belief that this may prove the case within a definite period of time.

As all realize, it takes many, many months of correspondence and arrangements to assure a gathering of peoples from 43 different countries in any one place in the world.

There are some members who have proposed a meeting in Europe. Others from the Far East have asked that a meeting be conducted in Japan.

The problem arises of just where and when such a meeting can be held to suit the requirements of all the membership.

Most fascinating, of course, is the fact that all of these exporters and importers are anxious to get together. To meet with each other. To discuss their problems. To arrange for more cordial relations. To bring into being a closer and more tightly knit group of world members of the industry.

Europe Takes To: **BOWLERS and SHUFFLES**

CHICAGO — Acceptance of the bowling and shuffle games is now reported to be at a point that is bringing about some very fine shipments of these games to the European market.

At the present time, according to reports, the majority of bowlers and shuffle games are being shipped to Germany and Austria.

These countries, it seems, have taken to the bowling games in a big way and the play action is growing greater right along.

In view of this a great many now believe that bowlers and shuffle games will spread all over Europe and that this part of the U. S. amusement business will prove just as big an attraction in Europe as have the pinball games.

The English operators look to Ireland to produce the first of these games for use in the British Isles.

Sometime ago this publication reported that English operators, who had played shuffle games in various American Air Force canteens and clubs in England, were tremendously

impressed and believed that these games would find a grand market once they could be brought into England.

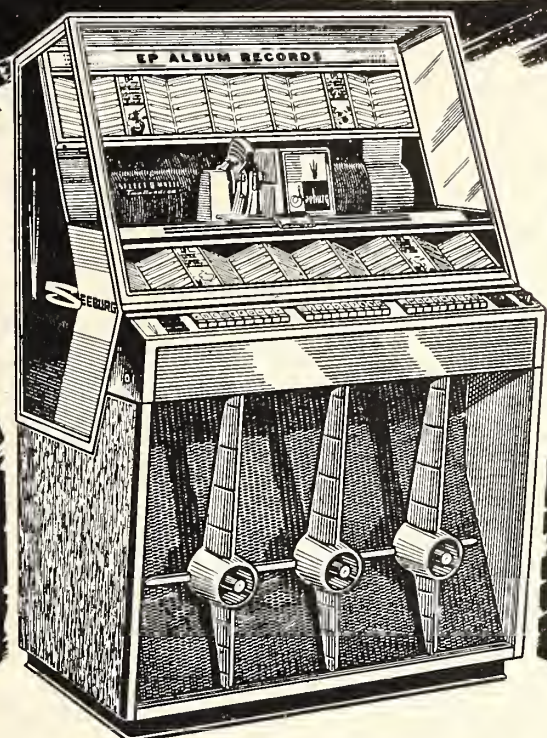
Now that Ireland is turning out to be the production center for the British Isles, there is every possibility that shuffle games as well as bowlers may yet find their way to England. These can bring about a new and more profitable amusement business in London and other British cities.

Few believe that the French will join in with the bowling and shuffle game craze. There are those who feel confident that Belgium, Holland, Switzerland, Denmark, Sweden and Italy will be using bowlers and shuffle games in due time.

Just as much, these men claim, as they are now being used in Germany and Austria.

Furthermore, they believe, the bowlers and shuffle games, once they take hold, will carve a very definite niche for themselves among the players in these countries just as have the pinball games.

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Montgomery
Franco Novelty Co., 24 N. Perry St.

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Arizona Amusement Co., 1030 Grand Ave.
Canyon States Dist. Co., Inc., 1458 E. Van
Buren St.
Garrison Sales Co., 1000 W. Washington
Minthorne Music Co., 2517 N. Central Ave.

Tucson
Canyon States Dist. Co., 301 E. 7th St.
Paul W. Hawkins, 329 E. 7th St.

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Simon Dist. Co., 2833 W. Pico Blvd.

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Craven Dist. Corp., 3367 India St.

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First Dist., 1748 W. North Ave.
Globe Dist. Co., 1623 N. California Ave.
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Monarch Coin Machine Co., 2257-59 N. Lin-
coln Ave.
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Rockford
Midwest Dist. Co., 208 N. Madison St.

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Lee Sales Co., Inc., 1815 S. Lafayette

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Shaffer Music Co., 1327 North Capitol Ave.
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St.

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So here is to you "Bill" Gersh, may the "March of Time" treat you kindly and keep you hale, hearty and strong. May "The Cash Box" keep on growing in its service to this rapidly growing industry of which I am happy to be a part.

Sincerely and Respectfully,
Gordon Stout

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Co-Operative Dist. Co., 234 W. Jefferson St.
Ohio Specialty Co., Inc., 539 S. 2nd
Southern Automatic Music Co., Inc., 735 S. Brook St.
S. L. Stiebel Co., Inc., 635 W. Main St.

LOUISIANA

Gretna
Huey Dist. Co., Inc., 335 Huey P. Long Ave.
New Orleans
A. M. Amusement Co., 1049 Baronne St.
C. & M. Specialty Co., 832 Camp St.
Crown Novelty Co., Inc., 920 Howard Ave.
Dixie Coin Machine Co., 122 N. Broad St.
The Double A Amuse. Co., 341 N. Galvez St.
F. A. B. Dist. Co., 1019 Baronne St.
General Dist. Co., 1609 Orleans Ave.
Lynch & Zander, 832 Baronne St.
New Orleans Novelty Co., 115 Magazine St.
J. H. Peres Dist. Co., 922 Poydras St.
Southern C. M. Exch., 712 Clairborne St.

Shreveport
Bruce's Music & Vend. Service, 1600 Pierre Ave.
Slidell
O. K. Dist. Co., 3000 William Tell St.

MARYLAND

Annapolis
Arundel Amusement Co., 418 Third St.
Baltimore
A. & A. Coin Machine Co., 715 Ensor St.
Chris Novelty Co., 2330 Hollins St.
Double-U Sales Corp., 922 Park Ave.
East Coast Music Co., 700 S. Hanover St.
Eastern Vend. Sales Co., Inc., 407-409 N. Warwick Ave.
General Vending Sales Corp., Howard and Biddle Sts.
Hub Enterprises, Inc., 2216 Division St.
Roy McGinnis Co., 2011 Maryland Ave.
Musical Sales Co., 140 W. Mt. Royal Ave.
Parkway Machine Co., 715 Ensor St.
Premier Coin Machine Dist., Inc., 612 S. Warwick Rd.
Winters Dist. Co., 1713-15 Harford Ave.

MASSACHUSETTS

Allston
Associated Amusement, 391 Cambridge St.
Redd Dist. Co., Inc., 298 Lincoln St.
Boston
Atlas Distributors, 1024 Commonwealth Ave.
Northwestern Sales & Service Co., 1198 Tremont St.
Ben D. Palastrant, 25 Huntington Ave.
Trimount Coin Machine Co., 40 Waltham St.
Fall River
Lavoie & Hillman, Inc., 175 East Main St.
Webster
Royal Music Co., 10 Park St.

MICHIGAN

Buchanan
Fabiano Amuse. Co., 109 Liberty Ave.
Detroit
Angott Dist. Co., 2616 Puritan Ave.
Fabiano Dist. Co., 14344 Fenkell Ave.
Gay-Coin Distributors, 4866 Woodward Ave.
Henry C. Lemke, 1047 E. Grand Blvd.
Miller-Newmark Dist. Co., 5743 Grand River
Music Systems, Inc., 14561 Livernois Ave.
Grand Rapids
E. & R. Sales Co., 1732 Monroe, N.W.
The Miller-Newmark Dist. Co., 42 Fairbanks, N.W.

Kalamazoo
King-Pin Equipment Co., 826 Mills St.
Lansing
Music Systems, Inc., 1224 Turner
Pontiac
Wolverine Entertainers, Inc., 1782 Pontiac

MINNESOTA

Duluth
Twin Ports Sales Co., 226 Lake Ave., So.
Faribault
Gopher Sales Co., 601-603 Central Ave.
Minneapolis
Atlas Sales Co., Inc., 720 S. 4th St.
Lieberman Music Co., 257 Plymouth Av.
S. L. London Music Co., Inc., 2605 Henn
Sandler Dist. Co., 405 Plymouth Ave., N.
St. Paul
Automatic Games Supply Co., 1934 University Ave.
Mayflower Dist. Co., 2227 University Ave.
Midwest Novelty Sales Co., 777 University Ave.

MISSISSIPPI

Biloxi
United Novelty Co., Inc., Box 126
Jackson
Capitol Music Co., 135 E. Amite St.
United Dixie Co., Inc., 106 Minerva St.

MISSOURI

Kansas City
Advance Music Co., 1606 Grand Ave.
Automatic Coin Machine Co., 13 W. Linwood
Central Distributors of Kansas City, 2805 Main St.
Mid-West Dist., 709 Linwood Blvd.
Uni-Con Dist. Co., 3410 Main St.
W. B. Music Co., Inc., 200 Main St.
St. Louis
Arrow Nov. Co., Inc., 2832 Sidney St.
Brandt Dist. Co., Inc., 1809-11 Olive
Central Dist., 2315 Olive St.
Ideal Novelty Co., 2823 Locust St.
McCall Novelty Co., 3326 Olive St.
Midwest Dist. Co., 2642 Olive St.
J. S. Morris & Sons Novelty Co., 4722 Delmar
Morris Novelty Co., Inc., 3007-09 Olive St.
Reel Dist. Co., 4910 Natural Bridge
Rite-Way Distribs., 1916 Washington Ave.
J. Rosenfield Co., 4701 Washington Blvd.
W. B. Dist., Inc., 1012 Market St.
Washington
Buescher's Wholesale Co., Coin Machine Div., Main and Elm Sts.

MONTANA

Butte
H. B. Brinck, 825 E. Front St.
Helena
Capitol Music Co., 22 South Main
Missoula
Frontier Dist. Co., 249 W. Front St.

NEBRASKA

Omaha
Central Music Dist. Co., 1209 Douglas St.
H. Z. Vending & Sales Co., 1205 Douglas
Lieberman Music Co., Inc., 809 So. 25th St.

NEVADA

Reno
Rex Distrib. Co., 136 E. 2nd St.

NEW JERSEY

Elizabeth
Seacoast Dist., Inc., 1200 North Ave.
Newark
Atlantic New York Corp., 772 High St.
Irving Morris, Inc., 145 Frelinghuysen Ave.
Runyon Sales Co., 221 Frelinghuysen Ave
R & Y, 131 Clinton Ave.

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IT CAN AND DOES EARN as much as \$30 PER HOUR (25¢ sale)

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JOBBERs and DISTRIBUTORS (LISTED BY STATES)

Union City
H. Betti & Sons, Inc., 1706 Manhattan Ave.

NEW MEXICO

Albuquerque
Border-Sunshine Nov. Co., 2919 4th St., N.W.

NEW YORK

Albany
Bilotta Dist. Co., 1226 Broadway
Davis Dist. Co., 1056 Broadway
Odco, Inc., 1100-02 Broadway
Universal Vendors, 788 Broadway

Binghamton
Binghamton Amusement Co., Inc., 221 Main St.

Brooklyn
American Vending Co., 2684 Coney Island Ave.
Herman Dist. Co., Inc., 1505 Coney Island Ave.
J. Schoenbach, 1647 Bedford Ave.
Unecda Vending Service, 250 Meserole St.

Buffalo
Davis Dist. Corp., 1231 Main St.
Franklin Sales Corp., 265 Franklin St.
Sheldon Sales, Inc., 881 Main St.

Elmira
Joy Automatic, 108 E. Church St.

Freeport
Sandy Moore Distributing, Inc., 240 E. Merrick Rd.

Glasco
Greco Bros., Box 94

Glen Falls
Witham Enterprises & Asso., 20 Cunningham Ave.

Hudson Falls
Henry C. Knoblauch & Sons, 7 Broad St.

Newark
Bilotta Dist. Co., 224 N. Main

New York
Atlantic New York Corp., 843 Tenth Ave.
Black Sales Co., 583 Tenth Ave.
Koepfel Dist. Co., 607 Tenth Ave.
Dave Lowy & Co., 592 Tenth Ave.
Mike Munves Corp., 577 Tenth Ave.
Sandy Moore Distributing Inc., 599 Tenth Ave.
Northwestern Sales & Service Co., 446 W. 36th St.
Runyon Sales Co., 593 Tenth Ave.
Seaboard New York Corp., 843 Tenth Ave.
Albert Simon, Inc., 587 Tenth Ave.
West Side Dist. Corp., 612 Tenth Ave.

Rochester
Davis Dist. Corp., 317 Alexander St.
Flower City Amuse. Co., 618 Main St., E.

Syracuse
Davis Dist. Corp., 738 Erie Blvd., E.
Rex C. M. Dist. Co., 821 S. Salina St.
Sheldon Sales Syracuse Corp., 1626 No. Salina St.

Valley Stream
Nat'l Novelty Co., 604 W. Merrick Rd.

NORTH CAROLINA

Charlotte
Brady Dist. Co., 1900 W. Moorehead St.
LeSturgeon Dist. Co., Inc., 2828 South Blvd.
Music Distrib., Inc., 801 S. Cedar St.

Durham
Steel Music Co., 218 E. Parrish St.

Fayetteville
Music Dists., Inc., 213 Franklin St.

Raleigh
Bishop Music Co., 117-19 E. Morgan St.

OHIO

Bridgeport
Automatic Music Co., 703 Main St.

Byesville
Vernon Yontz Sales Co.

Canton
Stark Novelty Co., 1106 11th, N.W.

Cincinnati
Globe Games Co., 1230 Walnut St.
Marmor Dist. Co., 19 W. Court
Ohio Specialty Co., 29 Court St.
Royal Dist. Co., 3800 Glenmore Ave.
Shaffer Music Co., 1889 Central Parkway
Southern Automatic Music Co., Inc., 1000 Broadway
T & L Dist. Co., 1663 Central Parkway
Westerhaus Corp., 3726 Kessen Ave.

Cleveland
L. H. Cantor, Inc., 11219 Superior Ave.
Cleveland Coin Machine Exch., Inc., 2029 Prospect Ave.
Lake City Amusement Co., 4533 Payne Ave.
Monroe Coin Machine Dists., Inc., 2423 Payne Ave.
Music Systems, Inc., 2600 Euclid Ave.

Columbus
Central Ohio Coin Machine Exch., 854 N. High St.
Century Music, Inc., 622 W. Broad St.
Shaffer Music Co., 849 N. High St.
University C. M. Exch., 858 N. High St.

Toledo
Cleveland C. M. Exch., Inc., 1827 Adams St.
Music Systems, Inc., 1302 Jackson Ave.
Toledo Coin Machine Exch., 814 Summit St.

Youngstown
J. M. Novelty Co., 5555 Mahoning Ave.

OKLAHOMA

Oklahoma City
Atkins Music Co., 233 S. W. 29th St.
Automatic Music Dist., Inc., 900 N. Western Ave.
Boyle Amusement Co., 522 N. W. Third St.
Culp Dist. Co., Inc., 614 W. Grand

Dickson Dist. Co., 631 W. California Ave.
Rice Music Co., 24 W. California

Tulsa
Automatic Music Co., 1214 W. Archer St.
H. W. Dolph Dist. Co., 2239 E. 6th St.

OREGON

Portland
Dunis Dist. Co., 1003 S. W. Front St.
R. F. Jones Co., 1200 S. E. Morrison
Western Dists., 1226 S. W. 16th St.

Woodburn
Northwest Sales Dist. Co., 153 Grant St.

PENNSYLVANIA

Erie
Mickey Anderson, 314 E. 11th St.

Lansdowne
Roy Torr, 30 Rummene Ave.

Moosic
Sterling Service, Rocky Glen Park

Philadelphia
Active Amusement Machine Co., 666 N. Broad St.
Banner Specialty Co., 199 W. Girard Ave.
Belgian Amuse. Co., 334 N. Broad St.
Block Marble Co., 1425 N. Broad St.
Central Vend. Mach. Ser. Co., 6011 Baltimore
Eastern Music Systems, 334 N. Broad St.
General Coin Machine Co., 929 Spring Garden St.
International Amusement Co., 334 N. Broad St.
Lehigh Specialty Co., 836 N. Broad St.
Phila. Coin Machine Exch., Inc., 844 N. Broad St.
Rake Coin Machine Exch., 609 Spring Garden St.
David Rosen, Inc., 855 N. Broad St.
Scott-Crosse Co., 1423 Spring Garden St.
S & K Dist. Co., 808 N. Broad St.
Veeco Sales Co., 2124 Market St.

**WE SAID IT LAST YEAR
WE SAY IT THIS YEAR!**

Bally

THAT'S ALL

**KING-PIN
EQUIPMENT COMPANY**

826 Mills Street
KALAMAZOO, MICH.
(Tel.: Flreside 5-1151)

7624 FENKELL
DETROIT 38, MICH.
(Tel.: UNiversity 3-4770)

Happy Anniversary

Sincerest and Best Wishes

to

THE CASH BOX

On Its 16th Anniversary

MUSIC OPERATORS of NEW YORK, Inc.

NEW YORK, N. Y.

ALBERT S. DENVER, *President*

★ **Congratulations to The Cash Box**
on your 16th Anniversary ★

May you continue on ahead serving the entire industry as faithfully and progressively as you have these past years.

Julius Mohill

STAR MUSIC COMPANY

2212 N. WESTERN AVE., CHICAGO 47, ILL. ★



"May you continue to run your anniversary issues for 99 years more, and may I be here to place these ads for another 100 years."

Willie (Little Napoleon) Blatt

SUPREME DISTRIBUTORS, INC.

416 S.W. 8th AVENUE

MIAMI, FLORIDA

JOBBERs and DISTRIBUTORs

(LISTED BY STATES)

Pittsburgh

Atlas Novelty Co., 2217-2219 Fifth Ave.
Banner Specialty Co., 1508 Fifth Ave.
Coin Machine Dist. Co., 500 N. Craig St.
B. D. Lazar Co., 1635 Fifth Ave.
Music Dist. Co., 1945 Fifth Ave.
Oak Sales Co., 2033 Fifth Ave.
Pittsburgh Coin Machine Exch., 2203 Fifth Ave.

Wilkes-Barre

Roth Novelty Co., 54 N. Pennsylvania Ave.

Williamsport

Williamsport Electronics and Television Co., 233-35 W. Third St.

SOUTH CAROLINA

Columbia

Friedman Amuse. Co., Inc., 2009 Main St.
T. B. Holliday Co., 727 Main St.
Peach State Trading Co., 716 Huger St.
Sparks Specialty Co., 2608 Main St.

TENNESSEE

Chattanooga

Chattanooga C. M. Co., 1806 Rossville Ave.
Dixie Amusement Co., 912 Houston St.
Sadikoff Sales Co., 142 No. Market St.
Shearer Amusement Co., 11 West Peak

Memphis

Consolidated Amuse. Co., 1269 Madison Ave.
S. & M. Sales Co., 1074 Union Ave.
Sammons-Pennington Co., 1049 Union Ave.
Southern Amusement Co., 628 Madison Ave.
Williams Dist. Co., 1117 Union Ave.

Nashville

Hermitage Music Co., Box 7145
Parker Dist. Co., Box 1281
Rock City Amuse. Co., 108 Lafayette St.
Sanders Dist. Co., 415 Fourth Ave. S.
S. L. Stiebel Co., 313 7th Ave., S.
Frank Swartz Sales Co., 515-A Fourth Ave., S.

TEXAS

Dallas

Ed Brown, Inc., 2808 McKinney
Commercial Music Co., 1550 Edison
General Dist. Co., 2814 Main St.
O'Connor Dist. Co., Inc., 2900 Gaston Ave.
State Music Dist., 3100 Main St.
Walbox Sales Co., 3909 Main St.
R. Warncke Co., 1821 Levee St.

Fort Worth

Fort Worth Amusement Co., 2427 Forest Park Blvd.

Houston

Amusement Distributors, Inc., 1615 St. Emanuel
Gulf Coast Music Systems, 910 Calhoun St.
Steele Dist. Co., Inc., 3300 Louisiana St.
R. Warncke Co., 3445 Leeland Ave.

Lubbock

Wallace Dist. Co., 607 Broadway

Mineral Wells

Wallace Dist. Co., Box 75

San Antonio

Commercial Music Co., Inc., 1415 So. Flores St.
B. J. Nicholas & Assoc., 226 So. Flores St.
Pan American Sales Co., Inc., 812 S. Presa St.
Phono-Vend of Texas, 1023 Basse Rd.
United Amuse. Co., 430 Main St.
R. Warncke Co., 121 Navarro St.

UTAH

Salt Lake City

R. F. Jones Co., 127 E. Second St.
J. H. Rutter, Inc., 917 South State St.
Dan Stewart Co., 140 E. Second South St.
Stewart Nov. Co., 2200 Oneida St.

VIRGINIA

Bristol

Roanoke Vend. Mach. Exch., Inc., 63 Commonwealth Ave.

Portsmouth

O'Connor Vending Machine Co., 624 Crawford St.

Richmond

Allen Dist. Co., 3409 West Leigh St.
Automatic Equip. Corp., 1013 E. Cary St.
Musical Sales Co., 415 W. Broad St.
O'Connor Vending Machine Co., 2318 W. Main St.
Roanoke Vend. Exch., Inc., 4930 W. Broad St.

WASHINGTON

Seattle

Dunis Dist. Co., 100 Elliott Ave., W.
R. F. Jones Co., 2600 Second Ave.
Northwest Sales Co., 3150 Elliott Ave.
Puget Sound Novelty Co., 114 Elliott Ave., W.
Western Dists., 3126 Elliott Ave.

Spokane

Dunis Dist. Co., West 902 W. Second Ave.
R. F. Jones Co., 811 W. Second Ave.

Tacoma

Pacific Kiddie Ride Dist. Co., 1212 Tacoma Ave.
State Amusement Co., 1531 Broadway

WEST VIRGINIA

Charleston

Cruze Dist. Co., Inc., 1101 W. Washington St.
Roanoke Vending Mach. Ex., 625 Ohio St.

Fairmont

Mid-State Dist., 1122 Fairmont

Martinsburg

Hutzler Vend. Mach. Co., 900 Winchester Ave.

Wheeling

Allan Sales, Inc., 928 Market St.
Tri-State Amusement, 149 18th St., Rear
Wheeling Coin Machine Exch., 2829 Eoff St.

WISCONSIN

Beloit

Dan Savage Nov. Co., 628 Third St.

Green Bay

Bookmeier Sales Co., 148 So. Chestnut St.
Feef Coin Mach. Exch., 1664 Morrow St.
Union Sales Co., 409 N. Adams St.

Milwaukee

Badger Novelty Co., 2546 N. 30th St.
General Novelty Co., 519 N. 16th St.
Hastings Dist. Co., 6100 W. Bluemound Rd.
S. L. London Music Co., Inc., 3130 W. Lisbon Ave.
Mitchell Novelty Co., 3506 W. National Ave.
Paster Dist. Co., 3601 W. Fond du lac.
United, Inc., 1101 W. Vliet St.

Sheboygan

Anthony Hirt, 2420 No. 8th St.

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

MERCHANDISE and SERVICE MACHINE MANUFACTURERS

Manufacturers of vendors listed under the type of machine they produce.

BULK

- Atlas Mfg. & Sales Corp.
12220 Triskett Rd.
Cleveland, O.
- Columbus Vending Co.
2005 E. Main St.
Columbus, O.
- Ford Gum & Machine Co., Inc.
Akron, N. Y.
- Gaylord Mfg. Co.
606 Michigan Ave.
Detroit, Mich.
- Harmon Machine Co., Inc.
225 W. Lewis
Wichita, Kan.
- H. K. Hart Confections, Inc.
540 39th St.
Union City, N. J.
- Hawkeye Novelty Co.
1754 E. Grand
Des Moines, Ia.
- King & Co.
2700 W. Lake St.
Chicago, Ill.
- Northwestern Corp.
E. Armstrong St.
Morris, Ill.
- Oak Mfg. Co.
11411 Knightsbridge Ave.
Culver City, Calif.
- W. G. Parrish, Inc.
34 N. Bennett St.
Geneva, Ill.
- Victor Vend. Corp.
5701 Grand Ave.
Chicago, Ill.

CANDY BAR

- Apco, Inc.
1740 Broadway,
New York, N. Y.
- Coan Mfg. Co.
2070 Helena St.
Madison, Wis.
- Arthur DuGrenier, Inc.
15 Hale St.
Haverhill, Mass.
- Harmon Machine Co., Inc.
225 W. Lewis
Wichita, Kan.
- Lehigh, Inc.
1500 Lehigh Dr.
Easton, Pa.
- James H. Mastin, Inc.
1343 S. Michigan Ave.
Chicago, Ill.
- National Vendors, Inc.
5055 Natural Bridge Ave.
St. Louis, Mo.
- The Northlite Corp.
2222-4th St.
Peru, Ill.
- Rowe Mfg. Co., Inc.
31 E. 17th St.
New York, N. Y.
- Wm. F. Shepard, Inc.
1535 Central Ave.
Cincinnati, O.
- Shipman Mfg. Co.
1326 S. Lorena St.
Los Angeles, Calif.
- Stoner Mfg. Corp.
328 Gale St.
Aurora, Ill.

CIGAR

- Cigarmat Corp. of America
1315 Walnut St.
Philadelphia, Pa.
- Arthur H. DuGrenier, Inc.
15 Hale St.
Haverhill, Mass.
- Malkin-Illion Co.
396 Coit St.
Irvington, N. J.
- Zaug's Modern Vend. Service
411 S. Pearl St.
New London, Wis.

CIGARETTE

- Coan Mfg. Co.
2070 Helena St.
Madison, Wis.
- Continental Vend. Mach. Corp.
956 Brush Holly Rd.
Westbury, L. I., N. Y.
- Arthur H. DuGrenier, Inc.
15 Hale St.
Haverhill, Mass.
- Andrew Gorreta Co.
5209 Euclid Ave.
Cleveland, O.
- Harmon Mach. Co., Inc.
225 W. Lewis
Wichita, Kan.
- J. H. Keeney & Co.
2600 W. 50th St.
Chicago, Ill.
- Lehigh Foundries, Inc.
1500 Lehigh Drive.
Easton, Pa.
- National Vendors, Inc.
5055 Natural Bridge Ave.
St. Louis, Mo.
- Rowe Mfg. Co., Inc.
31 E. 17th St.
New York, N. Y.
- Royal Machine Co.
1360 Howard St.
San Francisco, Calif.
- The Seeburg Corp.
1500 N. Dayton St.
Chicago, Ill.
- Shipman Mfg. Co.
1326 S. Lorena St.
Los Angeles, Calif.
- Stoner Mfg. Corp.
328 Gale St.
Aurora, Ill.
- Superior Mfg. Co.
2144 Ashland Ave.
Evanston, Ill.

COFFEE

- American National Dispensing Co. (powder)
4th St. & Cannon Ave.
Lansdale, Pa.
- Apco, Inc.
1740 Broadway
New York, N. Y.
- Chef-Way, Inc.
527 Southwest Blvd.
Kansas City, Mo.
- Coan Mfg. Co.
2070 Helena St.
Madison, Wis.
- Coffee-Mat Corp.
174 Malvern St.
Newark, N. J.
- Cole Products Corp.
39 S. LaSalle St.,
Chicago, Ill.
- Indevco, Inc.
806 E. 141st St.
Bronx, N. Y.
- J. H. Keeney & Co., Inc.
2600 W 50th St.
Chicago, Ill.
- Mills Industries, Inc.
4235 W. North Ave.
Chicago, Ill.
- Bert Mills Corp.
St. Charles, Ill.
- Rowe Mfg. Co., Inc.
31 E. 17th St.
New York, N. Y.
- Rudd-Melikian, Inc.
1949 N. Howard St.
Philadelphia, Pa.
- S. & L. Sales, Inc.
314 S. 12th St.
Omaha, Neb.
- Square Mfg. Co.
1251 S. Michigan Ave.
Chicago, Ill.
- Steel Products Co.
40 Eighth Ave., S.W.
Cedar Rapids, Ia.
- Stoner Mfg. Corp.
328 Gale St.
Aurora, Ill.
- The Vendo Co.
7400 E. 12th St.
Kansas City, Mo.

COOKIE

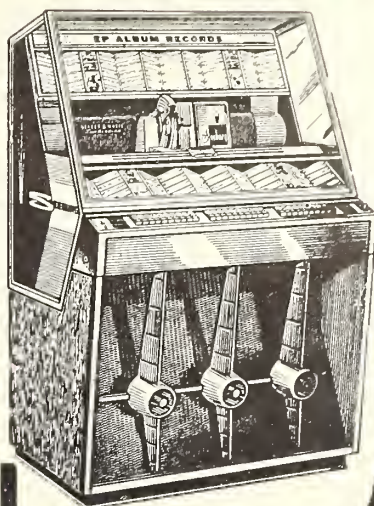
- Coan Mfg. Co.
2070 Helena St.
Madison, Wis.
- Harmon Machine Co., Inc.
225 W. Lewis
Wichita, Kan.
- J. H. Keeney & Co. Inc.
2600 W. 50th St.
Chicago, Ill.
- H. W. Lay & Co., Inc.
4950 Peachtree Ind. Bldg.
Chamblee, Ga.
- Lehigh Foundries, Inc.
1500 Lehigh Dr.
Easton, Pa.
- National Vendors, Inc.
5055 National Bridge Ave.
St. Lalis, Mo.
- The Northwestern Corp.
900 E. Armstrong St.
Morris, Ill.
- Pneumatic Corp.
2516 Winkinson Blvd.
Charlotte, N. C.
- Statler Mfg. Co.
2112 Broadway
New York, N. Y.
- Stoner Mfg. Corp.
328 Gale St.
Aurora, Ill.
- The Vendo Corp.
7400 E. 12th St.
Kansas City, Mo.

DRINK (bottle)

- Atlas Metal Works
P. O. Box 5208
Dallas, Tex.
- Atlas Tool & Mfg. Co.
2125 Indiana Ave.
Kansas City, Mo.
- General Vending Machine Corp.
549 W. Washington Blvd.
Chicago, Ill.
- Ideal Dispenser Co.
509 S. McClun St.
Bloomington, Ill.
- S & S Products Co.
P. O. Box 1047
Lima, O.
- The Selectivend Corp.
1820 Wyandotte
Kansas City, Mo.
- Vendo Co.
7400 E. 12th St.
Kansas City, Mo.
- Vendolator Mfg. Co.
2550 S. Railroad Ave.
Fresno, Calif.

DRINK (cup)

- Apco, Inc.
1740 Broadway
New York, N. Y.
- Cole Products Corp.
39 S. La Salle St.
Chicago, Ill.
- J. H. Keeney & Co.
2600 W. 50th St.
Chicago, Ill.
- Lyon Industries, Inc.
373-4th Ave.
New York, N. Y.
- Rowe Mfg. Co., Inc.
31 E. 17th St.
New York, N. Y.
- Rudd-Melikian, Inc.
Hatboro, Pa.



PARADE
OF
PROGRESS

IS NOW UNDER WAY WITH
THE KIND OF PRODUCTS
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TO OWN!

ON DISPLAY
AT

WOLFE DISTRIBUTING CO., INC.

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JACKSONVILLE, FLA.

2217 SIXTH AVE., SO.
BIRMINGHAM 3, ALA.

Exclusive Factory Distributors For
THE 2 MANUFACTURERS WHO BUILD THE BEST!

D. GOTTLIEB & CO. "Gottlieb Games Don't
Cost—They PAY!"
CHICAGO COIN "World's Finest
Amusement Games"

ABE SUSMAN

STATE MUSIC DISTRIBUTORS

3100 MAIN STREET (Phone: Riverside 1-6455) DALLAS, TEXAS

AMERICA'S FINEST PRODUCTS
• UNITED • GOTTLIEB • KEENEY CIGARETTE VENDORS
• FISCHER POOL TABLES •

Exclusively Distributed by

"THE BEST IN THE MIDDLE WEST"

Jerry Bremner • Sam Solomons

CENTRAL OHIO COIN MACHINE EXCHANGE

854 N. HIGH ST., COLUMBUS 8, OHIO (Tel: AXminster 8-6900)

Make This Year's Your Finest Vacation
AT ... BROWN'S CAMP
KENORA, ONTARIO, CANADA
For Reservations Phone: PAUL BROWN
Independence 3-5300 — CHICAGO, ILL.

**WE SAID IT LAST YEAR
WE SAY IT THIS YEAR!**

Bally

THAT'S ALL

**ATLAS MUSIC
COMPANY OF IOWA**

WALNUT at TWELFTH ST.

DES MOINES 9, IOWA



Serving manufacturers of vending machines and amusement games with individualized advertising campaigns since 1932



KENNEDY & COMPANY

Advertising

100 East Ohio Street, Chicago 11, Illinois
(Tel.: Superior 7-5640)

**CONGRATULATIONS TO CASH BOX
ON YOUR 16th ANNIVERSARY
CARL PADULA
C-P DISTRIBUTORS**

23 DIVISION ST.

WATERBURY, CONN.

**MERCHANDISE and
SERVICE MACHINE
MANUFACTURERS**

Manufacturers of vendors listed under the type of machine they produce.

(continued)

DRINK (hot and cold)
Apco, Inc.
1740 Broadway
New York, N. Y.
Bally Vending Corp.
2640 Belmont Ave., Chicago, Ill.
Cole Products Corp.
39 S. La Salle St.
Chicago, Ill.
Rudd, Melikian, Inc.
Hatboro, Pa.

FOOD
Apco, Inc.
1740 Broadway
New York 19, N. Y.

Avenco
740 N. Washington Ave.
Minneapolis 1, Minn.

Coan Mfg. Co.
2027 Helena St.
Madison 4, Wis.

Dariomatic, Inc.
1327 Pontius Ave.
Los Angeles 25, Calif.

Fedam Co.
2813 Thatcher Ave.
River Grove, Ill.

Gardner Mfg. Co.
263 Kansas St.
Horicon, Wis.

Fred Hebel Corp.
Factory & Addison Rds.
Addison, Ill.

Jennings & Co.
4307 W. Lake St.
Chicago 6, Ill.

Multi-Vend Engineering Co., Inc.
2104 Wyandotte St.
Kansas City, Mo.

Pneumafil Corp.
2516 Wilkinson Blvd.
Charlotte, N. C.

Rowe Mfg. Co., Inc.
31 E. 17th St.
New York 3, N. Y.

Rudd-Melikian
Hatboro, Pa.

Vari-Vend Sales, Inc.
1323 S. Michigan Ave.
Chicago 5, Ill.

The Vendo Co.
7400 E. 12th St.
Kansas City 3, Mo.

Vend-O-Matic Sales, Inc.
11 E. 58th St.
Minneapolis 19, Minn.

FRUIT (refrigerated)
Frigid Fruit Co.
1303 S. 20th Ave.
Yakima, Wash.

Fruit-O-Matic Mfg. Co.
P. O. Box 28
Glendale, Calif.

GUM
Cigaromat Corp. of America
1315 Walnut St.
Philadelphia, Pa.

Arthur H. Du Grenier, Inc.
15 Hale St.
Haverhill, Mass.

Harmon Machine Co., Inc.
225 W. Lewis
Wichita, Kan.

Interborough News Co.
76 Ninth Ave.
New York 11, N. Y.

James H. Martin, Inc.
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The Northwestern Corp.
900 E. Armstrong St.
Morris, Ill.

Oak Mfg. Co., Inc.
1111 Knightsbridge Ave.
Culver City, Calif.

W. G. Parrish, Inc.
34 N. Bennet St.
Geneva, Ill.

Rowe Mfg. Co., Inc.
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Scopy Mfg. Co.
2033 Park Ave.
Detroit 26, Mich.

Shipman Mfg. Corp.
1326 S. Lorena St.
Los Angeles 23, Calif.

Stoner Mfg. Corp.
328 Gale St.
Aurora, Ill.

Superior Mfg. Co.
2144 Ashland Ave.
Evanston, Ill.

Transportation Vendors, Inc.
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Uneeda Vending Service, Inc.
250 Meserole St.
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Garwood, N. J.

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ICE CREAM
Atlas Tool & Mfg. Co.
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Vendo Co.
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Kansas City, Mo.

JUICE
Cup-O-Gold, Inc.
P. O. Box 1150
Winter Haven, Fla.

Dariomatic, Inc.
1827 Pontius Ave.
Los Angeles 25, Calif.

Fruit-O-Matic Mfg. Co.
P. O. Box 28
Glendale, Calif.

Mix-A-Trate Corp.
407 Lake Shore Dr.
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Snively Groves, Inc.
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Shelbyville, Tenn.

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PHOTO MACHINES
Auto-Photo Co.
1100 E. 33rd St.
Los Angeles, Calif.

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Box 305
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Morris, Ill.

Schermack Products Corp.
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J. Schoenbach Co.
1645 Bedford Ave.
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Los Angeles, Calif.

POST CARD
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Hatboro, Pa.

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Hospital Specialty Co.
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Sanitex Co.
14182 Meyers Rd.
Detroit, Mich.

Vend-Rite Mfg. Co.
1536 N. Halsted St.
Chicago, Ill.

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American Scale Mfg. Co.
3206 Grace St., N. W.
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J. F. Frantz Mfg. Co.
1940 W. Lake St.
Chicago, Ill.

Hamilton Scale Co.
3350 Secor Rd.
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42-02 11th St.
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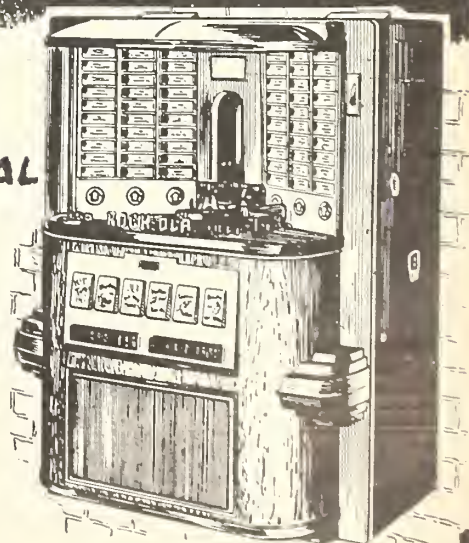
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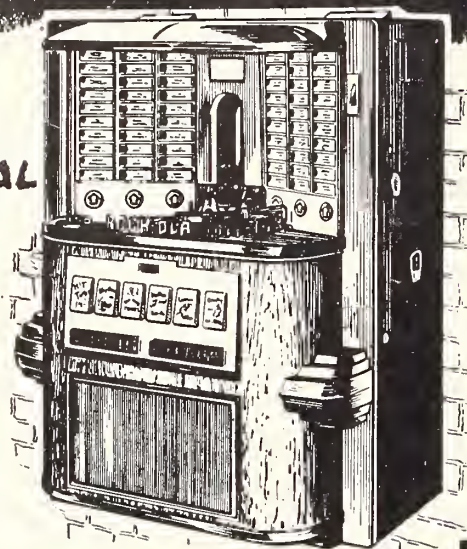
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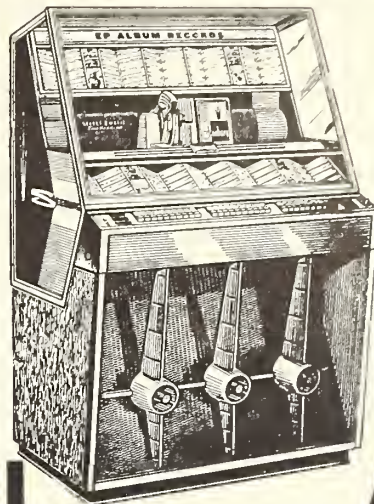
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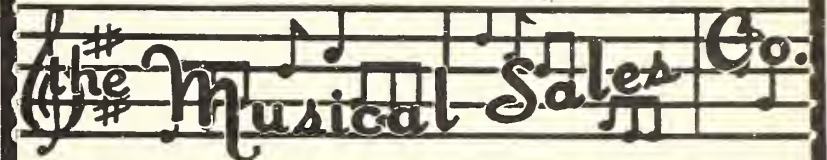
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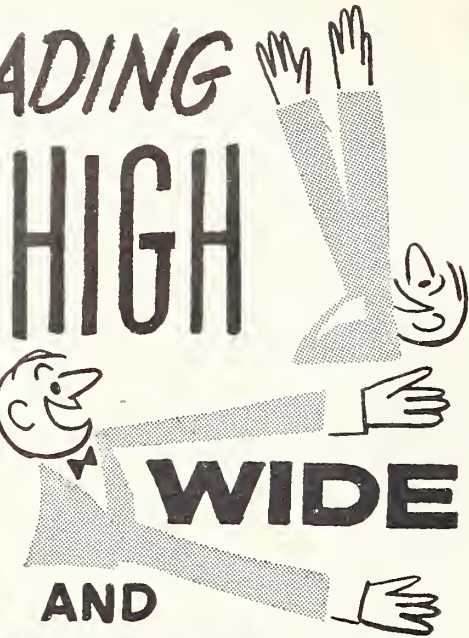
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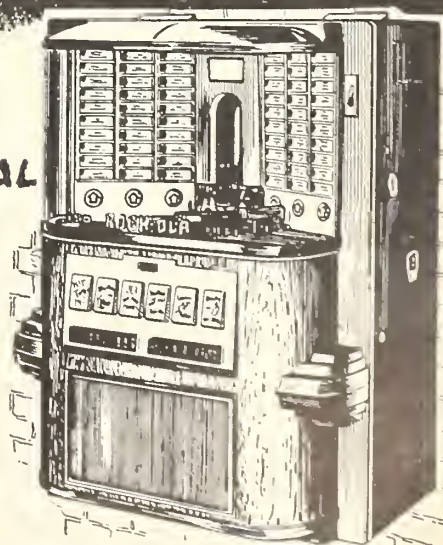
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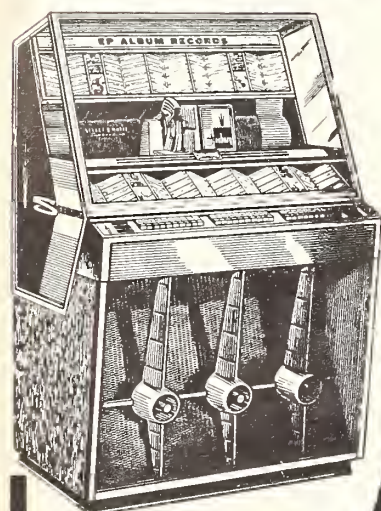
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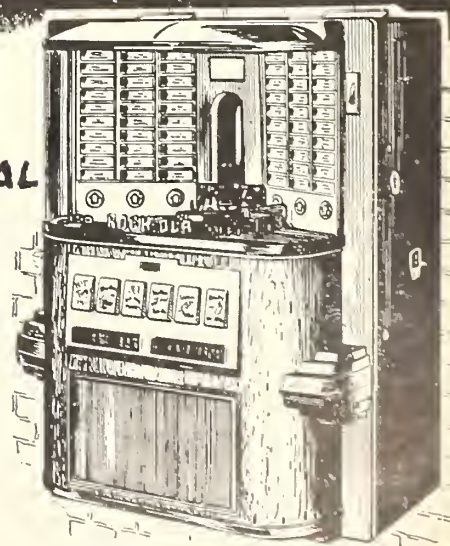
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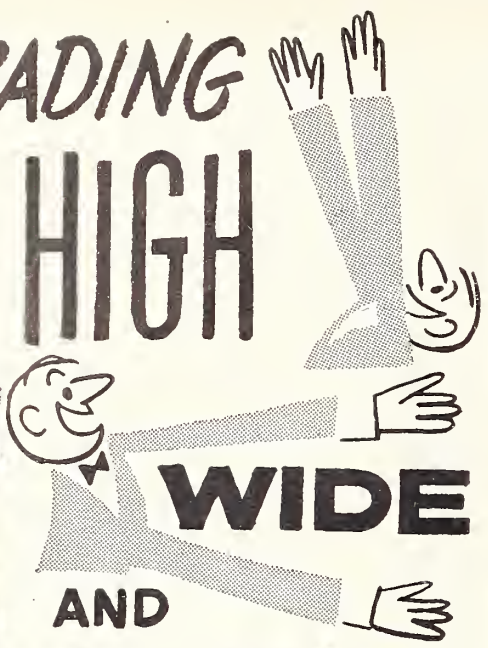


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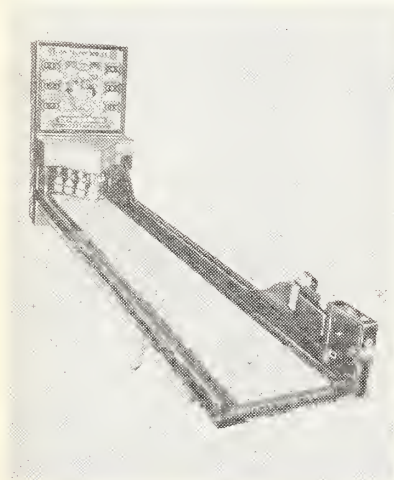
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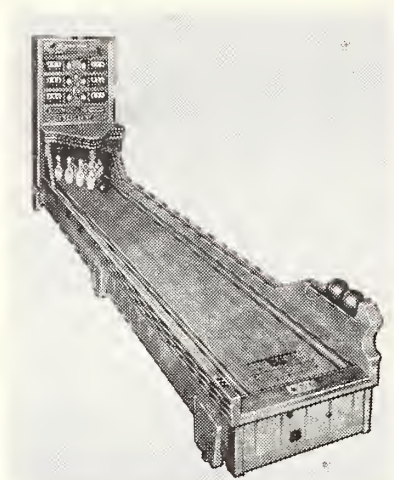
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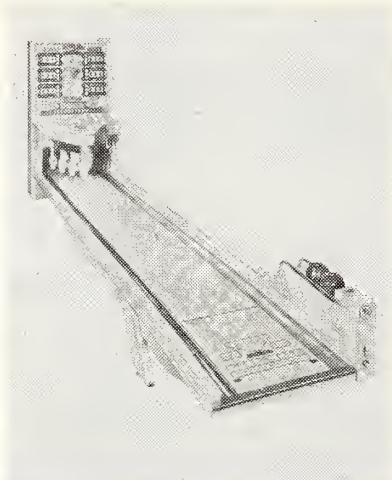
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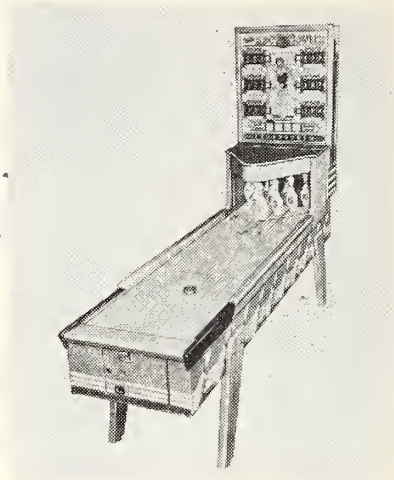
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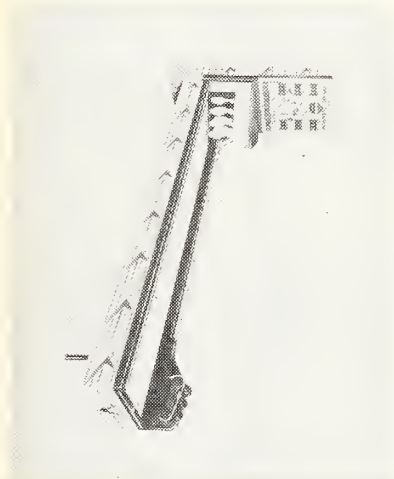
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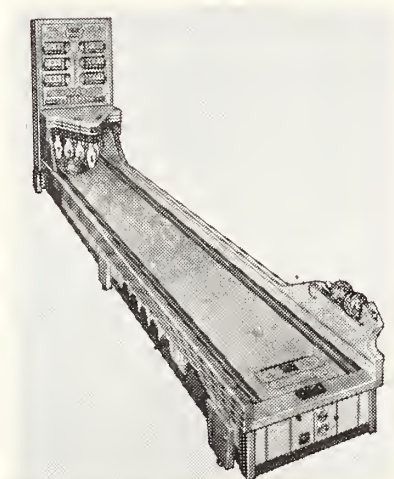
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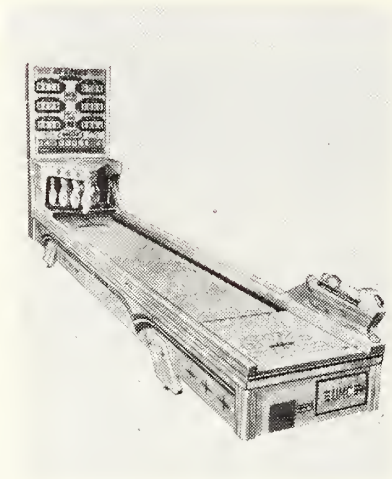
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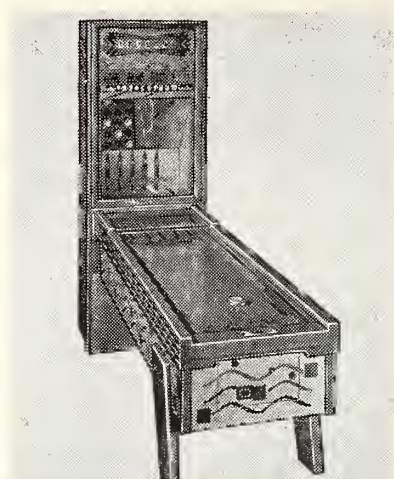
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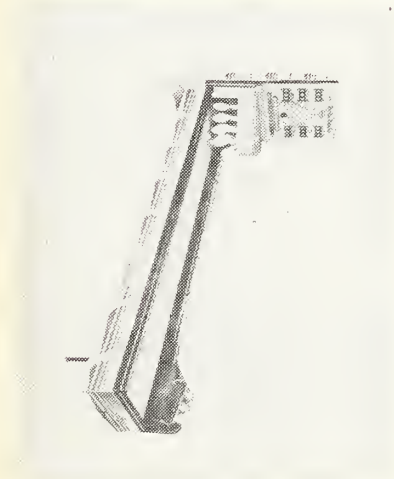
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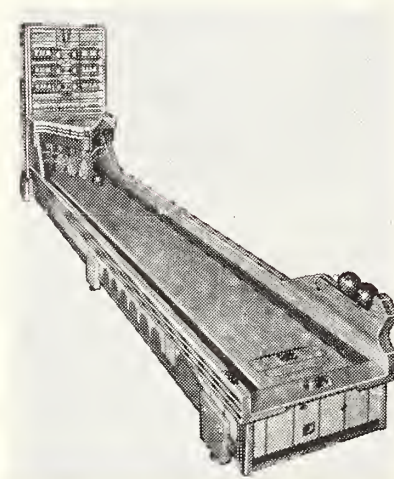
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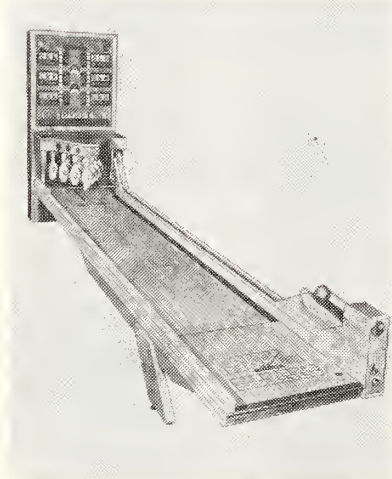
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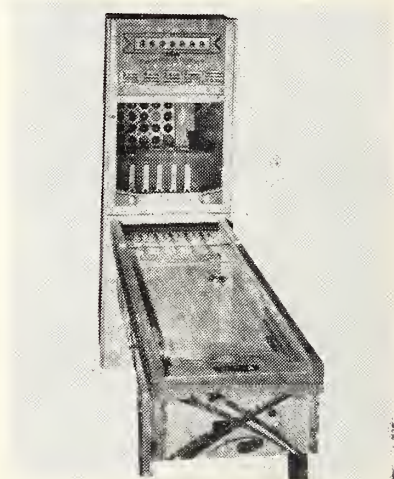
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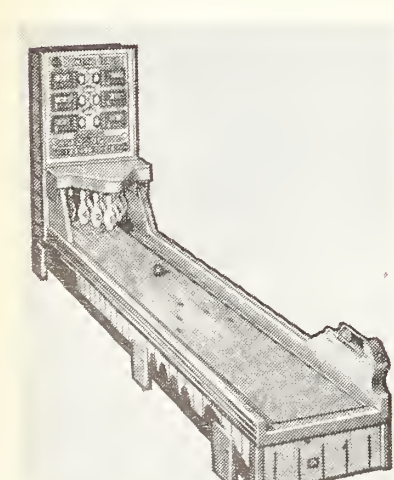
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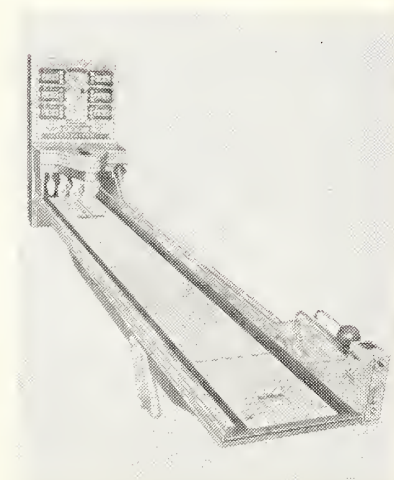
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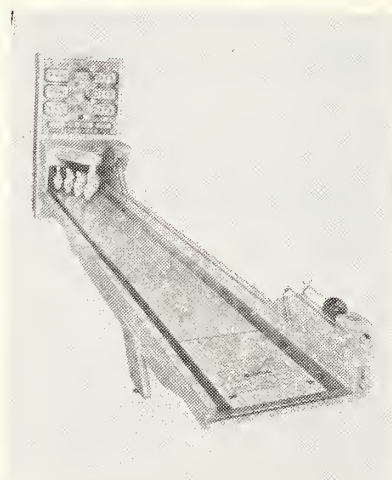
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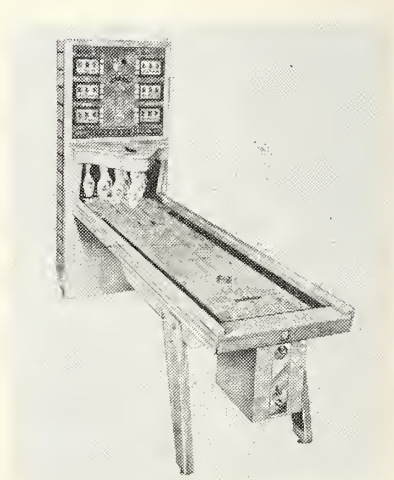
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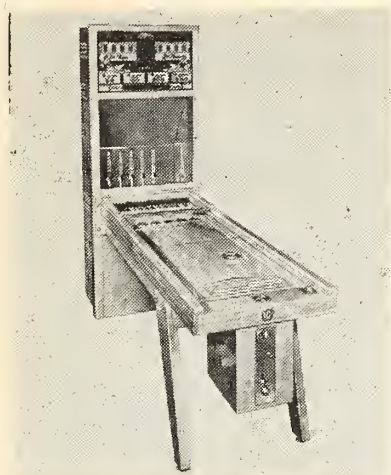


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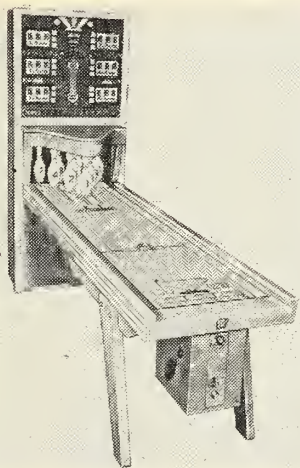
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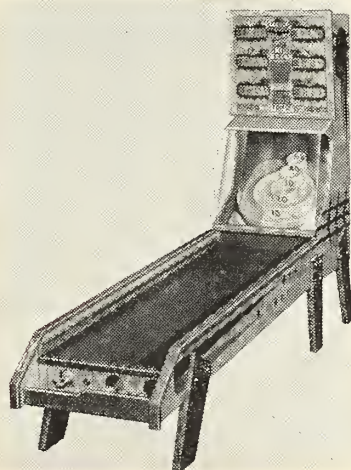


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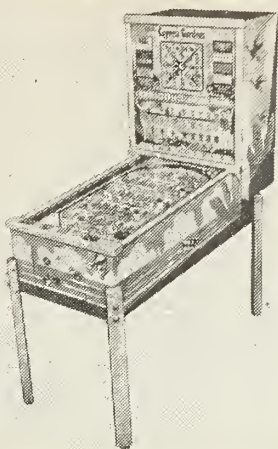


Genco SKILL BALL

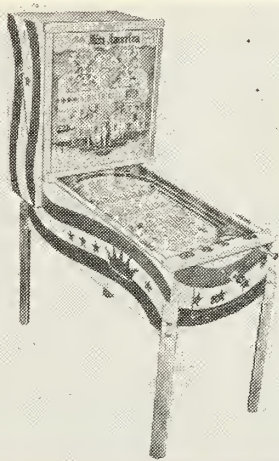


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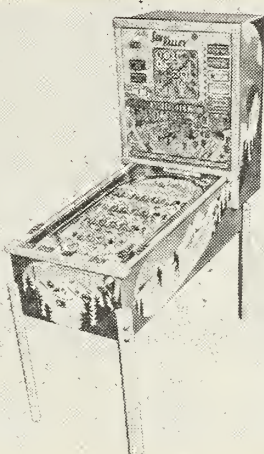
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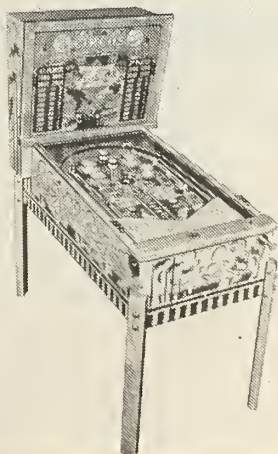
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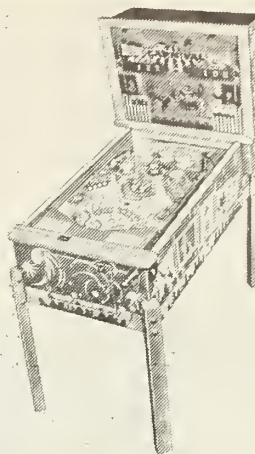


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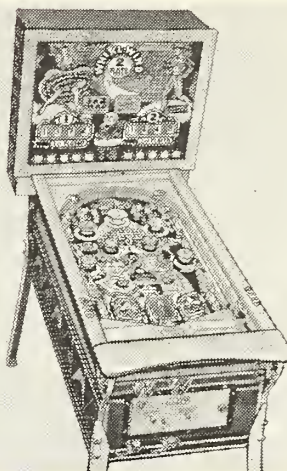


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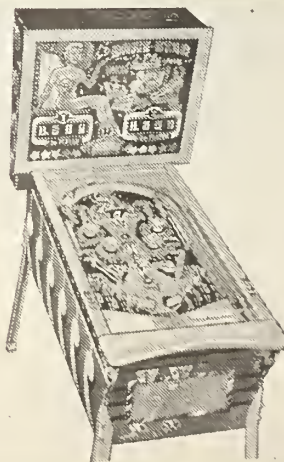
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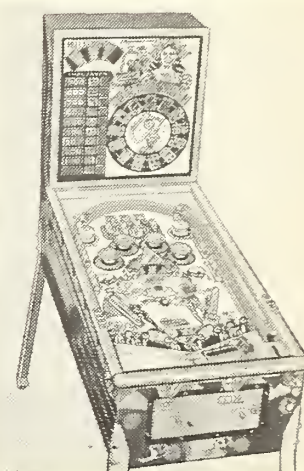


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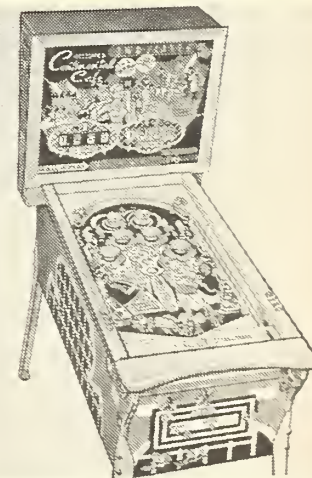
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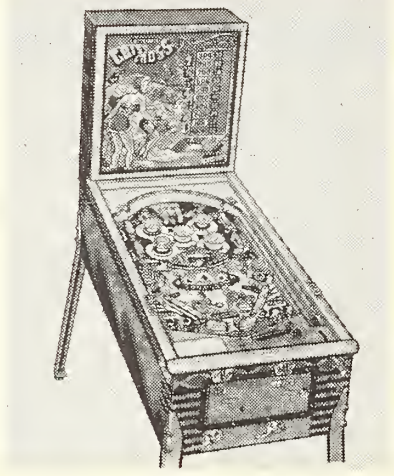
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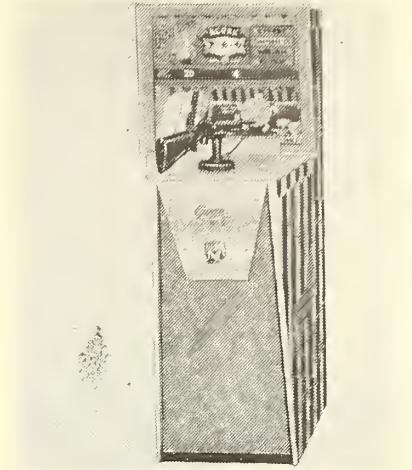
Bally BIG INNING

BASEBALLS



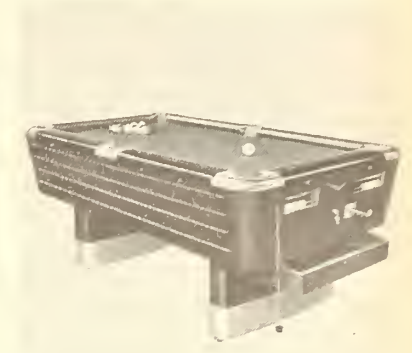
Williams DELUXE BASEBALL

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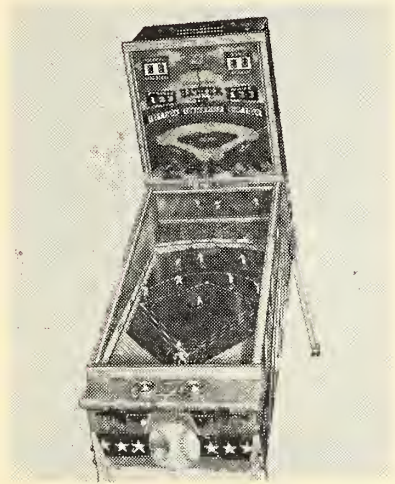


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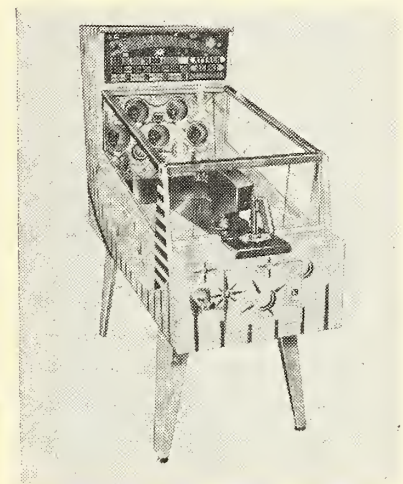


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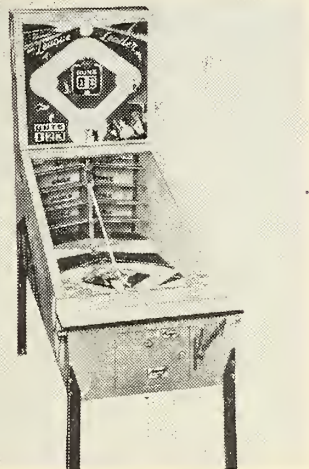
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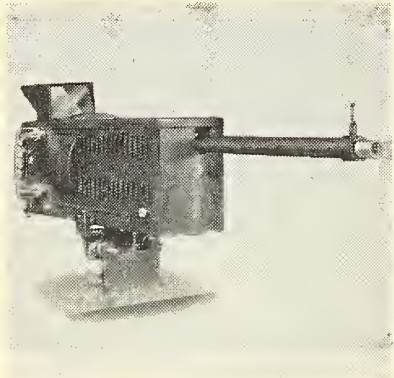
Bally TOONERVILLE TROLLEY



Williams POOL GAME

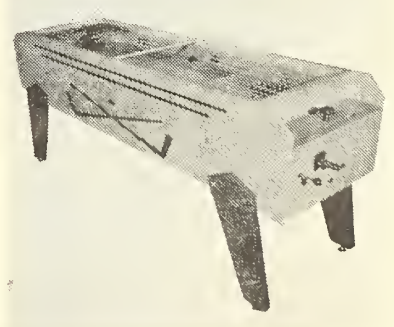


Keeney LEAGUE LEADER

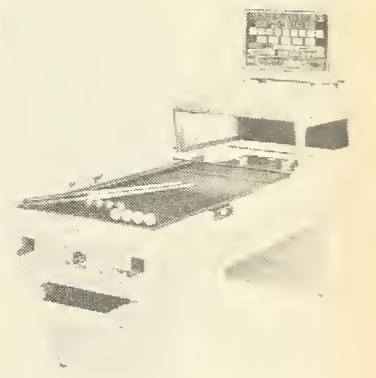


Commando MACHINE GUN

POOL

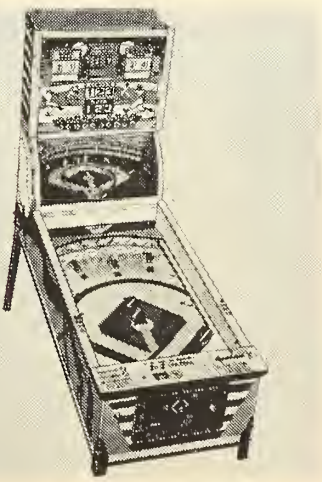


Irving Kaye SUPER HOCKEY

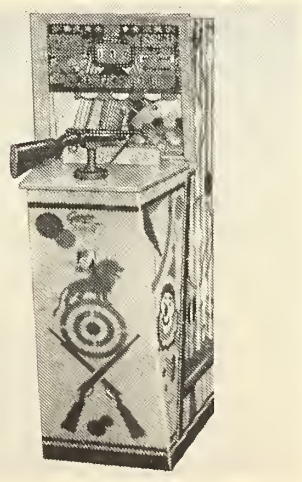


American Shuffleboard BUMPO

SMALL BOWLERS



Williams SHORT-STOP



Genco CIRCUS



Irving Kaye DELUXE

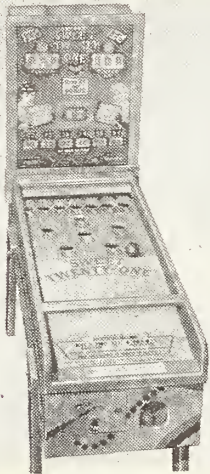


Bally ALL STAR BOWLER

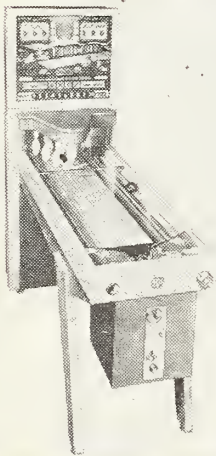
'It's What's in THE CASH BOX That Counts—INTERNATIONALLY'

AMUSEMENT MACHINES—JULY, 1957 Thru JUNE, 1958

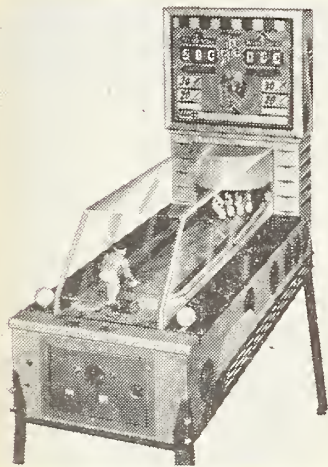
SMALL BOWLERS



Genco SWEET 21



United MIDGET ALLEY



Williams TEN STRIKE

UPRIGHT ELECTRONICS



Auto Bell CIRCUS

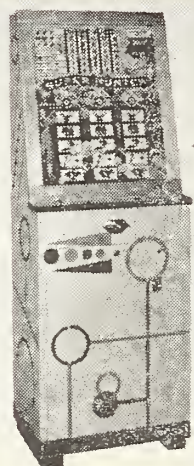
UPRIGHT ELECTRONICS



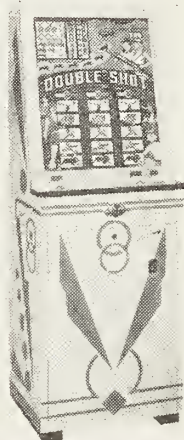
Auto Bell HIALEAH



Games HOLE-IN-ONE

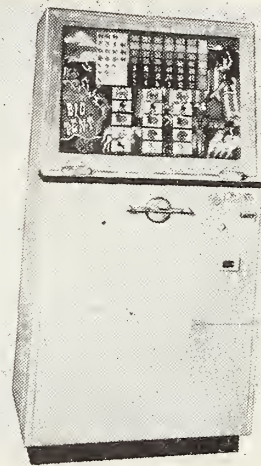


Games SUPER HUNTER



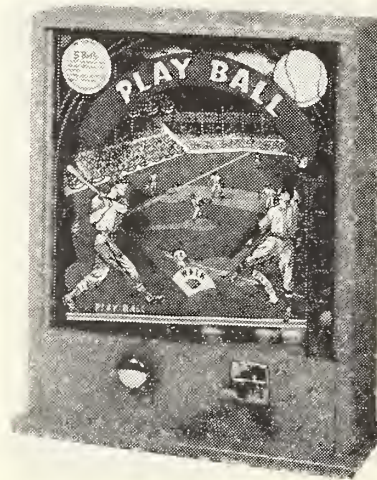
Games DOUBLE SHOT

UPRIGHT ELECTRONICS

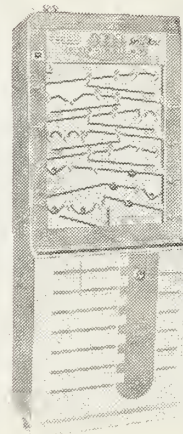


Keeney DELUXE BIG TENT

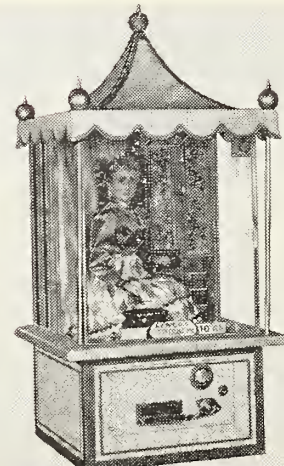
NOVELTY



Auto Bell PLAY BALL



Bally SKILL ROLL

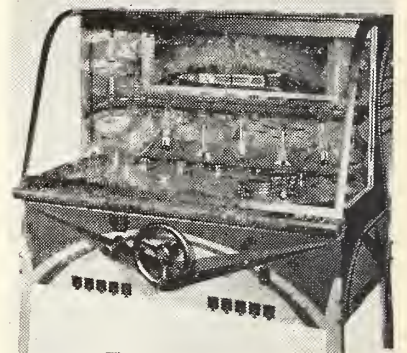


Genco GYPSY GRAND-MA

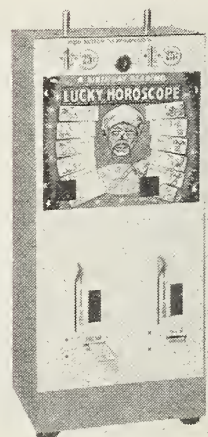
NOVELTY



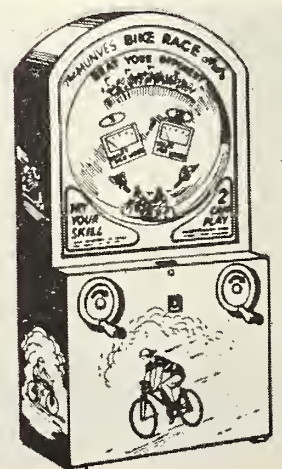
Genco MOTORAMA



Genco SPACE AGE



Marvel LUCKY HOROSCOPE TICKET VENDOR



Munves BIKE RACE

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AND THEIR PRODUCTS

(Listed Alphabetically)

- A**
- A & A Co., Inc.
1133 South Ave., Plainfield, N. J.
(Cigarette Vendor)
 - Abbey Mfg. Co.
5553 Easton Ave., St. Louis, Mo.
(Bulk Vendors)
 - A. B. C. Popcorn Co.
3441 W. North Ave., Chicago, Ill.
(Popcorn Vendor)
 - A. B. T. Mfg. Co.
715 N. Kedzie Ave., Chicago, Ill.
(Coin Mechanisms, Meters, Accumulators)
 - Advance Machine Co.
4645 N. Ravenswood Ave., Chicago, Ill.
(Bulk Gum, Candy Vendors)
 - Alkuno & Co., Inc.
408 Concord Ave., New York, N. Y.
(Candy and Gum Vendors)
 - Ald, Inc.
3406 N. Lincoln Ave., Chicago, Ill.
(Laundry)
 - American National Dispensing Co.
Lansdale, Pa.
(Coffee Vendor)
 - American Scale Mfg. Co.
3206 Grace St., N. W., Washington, D. C.
(Scale)
 - American Simplex Co.
167 S. Vermont Ave., Los Angeles, Calif.
(Soft Drink Vendor—bottle)
 - American Vending Corp.
18 E. Grand Ave., Chicago, Ill.
(Sandwich Vendor)
 - Andrews Mfg. Co., Inc.
660 S. Rochester Rd., Clawson, Mich.
(Bulk Vendors & Comb Vendors)
 - Apco, Inc.
1740 Broadway, N. Y., N. Y.
(Drink Vendor, Coffee Vendor, Combination Soda-Coffee Vendor)
 - Aspir-Vend Co.
328 S. Beverly Dr., Beverly Hills, Calif.
(Aspirin Vendor)
 - Atlas Mfg. & Sales Corp.
12220 Triskett Rd., Cleveland, O.
(Bulk and Popcorn Vendors)
 - Atlas Metal Works
Dallas, Tex.
(Drink Vendor—Bottle)
 - Atlas Tool & Mfg. Co.
2125 Indiana Ave., Kansas City, Mo.
(Candy Bar, Ice Cream, and Soft Drink Bottle Vendors)
 - Auto-Photo Co.
1100 E. 33rd St., Los Angeles, Calif.
(Photograph Machine)
- B**
- Bally Vending Corp.
2640 Belmont Ave.
Chicago, Ill.
(8 selections—Hot and Cold Drink Vendor)
 - Belvend Mfg. Co., Inc.
122 S. Michigan Ave., Chicago, Ill.
(Bulk, Candy Bar and Ice Cream Vendors)
 - Bloyd Mfg. Co.
Valley Station, Ky.
(Bulk Vendors)
 - C. C. Bradley & Son
N. Franklin & Goodwin Sts., Syracuse, N. Y.
(Soft Drink Vendor)
- C**
- Cavalier Corp.
343 W. 1st St., Chattanooga, Tenn.
(Drink Vendor—Cup)
 - Cedar Hill Farms, Inc.
6950 Madisonville Rd., Cincinnati, Ohio
(Milk Vendor)
 - Central Tool Co.
1712 Main St., Hartford, Conn.
(Drink Vendor—Cup)
 - Champion Vendors Supply Co.
1119 E. Houston St., San Antonio, Tex.
(Bulk Vendors)
 - Cigaromat Corp. of America
1315 Walnut St., Philadelphia, Pa.
(Cigar Vendor)
 - Coan Mfg. Co.
2070 Helena St., Madison, Wis.
(Coffee, Candy Bar, Cigarette, Soft Drink Vendors)
 - Coffee-Mat Corp.
888 North Ave., Elizabeth, N. J.
(Coffee Vendor)
 - Cole Products Corp.
39 S. La Salle St., Chicago, Ill.
(Soft Drink [cup] Vendor)
 - Columbus Vending Co.
2005 E. Main St., Columbus, O.
(Bulk Vendor)
 - Commercial Controls Corp.
1 Leighton Ave., Rochester, N. Y.
(Stamp Vendor)
 - Continental Vend. Mach. Corp.
956 Brush Holly Rd., Westbury, L.I., N.Y.
(Cigarette Vendor)
- D**
- F. B. Dickinson & Co.
Des Moines, Ia.
(Ice Vendor)
 - Dr. Pepper Co.
5523 E. Mockingbird La., Dallas, Tex.
(Drink Vendor—Cup)

- Arthur H. DuGrenier, Inc.
Haverhill, Mass.
(Candy, Gum and Cigarette Vendors)
- E**
- Electronic Devices
1120 S. Michigan Ave., Chicago, Ill.
(Telescope Machine)
 - Exhibit Supply
4218 W. Lake St., Chicago, Ill.
(Card Vendor)
- F**
- Fielding Mfg. Co.
258 W. Pearl St., Jackson, Mich.
(Bulk Vendor)
 - Flatto Mfg. Co.
Box 305, Miami, Fla.
(Stamp Vendor)
 - Food Engineering Corp.
Manchester, N. H.
(Milk Vendor)
 - Ford Gum & Machine Co., Inc.
Lockport, N. Y.
(Ball Gum Vendor)
 - J. F. Franz Mfg. Co.
1946 W. Lake St., Chicago, Ill.
(Scales)
 - Frigid Fruit Co.
1303 S. 20th Ave., Yakima, Wash.
(Fruit Vendor)
 - Fruit-O-Matic Mfg. Co.
Box 28, Glendale, Calif.
- G**
- General Electric Co.
Lamp Division, Nela Park, Cleveland, O.
(Lamps)
 - General Vending Corp.
549 W. Washington Blvd., Chicago, Ill.
(Soft Drink (bottle) Vendor)
 - Guardian Electric Mfg. Co.
1621 W. Walnut St., Chicago, Ill.
(Coin mechanisms, vending machine parts)
- H**
- Hamilton Scale Co.
3350 Secor Rd., Toledo, O.
(Scales)
 - Hawkeye Novelty Co.
1754 E. Grand Ave., Des Moines, Ia.
(Bulk and Popcorn Vendors)
 - Fred Hebel Corp.
101 Factory Rd., Addison, Ill.
(Ice Cream Vendor)
 - H. J. Heinz Co.
P.O. Box 57, Pittsburgh, Pa.
(Canned Food Vendor)
 - Hospital Specialty Co.
1991 E. 66th St., Cleveland, O.
(Sanitary Napkin Vendor)
 - Hultz Vendors, Inc.
1108 E. Jackson St., Springfield, Ill.
(Coin Conversion Units)
- I**
- Ideal Dispenser Co.
509 S. McClum St., Bloomington, Ill.
(Soft Drink and Milk Vendors)
 - Ideal Weighing Machine Co.
1501 DeLong St., Los Angeles, Cal.
(Scales)
 - Indevco, Inc.
806 E. 141st St., Bronx, N. Y.
(Coffee Vendor)
 - International Mutoscope Corp.
44-02 Eleventh St., Long Island City, N. Y.
(Book, Magazine, Post Card Vendors—Photograph and Voice Recording Machines)
- J**
- Jennings & Co.
4307 W. Lake St., Chicago, Ill.
(Milk Vendor)
 - Jo-Lo Perfumatic
328 Stevens Ave., Jersey City, N. J.
- K**
- J. H. Keeney & Co.
2600 W. 50th St., Chicago, Ill.
(Coffee, Cigarette, Soup, Snack Vendors)
- L**
- Lehigh Foundries, Inc.
1500 Lehigh Drive, Easton, Pa.
(Cigarette and Hoisery Vendors)
 - Lennox Mfg. Co.
5000 S. Halstead St., Chicago, Ill.
(Cup Beverage Vendor)
 - Lincoln-Boyle Co.
4628 N. Greenview, Chicago, Ill.
(Ice Vendor)
 - Lyon Industries, Inc.
373 Fourth Ave., New York, N. Y.
(Soft Drink (cup) Vendor)

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Chris Christopher

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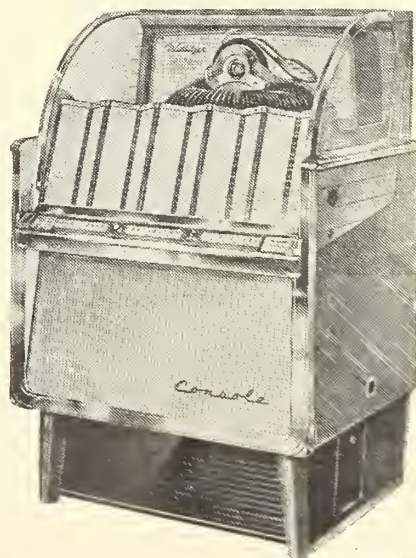
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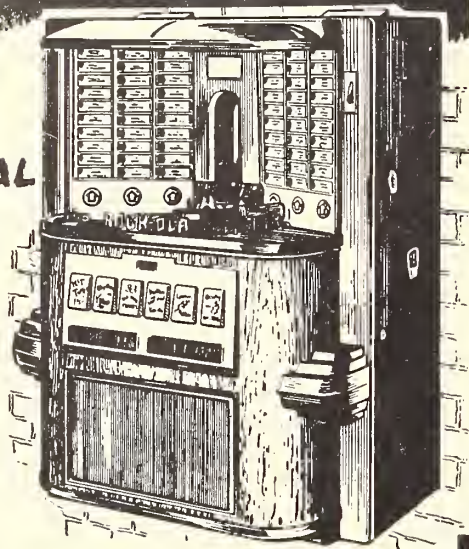
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MACHINE MANUFACTURERS**

AND THEIR PRODUCTS

(Listed Alphabetically)

(continued)

- M**
- Malkin-Illion Co.
396 Coit St., Newark, N. J.
(Cigar Vendors)
 - Mercury Vendors, Inc.
5209 Euclid Ave., Cleveland, O.
(Cigarette Vendor)
 - Bert Mills Corp.
St. Charles, Ill.
(Coffee and Tea Vendors)
 - Mills Industries, Inc.
4235 W. North Ave., Chicago, Ill.
(Coffee, Hot Food, Juice Vendors)
 - Mr. Robot, Inc.
12 E. Grand Ave., Chicago, Ill.
(Bulk Milk Vendor)
- N**
- National Rejectors, Inc.
5100 San Francisco Ave., St. Louis, Mo.
(Coin Mechanisms)
 - National Vendors, Inc.
5055 Natural Bridge, St. Louis, Mo.
(Candy and Cigarette Vendors)
 - Navenco Mfg. Co.
5608 E. Mockingbird Lane, Dallas, Tex.
 - Norris Dispensers, Inc.
2720 Lyndale Ave., Minneapolis, Minn.
(Package Milk Vendor)
 - Northwestern Corp.
Morris, Ill.
(Bulk, Gum and Stamp Vendors)
- O**
- Oak Mfg. Co.
11411 Knightsbridge Ave., Culver City, Cal.
(Bulk and Gum Vendors)
- P**
- W. G. Parrish, Inc.
822 W. Ohio St., Chicago, Ill.
(Bulk Vendor)
 - Peerless Weighing & Vend. Mach. Corp.
42-02 11th St., Long Island City, N. Y.
(Scales)
 - Perfumatic of Canada, Ltd.
561 Eglinton Ave., W., Toronto, Canada
(Perfume Spray Vendor)
 - Pulver Co.
53 Canal St., Rochester, N. Y.
(Gum Vendor)
- R**
- Refrigerated Equipment Sales Corp.
19 W. 44th St., New York, N. Y.
(Packaged Ice Cube Vendor)
 - Refrigeration Eng. Corp.
2215 Kennedy St., N.E., Montgomery, Minn.
(Milk Vendor)
 - Rock-Ola Mfg. Corp.
800 N. Kedzie Ave., Chicago, Ill.
(Scales)
 - Rouver Bros., Inc.
3611 14th Ave., Brooklyn, N. Y.
(Name Plate Machine)
 - Roto-Vend
6311 Wilshire Blvd., Los Angeles, Calif.
(Juice Vendor)
 - Rowe Mfg. Co., Inc.
31 E. 17th St., New York, N. Y.
(Cigarette, Ice-Cream, Candy, Milk, Sandwich and Cake Vendors)
 - Rowe Spacarb, Inc.
375 Fairfield Ave., Stamford, Conn.
(Cup Beverage, Candy, Cigarette, Milk, Pastry, Sandwich, Ice Cream Vendors)
 - Rudd-Melikian, Inc.
1949 N. Howard St., Philadelphia, Pa.
(Coffee Vendor)
- S**
- S & L Sales, Inc.
314 S. 12th St., Omaha, Neb.
(Coffee Vendor)
 - S & S Products Co.
P. O. Box 1047, Lima, O.
(Drink Vendor—Bottle)
 - Salerno's Magic Vend. Co.
813 W. Taylor St., Chicago, Ill.
(Ice Cream Vendor)
 - Sanitex Co.
14182 Meyers Rd., Detroit, Mich.
(Sanitary Napkin Vendor)
 - Sattley Co.
657 Mt. Elliott Ave., Detroit, Mich.
(Coin Mechanisms)
 - Selectivend Corp.
1820 Wvandotte Ave., Kansas City, Mo.
(Soft Drink (bottle) Vendor)
 - The Seeburg Corp.
1500 N. Dayton St., Chicago, Ill.
(Cigarette Vendor)
- T**
- Shipman Mfg. Co.
1326 S. Lorena St., Los Angeles, Cal.
(Candy, Cookie, Gum, Hot Nut, Card and Stamp Vendors)
 - Silver King Corp.
1529 New York St., Aurora, Ill.
(Bulk and Hot Nut Vendors)
 - Smithco, Inc.
705 Jefferson Bldg., Peoria, Ill.
(Ice Cream Vendor)
 - Snively Groves, Inc.
P. O. Box 1312, Winter Haven, Fla.
(Juice Vendor)
 - Sparks Specialty Co.
Soperton, Ga.
(Scales)
 - Spacarb, Inc.
375 Fairfield Ave., Stamford, Conn.
(Soft Drink (Cup) and Juice Vendors)
 - Square Mfg. Co.
1251 S. Michigan Ave., Chicago, Ill.
(Coffee Vendor)
 - Statler Mfg. Co.
2112 Broadway, New York, N. Y.
(Cookie and Juice Vendors)
 - Steel Products Co.
40 8th Ave., S.W., Cedar Rapids, Iowa
(Non-coin operated coffee machines)
 - Stoner Mfg. Corp.
328 Gale St., Aurora, Ill.
(Coffee, Cookie, Candy and Gum Vendors)
 - Superior Mfg. Co.
2144 Ashland Ave., Evanston, Ill.
(Cigarette Vendor)
- U**
- Telecoin Corp.
12 E. 44th St., New York, N. Y.
(Laundry Machine and Juice Vendor)
 - Thermo-Cuber, Inc.
2124 N. Southport St., Chicago, Ill.
(Ice Vendor)
 - Timm Industries
5245 W. San Fernando Rd., Los Angeles, Cal.
(Sandwich Vendor)
 - Turbo Machine Co.
Lansdale, Pa.
(Ice Cream Vendor)
 - U. S. Postage Stamp Mach. Co.
7420 N. Western Ave., Chicago, Ill.
(Stamp Vendor)
- V**
- Veeder-Root, Inc.
70 Sargeant St., Hartford, Conn.
(Coin Mechanisms)
 - Vend-Ice Corp.
2165 Newton Ave., San Diego, Cal.
(Ice Vendor)
 - Vendo Co.
7400 E. 12th St., Kansas City, Mo.
(Soft Drink (bottle), Ice Cream and Coin Changers, Milk)
 - Vendorlator Mfg. Co.
2550 S. Railroad Ave., Fresno, Calif.
(Drink Vendor—Bottle)
 - Vend-Rite Mfg. Co.
1536 N. Halsted St., Chicago, Ill.
(Cookie and Kleenex Vendors)
 - Victor Vending Machine Corp.
5701 Grand Ave., Chicago, Ill.
(Bulk Vendors)
- W**
- Watling Mfg. Co.
4650 W. Fulton St., Chicago, Ill.
(Scales)
 - Westinghouse Electric Corp.
306 Fourth Ave., Pittsburgh, Pa.
(Soft Drink Vendor)
- Z**
- Zaug's Modern Vend. Service
411 S. Pearl St., New London, Wis.
(Cigar Vendor)

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Riverview Arcade Operator Stimulates Sales By Restyling Vendors

CHICAGO—Herbert Tekip, arcade manager at Riverview Park, this city, stimulated sales in several vending machines at the Arcade by restyling and renovating the external appearance of the cabinets, thus proving that improvement most always accomplishes the desired results.

Tekip stated that upon taking inventory of a Victor Charm vending machine on the floor in front of the location, he discovered that it sold approximately 2,500 capsules, at five cents each, in a season of 102 days annually. Realizing that this sum total rendered the unit hardly worth of the space it occupied, Tekip decided that steps had to be taken, either to improve the vendor, or remove it. He decided on the former effort, in an attempt to stimulate sales.

He stated further, "After studying the unit carefully I made the following renovations: The standard Victor vending machine was housed in a cabinet that features a treasure chest in a 15 gallon aquarium containing live fish, animated miniature divers and clams. The cabinet has a painted underwater scene with the heading "Treasure Chest" and an arrow indicating where to deposit the coin. The aquarium was further enhanced by adding fluorescent lighting."

Irv Ovitz Joins Coven Distrib Sales Staff

CHICAGO—Irving Ovitz, a veteran of many years in the Coin Machine Industry, has recently been appointed to the sales staff of Coven Music Corporation, this city, according to Ben Coven, head of the firm.

Ovitz stated that after 1½ years of retirement he found this life too monotonous, and decided to return to the industry he devoted so much of his life's work to.

Prior to his retirement Ovitz headed his own firm, Acme International. Before World War II Ovitz was employed by Atlas Music Company, this city.

Coven stated that he was very happy to have the benefit of Ovitz' wide experience in his organization.

"Almost immediately sales jumped from 21 capsules to over 300 a day," Tekip continued, "using the same merchandise and in the same location."

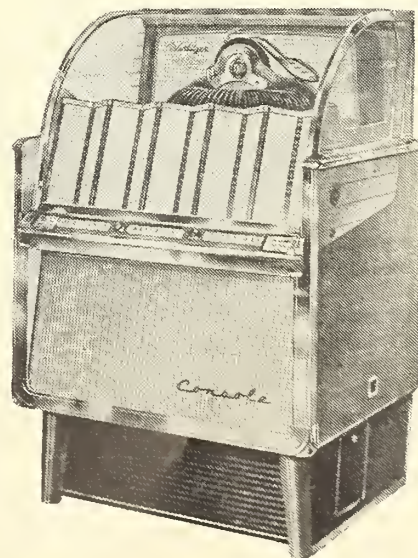
Tekip has since placed another, smaller unit in operation, while a third is expected to be ready in about a week. He has discussed plans with Mr. Botts, general manager, for further production and renovations of equipment.

Tekip chalks these accomplishments up to good old fashioned American initiative and skill.

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Through The Coin Chute

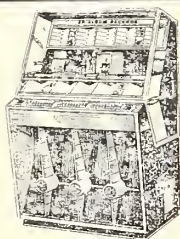
GREAT BRITAIN GOSSIP

Freddie Adickes arrived in Britain on June 25 to make distributor arrangements for the release of the new range of Rock-Olas. His first port of call was Leeds in Yorkshire, where he is believed to have seen the Chappelow firms, including Phono-Sound Ltd., which at present handles Rock-Olas. He then went on to London, where he is staying at Grosvenor House, Park Lane. . . . Jack Mitnick, United Music Corp., Chicago, U.S.A., really took London by storm on the first leg of his three week European tour. I fear that Jack Isow's steak house in Soho—which Jack plastered with dollar bills and odd requests—will never be quite the same again. And as for the Astor Club! Its hostesses are likely to be taking a much needed rest, now that Jack has moved on to Germany. Not that Jack did not spend long hours in business discussions. It's just that he seems to get along nicely with an irreducible minimum of sleep. Business discussions went on for long periods at the Ladbroke Grove headquarters of Phonographic Equipment Ltd. He also had detailed discussions with a top executive of another company on United's new juke-box and possible arrangements for its distribution in Britain. One thing that bothered Jack all the time he was here was Britain's paper money, and especially our five pound notes. Phonographic director Max Fine saw to it that Jack did not give away "fivers" too often, thinking they were dollar bill equivalents. Jack's tour will take him to Germany, Belgium, Switzerland, Sweden, Austria, Italy and France, in that order. Come back soon to Britain Jack. We'll miss you.

Britain's Minister Without Portfolio, The Right Honourable, The Lord Mancroft will be Guest of Honour at the 44th Anniversary of The Performing Rights Society, at the Connaught Rooms, Great Queen Street, London, on Thursday, July 3. Many musical celebrities (classical and "pop" alike) will be present, as will be representatives of the Phonograph Operators' Association. . . . "Watch Your Line", a Bingo type game was given the blessing of Scarborough Court a few days ago, after three local magistrates had tried it out for themselves, and had adjudged that "skill" was needed. They dismissed a charge against operator Raymond Shingler, sea-front amusement caterer at Scarborough. He had been summoned under the Gaming Houses Act of 1854. . . . A High Court action involving a Broadstairs restaurant whose juke box was said to have disturbed flat tenants in the building, The Prospect, the Parade, has been settled after an eight-day adjourned hearing. In the action the landlords Beswick Properties Ltd., sued Guiseppe Morelli Ltd., for forfeiture of the lease of the ground floor restaurant on the grounds of alleged breaches of covenant. Morelli denied any breach and said he had been granted a 21-year lease of the premises in 1956. Part of the terms of settlement was as follows: The defendant must not play or permit the juke box to be played after 10 p.m. between October 1 and the Thursday immediately before Good Friday of each year. The defendant must carry out at his own cost, and to the satisfaction of a specialist in noise insulation, all necessary work to prevent any noise or vibration from the juke box from becoming a nuisance or annoyance in any of the flats or materially interfering with the reasonable comfort of an occupant. Morelli was ordered to pay all the plaintiffs' costs and the judge (Mr. Justice Havers) ordered that all further proceedings in the action should be stayed except for the purpose of carrying out the terms of settlement.

An extensive survey of the juke-box market in Britain is being carried out this month by the statistical department of a very large entertainment concern that has no previous experience of juke boxes. Something very big indeed is believed to be in the offing, either in import, or manufacture of juke boxes—or both. It is also believed that the equipment concerned may be of a revolutionary nature. A statement is expected very soon. . . . We understand that the whole question of import licenses for coin-operated amusement equipment may be gone into shortly at a high level, and that a revision of the present confused and haphazard arrangements may be introduced. It may be that a reaplication for licenses by importers will be necessary in some cases. It may also be that some progress will be made in persuading the authorities that the present microscopic quota of direct imports from America should be revised in the light of certain circumstances. . . . Maybe it's because of the strain of the past Winter—by far the most competitive ever in the business—but far more top executives have gone off on holiday early this year than in previous years. But it may also be a cheerful barometer to the state of the business that a majority of these executives are holidaying abroad.

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US GALS

By Cissie Gersh



Just can't believe that another year has rolled by so quickly. Once again I want to thank all you very grand gals who sent me letters congratulating The Cash Box on our 16th Anniversary. In return, I would like to take this opportunity to wish each and everyone of you, on your birthday, a healthy, happy and prosperous year. . . . It's a bouncing baby boy for Mr. and Mrs. Sam Lewis. Smart girl that Laura Lewis. She planned the big event in time to beat the terrific heat that usually sets in on Chicago at just about this time of the year. Since both she and Sam were so very, very sure that it would be a girl, they haven't as yet decided on a name for their new son. . . . Belated birthday greetings to Jane (Mrs. Ray) Gallet. Last year Jane got a new car for her birthday. What's it goin' to be this year, Jane? Let us know.



MRS. MILLIE RIEHL

Everytime June rolls around I can't help but think about Lucille and Paul Laymon's beautiful, beautiful gardens in the Pacific Palisades, California. They've won so many prizes for their flowers, I'll bet Paul and Lucille can't even remember how many. The gardens are open to the public all year around. The fact is, you've just got to see them, they're too much to describe. . . . I bet Ruth (Mrs. Ralph) Sheffield is busy pickling watermelon. And is this ever delicious. . . . May surprise Juanita (Mrs. George A.) Miller and finally get to meet her soon. Believe it or not, I've never had the pleasure. It's going on 9 years now, but, I still have hope. . . . Received a very beautiful letter from Congressman George P. Miller of California. The Congressman wrote me that the sack dress I wore at the MOA Ladies Fashion Luncheon wasn't to his liking. This was definitely meant as a compliment. Congressman Miller added that it covered the best of me too much.

Haven't heard from my dear friend Karla (Mrs. Alfred W.) Adickes of

Hamburg, Germany. I can guess why, though. Karla was bitten by the golf bug. . . . Wonder how Mrs. David C. Rockola is doing with her golf game. I hear she's a fine golfer. . . . Did you ever notice how much Millie (Mrs. Ray) Riehl resembles Rita Hayworth? After you look at the picture here let me tell you that Millie, too, has red hair, just like La Hayworth, and just as slim and gorgeous a figure. . . . I'm expecting Sam Clark to bring his laughable, lovable Alice with him to the NAMM convention in July. Don't forget, Sam, you promised. Sylvia Garmisa and I will take over. You can have Alice back when you're ready to return home to New York. . . . Received a long distance telephone call from Bess Berman all the way from Miami, Fla. Just can't keep up with Bess these days. Seems she's now commuting between Miami and New York. Sure glad to know, Bess, you're feeling so great.

Sylvia (Mrs. Joe) Brilliant tells me she's planning her Number Two son's Bar Mitzvah on a huge boat that'll sail down the Detroit River. I understand that, socially, this is quite the thing in Detroit these days. That is, if you want to be a bit different. And, of course, also have what it takes. Grand sailing, Sylvia. . . . Hope all your little darlings will have a wonderful time in camp this season. And now all of you gals who were tied down all winter can really live it up with the children away at camp. I'll be in Wisconsin this summer. Still trying to get that tantalizing, little white pellet off the ground. That teasing thing they call a golf ball.

Talking about golf, if any of you Chicago gals are having trouble with your game (and who hasn't) recommend you try a lesson from Mr. Dobson on far North Clark Street. Dobson's is the greatest for building golf sets. And, I understand, he has straightened out many a pro who went off his game. . . . Hope Sol Silverstein of Baltimore reads this. Sol forgot to remember to send me a picture he promised to mail me. . . . Next week I'll tell you about one of our own beautiful Chicago gals who traveled a long way to make good—in Hollywood's tough TV world. . . . Please do write me just as soon as you can. And be sure to send me pictures of yourself and your family enjoying this summer's sunny sun-time.

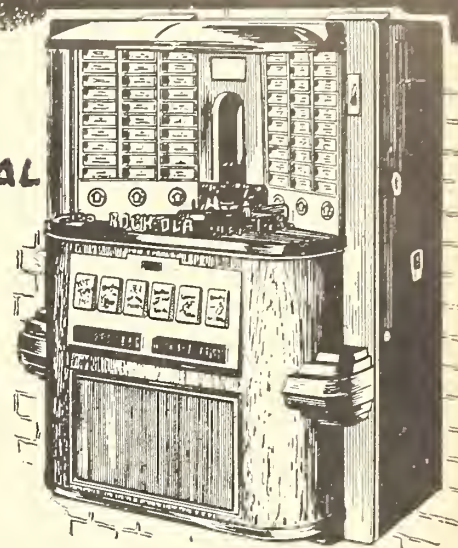
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MICKEY ANDERSON AMUSEMENT COMPANY

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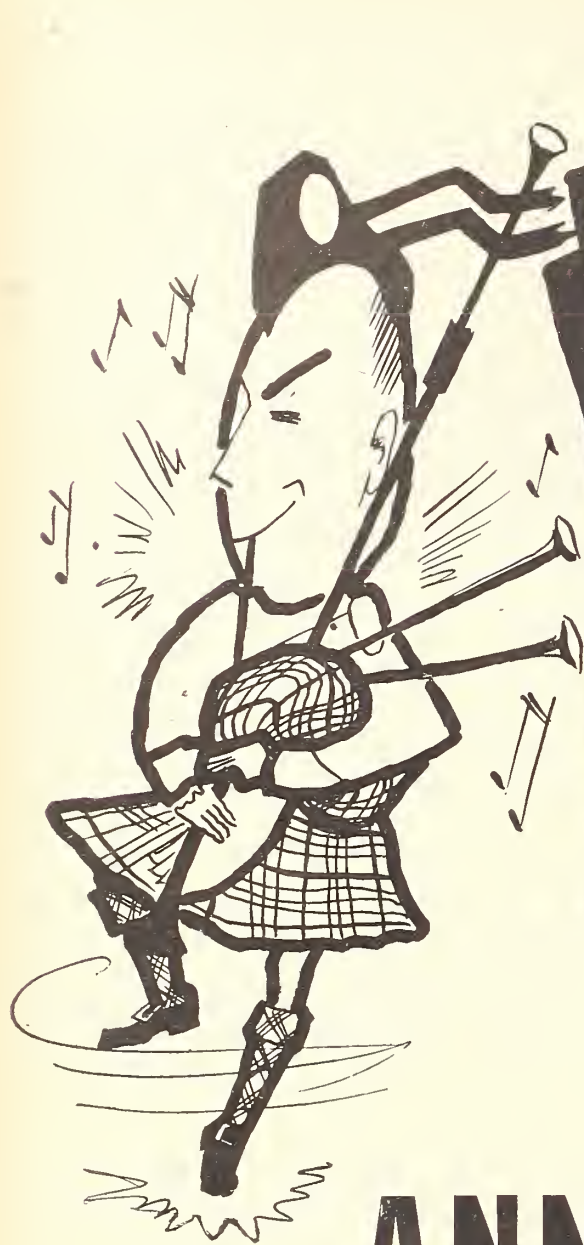
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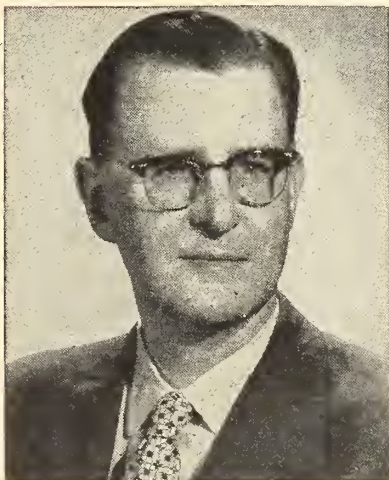
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California Music Merchants Assn. Banquet Set For Oct. 25

State-Wide Business Sessions to be Held Oct. 24



GEORGE A. MILLER

Miller. "Each and every year our event has been a complete sellout, so naturally 1958 should be no exception to this rule."

Business sessions will be held on a state-wide basis for one full day before the affair, and matters of importance to the industry will be discussed.

Miller, who will serve as General Chairman, has appointed a state-wide committee to handle arrangements. Co-chairmen are: From Oakland: Ben Murillo, Ralph Love, Sam Tessler, Joe Silla, and Alex Ferrero. From Los Angeles: Walter Hemple, Sam Ricklin, Jerry Jacobs, and Ben Chemers. From Sacramento: Larry Marvin; from Fresno: Wes Elster; from Bakersfield: William Black; from Stockton: Jack Daly; from San Diego: William French; and from Long Beach: John Miller.

Other committees will be appointed, stated Miller, at a later date, and the sponsor of the Banquet and Floor Show will be named after negotiations are completed.

Operators from Los Angeles to the Oregon line are expected to attend the affair.

OAKLAND, CALIF.—George A. Miller, State president and managing director of the California Music Merchants Association, announced that the annual Banquet and Floor Show of the organization will be held in the Leamington Hotel, Saturday evening, October 25.

Miller advised many dignitaries and celebrities will attend this annual affair, among them judges, city councilmen, supervisors and state officers. "Some of the major record companies have already assured us of top talent for the evening," stated



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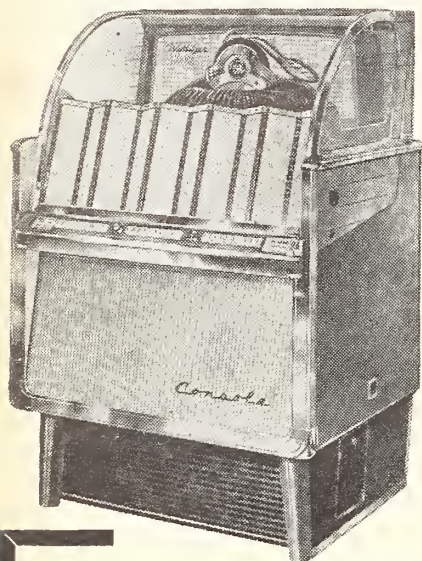
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Meeting Dates

Music Operators' Associations

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

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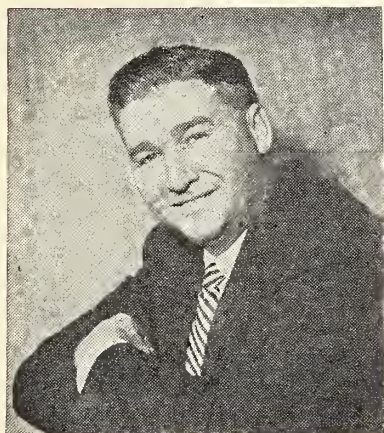
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Attention: Operators' Associations

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

Keeney Appoints Siegel Distributing For All Canada And British Possessions

Designs Special 18 Column Cigarette Vendor, "Riviera", to Meet Requirements of Canadian & British Cigarette Machine Operators



PAUL HUEBSCH

CHICAGO — Roy P. McGinnis, president and Paul Huebsch, vice-president of J. H. Keeney & Company, Inc., this city, announced the appointment of Siegel Distributing Company of Canada as distributors for its new, specially designed "Riviera" cigarette machine for all of Canada and all British possessions.

"It is indeed a very great pleasure for me to announce Al Siegel and his marvelous distributing organization as our distributors for all of Canada and the British possessions," stated Roy P. McGinnis.

"The one big reason," continued McGinnis, "is the fact that Al Siegel and I have been friends for many years.

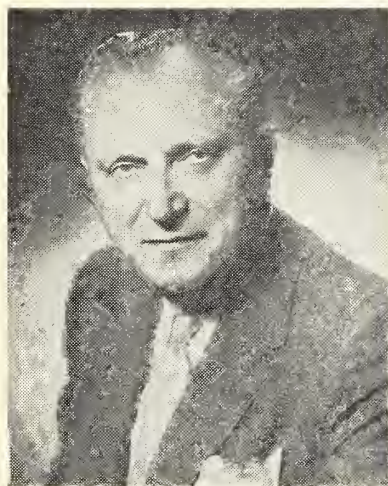
"We were extremely happy to work with Al Siegel and his men to create the type cigarette vendor which has been proved most necessary for profitable operation in Canada and the British possessions.

"Our 'Riviera', which was created and designed by complete collaboration of both of our organizations, is the first 18 column cigarette vendor to be introduced to the Canadian market as well as to the British possessions.

"It opens a new and more profitable path to all operators in Canada and in the British possessions," McGinnis concluded.

Paul Huebsch reported that he has been making constant trips between Chicago and the various offices of Siegel Distributing Company in Canada.

"By such close cooperation between our two firms," Huebsch said, "we have been able to bring into being a cigarette vendor that offers every promise of being the most outstanding that has ever been introduced in the



AL SIEGEL

history of the cigarette merchandising industry.

"It required close cooperation between our engineers and the men of Siegel Distributing Company, as well as a complete survey of Canadian conditions, to bring our 18 column 'Riviera' cigarette vendor into production.

"The trips which we made between Chicago and Canada are paying off in the great acceptance of the 'Riviera' by the outstanding cigarette merchandisers in Canada and thruout the British possessions.

"Most noteworthy is the fact that the 'Riviera' does just what the Canadian operators want it to do as far as vending cigarettes in which their patrons are most interested.

"It further meets the approval of all the operators in the British possessions because it vends the favorite cigarettes of these places and, at the same time, makes complete allowance by its outstanding flexibility for any type of cigarette pack operation these operators require."

Al Siegel, from his headquarters in Toronto, is reported to have stated:

"We are highly honored and very greatly pleased at the cooperation which we have received from J. H. Keeney & Company, Inc. of Chicago.

"We are certain that the new 18 column 'Riviera' is the beginning of a very outstanding business association between our distributing organization and the prominent manufacturing firm of J. H. Keeney & Company, Inc.

"All of our men, in our various offices thruout Canada, Winnipeg, Montreal, Vancouver, as well as from our headquarters here in Toronto, join me most enthusiastically in promising that we shall put forth every single ounce of effort and

Boston Ops Review License Situation At June Meet



DAVE BAKER

BOSTON, MASS. — A progress report on the license litigation, currently pending against the City of Boston and the Commonwealth of Massachusetts, by Atty. Arthur Sherman highlighted the June 19 meeting of the Music Operators Association of Massachusetts at Commonwealth Country Club.

He told the assembly that the attempt to bare the ultimate determination on the question of the constitutionality of the existing license laws was progressing favorably and that some definite news is expected within a few days. He said that every member will receive a bulletin from his office as soon as anything happens.

The determination, it was pointed out, would afflict the validity of every license on tax currently in force in every state in the Union. The case, stemming from juke box fees in Boston, which total \$160 a year per machine, with \$50 for city Sunday license; \$50 for State Sunday license and \$10 Federal, which the association contends are not only excessive, but violate free speech in the matter of playing phono records, has been seen as a test case.

David J. Baker, association president, said the eyes of the coin machine industry are on the Massachusetts action. The ultimate determination of the case will be by the Massachusetts Supreme Court, it is expected, but it is also expected that ultimately the decision in the case will be made by the Supreme Court of the U. S.

Many donations from kindred association are being received from all over the country to help the Massachusetts operators in their fight, it was reported at the session. Among

energy to make the new 'Riviera' the most outstanding cigarette merchandiser ever known to Canada and the British possessions.

"We have a most capable and experienced organization," Siegel continued, "as Mr. McGinnis and Mr. Huebsch have learned.

"Our men have helped dozens of now prominent vending machine operators to get going profitably in this great automatic merchandising business.

"We now feel that, with a cigarette merchandiser of the outstanding quality and design of the new Keeney 'Riviera,' we have a product that as-

the donations have been a check for \$600 from the N. H. Music Operators and \$1,000 from the Western Massachusetts Operators Association.

Action is hoped for before the fall deadline of payment of the juke fees for next year.

A group insurance life plan was outlined for the membership by two executives of Continental Assurance Company. Each member will be contacted personally for information so that a rate can be arrived at to be submitted to the membership.

A motion was made by Perry Lipson that the dues be reduced to 25¢ a month per machine, and seconded by Mark Shavel. After considerable discussion pro and con, it was voted to table the motion until the Fall. A motion was then made by Dave Gropman that the initiation fee be increased from \$10 to \$25 effective immediately, and seconded by Ben Ross.

President Baker pointed out that two operators had expressed the desire to join the association and a motion was passed with the proviso that the two operators be allowed to join under the old rate.

Arthur Sturgis was appointed a committee of one to select a permanent decal to be used instead of the present stickers. An advertising deal is being worked out for the benefit of the members, it was reported by the president, and further information will be supplied to the members as soon as available, he said. It was voted to send ill member Leon Sherter a bouquet of flowers in the name of the association at the Beth Israel Hospital.

Plans for the third annual banquet were discussed and it was decided to hold the affair on a Saturday evening in November. Dave Gropman was appointed chairman of the ticket committee, and Ralph Lackey, chairman of the advertising committee.

Meetings will be suspended for the summer months, except in case of emergency, until September. Members will be notified of any new developments.

sure every Canadian operator, and every operator in the British possessions, a finer future and a better business.

"The close cooperation that exists between the Keeney factory and our own firm assures every vending machine operator whom we call upon, the facilities of two most outstanding business organizations.

"Two organizations that will stand behind him. That will help him to progress and to prosper. That will work closely with him. That will cooperate to every possible extent to assure his future in this great vending age."



We are very proud to announce our appointment as Exclusive Factory Distributors for Canada and all the British Possessions for J. H. Keeney & Co., Inc., the new Keeney "Riviera" 8 Column Electric Cigarette Vendor Specifically Designed for Canada and all the British Possessions.

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Riviera
18 COLUMN • FLAT BOX
ELECTRICALLY OPERATED
CIGARETTE VENDER



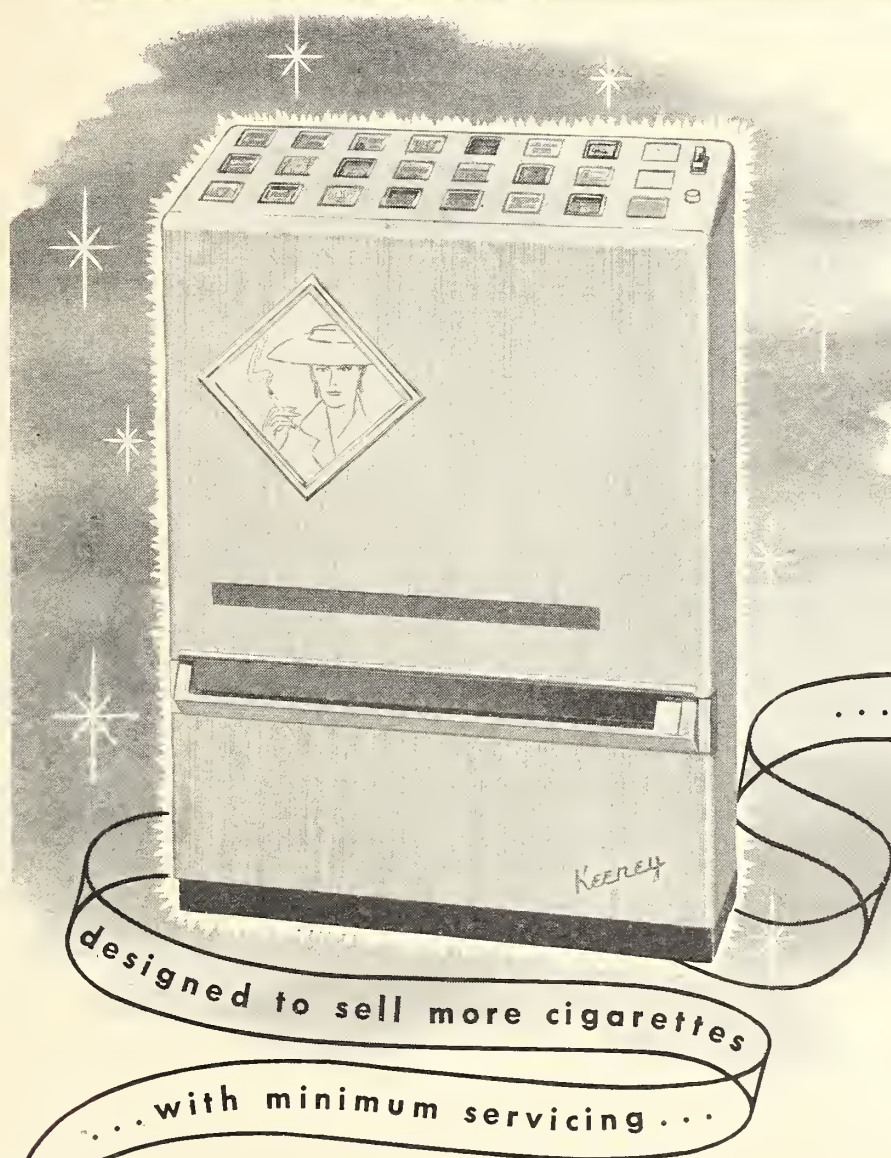
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Drop a coin into this deluxe machine and witness the incredibly smooth, quiet and instantaneous electro-mechanical performance of Keeney's "synchro-cycle" cigarette vending unit. Finger tip selectors identify pack and price, respond to the slightest touch for immediate delivery of cigarettes. Mechanism is independent of cabinet and is totally unaffected by vibration or shaking. Swing-up top and hinged front door open the way to easier loading and servicing. Remember—when you specify Keeney's Riviera 18-column flat box vender your investment is protected by Keeney's 34 YEARS of experience in the design and manufacture of coin controlled equipment.

* This new custom-styled flat box cigarette merchandiser is now on display and ready for immediate delivery by Siegel Distributing Co., Ltd., located in Toronto, Vancouver, Winnipeg and Montreal. This Siegel network of offices and service departments assures operators in major Canadian provinces and British possessions quick, direct, personal service on parts, equipment and supplies which has heretofore been unobtainable.

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PREDICTION FOR THE NEXT 15 YEARS

In The Cash Box' 30th Anniversary Issue You'll Find The Following:—

Prices of all equipment will be up at least 50 per cent and, in most cases, much higher.

Inflation will continue and may even be accepted as a new business principle.

There will be far over 1,000,000 automatic musical instruments on locations in the U. S. A.

There will be 100 per cent more amusements and vending machines on locations in the U. S.

This will be due to the fact that there will be about 25 per cent increase in the number of small businesses in the U. S., surpassing the 5,000,000 mark.

There will be outstanding operations in suburbs that are now only barren fields miles from present urban centers.

Play will be on a 15¢, 2 for 25¢ basis. Commission will be 75% to the operator, 25% to the location.

Players without correct change will still be able to play the machines.

The amount they spend for play will be electronically computed and correctly registered.

They will pay the location owner as they leave, just as they now pay for their paper, cigar and candy bar.

Due to the four day week amusements will be entirely different than anything now even dreamed of to capture outdoor play action as well as to create a new type of indoor amusement competition.

U. S. operators will purchase machines manufactured in Canada, Germany, Japan, Sweden, Switzerland, England, France and other countries.

The operators in those countries will continue to import U. S. manufactured machines in triple the quantity they now purchase.

Manufacture will be on a competitive basis internationally due to the fact people will be able to fly by commercial jet liners from New York to London or Paris in just two hours. Jet passenger plane flights from Seattle to Tokyo will take 4 hours.

It will be an era of competition for sales and operating as well as manufacture.

There will be about 50% more operators in the U. S. This will be brought about by the tremendous population increase, near the 200,000,000 mark.

The increased number of different type locations will easily accommodate this larger number of operators.

In view of the fact that the greatest portion of the U. S. population will be people under 20 and over 65, machines will be manufactured to accommodate these age groups.

People will have more money to spend. It is estimated that the \$7,500 per year income families will increase over 400 per cent.

Population experts believe that Florida, California, the South and Southwest will enjoy the greatest population gains.

These same experts believe that greatest industrial growth will be in Michigan, Illinois, Indiana, Ohio and Wisconsin.

The area from Boston to Norfolk will be solidly industrial.

With automation and atomic power the juke box of 1987 won't even remotely resemble the juke box of today. Nor will records be used. A new music will be in effect.

Music will be able to be dispensed from a central source to cover many hundreds of miles, yet will be completely selective.

The picture of the vocalist actually singing the song, just as he or she made it, will appear with the choice of the tune.

Many games will be played by remote action. This will prove more thrilling and suspenseful than any play action ever known.

Players in many different locations, miles apart, will be able to compete against each other and actually see each other's scores, while watching each other play.

As far as the use of power is concerned, an atom battery that can fit into a baby's hand, and that will outlast the life of any type machine, will operate the game, vendor or musical instrument.

Tubes, bulbs, wire, and many other such present day needs, will disappear.

Outdoor amusements, music and vendors will operate on their own tiny solar power plants.

Operations will be controlled from a central source. Operators, as they are known today, will be entirely different type business men.

They will be able to conduct routes ranging hundreds of miles by visual telephone and remote atomic automatic controls.

Automobiles will be smaller, faster and more powerful. Most operators will use freight carrying helicopters to move and place equipment.

There will be operators with routes in Chicago and New York (one hour apart by commercial jet airliner) and also in London and Paris (two hours from New York by commercial jet flight).

Similarly, British, French, German and men and women of other countries will operate in the U. S.

This industry will be truly internationalized.

If this sounds fantastic, or too far afield, just look back at the changes which have already taken place since the first 10 record juke boxes, the first pinball games and the first cast-iron and wood vending machines.

With a new era of electronic invention and development ahead, stimulated by the use of solar and atom power, the products of the industry that will be featured in *THE CASH BOX 30th ANNIVERSARY ISSUE* will be as different as today's multiple automatic, change-making merchandisers, compared to the cast-iron peanut vendors of 30 years ago.

(This item received such acclaim when it appeared in our 15th Anniversary Issue, we reprint it once again.)

INTERNATIONAL YEARS

From all indications internationalization of this industry is well under way.

Many agree with this publication that the next ten to fifteen years will find this a most completely internationalized industry.

By that, these leaders mean, operations as well as sales and manufacture will be truly international in scope.

In that period, speedy commercial jet planes are expected to fly from Chicago to New York in one hour, and on from New York to London or Paris in another few hours.

Foreseeing further along this line, and due to the fact that the helicopter is expected to become the fast freight work horse of that period, delivering from factory direct to the buyer's rooftop, delivery from a Hamburg or London factory to the roof of a Chicago distributor is not a far-fetched dream.

This jet plane speed, this elimination of time and distance, it is believed, will bring European and Far Eastern manufactures for sales in the U.S., just as U.S. manufacture will be more quickly sped on ahead for sales in Europe, North, Central and South America as well as the Near and Far East, and all areas in between.

Each month finds more visitors from all the world's markets in the U.S. These men also discuss the possibility of selling products manufactured in their countries to U.S. distributors and operators.

The coin machines field is no new industry to Europeans. Europe produced the first coin operated weighing scales, games and vending machines.

American manufacturing ingenuity took over and by, efficient mass production methods, as well as a wealth of raw materials and components along with outstanding designers and engineers, plus a love for novelty entertainment and speedy, automatic merchandising, assumed complete leadership of the coin operated machines industry.

With so many millions of dollars worth of coin operated products being imported by the world's markets from the U.S., plus the fact that manufacturers in Europe and the Far East are now well on the way to complete recovery, many can foresee games, music and vendors eventually appearing for sales in the U.S. market from foreign factories.

A few feeble attempts have been made in past years to introduce European products to U.S. ops. These were premature. Nor were they able to compete with the beautifully designed, more efficiently produced American machines.

Furthermore, leading European and Far Eastern manufacturers are at this time much too busy satisfying domestic demand. In a shorter time than many now believe possible these huge plants will be ready to manufacture additional products to retain their highly industrious and efficient staffs of employees and engineers.

It must also be remembered that there is a tremendous difference in work hours and wages between European, Far Eastern and U.S. factories. This, too, is expected to make itself felt when foreign products are eventually offered for sale here in the U.S.

There is no doubt, especially among those who have carefully studied all facts obtainable and logically aligned them for their own future welfare, that internationalization of this industry is already under way.

(Editorial Reprinted from Jan. 25, 1958 Issue)

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WE SAY IT THIS YEAR!**

Bally

THAT'S ALL

**MARMER DISTRIBUTING
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Repeal Of 3% Freight Tax To Aid Coin Firms

WASHINGTON, D.C. — The coin machine industry received good news in the Senate approval of a compromise bill that repeals the 3 per cent Federal tax on freight transportation. An administration spokesman said the President would sign the bill, after the House completes Congressional approval, which is expected before the week-end.

The accord was reached by Senate-House conference committee and quickly approved by the Senate by voice vote.

The proposal, which was designed particularly to aid the ailing railroad industry, also helps all consumers. Coinmen, actively engaged in the shipping of new and used coin equipment, should find the 3% a tidy saving over a long period.

The repeal amendment's chief sponsor, Senator George A. Smathers, Democrat of Florida, hailed the compromise of today as a "victory for consumers" and "a step toward lowering prices on thousands of products."

The cancellation of the tax will cost the Government about \$485,000,000 in annual revenues, but experts predict

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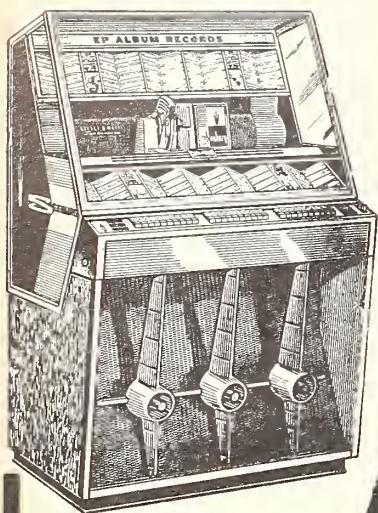
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the President is in no position to veto the measure, especially since Congress would not have time to put through a substitute before the automatic reduction Monday of the taxes to be extended.



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WE SAY IT THIS YEAR!**

Bally

THAT'S ALL

ALLAN SALES, INC.

937 MARKET STREET

WHEELING, WEST VIRGINIA

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**THE NEED FOR PROPER
PROGRAMMING GROWS
GREATER**

There's a lot more to proper programming than there was even just a few short years ago.

With 200 selections in the new juke boxes, the operator has to have a keen understanding of the music desired in each of his individual locations.

To make up a program of 200 profitable selections today isn't the simplest or easiest job in the world.

Selections come from the Top Pop Hits, Standards, Semi-Classics, Country, Jazz, Rhythm & Blues and Foreign Language recordings.

There are, then, thousands of records to choose from. And the operator of each juke box must take into consideration a dozen different and varied elements when choosing the recordings he requires, so as to assure himself the greatest possible intake from each location.

This means, as stated above, a keen understanding of the music desired by each and every individual location.

It means weeks of close study of each location. It means working intimately with the owner and the patrons of the location.

This can't be done in just a week or two or three. It takes time. And each week brings better understanding.

It means leaving "request" cards. It means gaining cooperation of employees in each location to advise the operator and his service men of the recordings most requested.

It means close and intimate contact with the patrons of each location. To an extent where practically every selection that appears in the juke box, in any specific individual location, will obtain sufficient play action to make it worthwhile.

Fastest shifting recordings are the Top Pop Hits, Rhythm & Blues, Country.

Slowing down from there, Jazz, Foreign Language recordings, Standards and, least moving of all, Semi-Classics.

Even in a location where the entire gamut of the different and varied records of the recording

field can be used there is still a problem. The choice of artists.

Whereas one location may favor one artist, another location, for the very same tune, favors a different artist.

This means a most thorough study of the various recordings available for use in juke boxes as singles and, especially, EP's, which are, without any doubt, becoming more and more important each passing week.

There is but one definite manner in which every juke box operator can assure himself that the selections he is featuring in his machines, whether these be 100 or 200 selection phonographs are paying him by consistent play action, over and above what is known as "average" plays, is by a keen and thorough study of the likes and dislikes of the patrons in each individual location.

Proper programming, correct programming, means greater profits in every way.

It not only creates a satisfied location owner and a completely pleased patronage but, it does one big thing for the operator that nothing else but proper programming can do—it assures him of bigger and better profits as well as the finest kind of public relations.

Operators should obtain catalogs from every recording firm with whom they do business to become better acquainted with the more staple recordings—such as Semi-Classics, Standards, Foreign Language disks, Jazz.

Constant study of each week's issue of *The Cash Box* is invaluable.

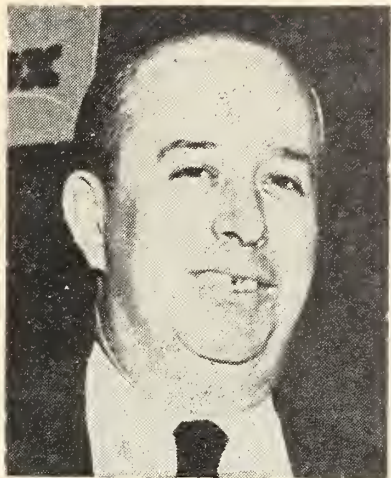
Operator after operator, all over the world, has admitted this as far as Top Pop Hits, Country, Rhythm & Blues, EP's, Jazz and almost every new record introduced is concerned.

Not only are these records reviewed and rated, but are also charted, so that the operator has his finger on the pulse of their growing popularity.

Proper programming can mean the difference between profit and loss to all juke box operators all over the world.

(Editorial Reprinted From August 3, 1957 Issue)

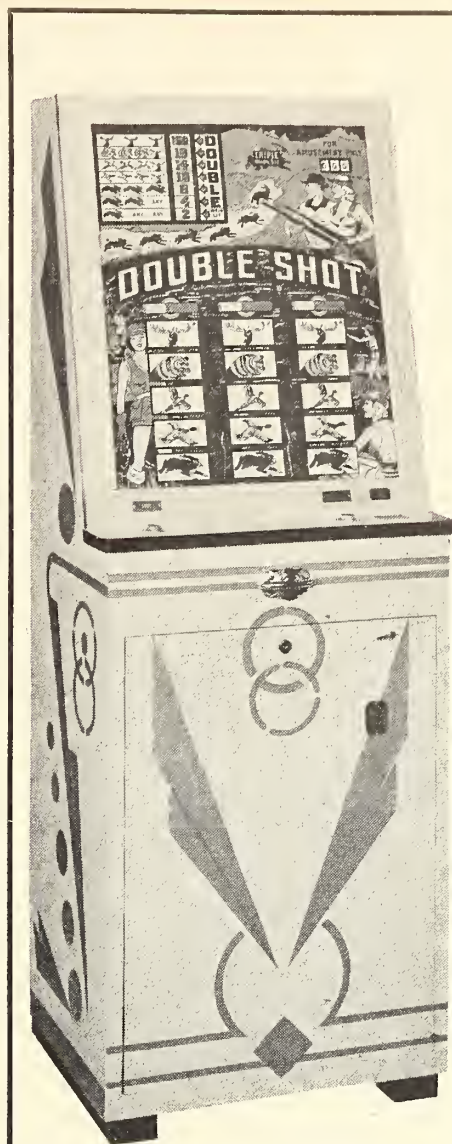
Roanoke Opens Branch Office In Knoxville, Tenn.



JACK BESS

KNOXVILLE, TENN. — Jack G. Bess, president and general manager, Roanoke Vending Exchange, Inc., with headquarters in Richmond, Virginia, announced the opening of a branch office at 313 Depot Ave., N.W., this city, under the management of Edward E. Wahle. Assisting Wahle is Walter Lee Putnam, Jr.

In order to get the office going and to acquaint the operators in that area with the new AMI phonographs and accessories, an open house party was held on Saturday and Sunday, June 28 and 29. Arthur Daddis, AMI factory regional representative, was in attendance and assisted by Roanoke's service engineer, William A. Browning, Jr., showed ops the mechanics of the new AMI machines.



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Coven Announces Modifications In Wurl. Conversion Kit

CHICAGO — Ben Coven, president Coven Music Corporation, this city, announced several recent modifications in the Wurlitzer conversion kit to facilitate installation in Wurlitzer models "2200" and "2100" phonographs.

Coven explained that with the new system, title strip holders are more easily inserted by the simple use of a little pressure. Coven demonstrated this operation, showing the simplicity and ease with which title strips are replaced in phonographs.

Coven further stated that a minimum of screws are utilized now. In fact, the recent modifications reduce the time to effect complete conversion in less than 15 minutes on location. Special long wire connectors are included in the kit to eliminate complicated wiring installations, according to Coven, as well as additional chrome.

Coven concluded by saying, "popularity of these modifications is assured, and we gauge this by favorable comments we are receiving by operators in this area."

Coinfirm Distributes Hydraulic Lift Trailer

BUCHANAN, N.Y. — Pete Rosano and Ted Lagerfeld, Westchester Novelty, this city, announced this week that the firm had become distributors for "Wonderlift" a hydraulic lift trailer.

Rosano and Lagerfeld, operators, explained that they needed a contrivance to relieve them from lifting their equipment into their trucks. They tried out the "Wonderlift" and became so enthusiastic over its capabilities that they took on the distribution of the item to supply them to other operators.

"The beauty of it" explained Rosano, "is that one man can operate it. It is attached to any car or pick-up truck. The operator pumps it by hand and thru hydraulic pressure, the lift is raised to any level desired. It is 5 ft., 6 in. wide by 8 ft. long, and will lift anything up to 2 ton. Operators will find the 'Wonderlift' a wonderful labor saving device, as it eliminates any physical lifting."

National Rejectors' Factory To Close For 2 Weeks

ST. LOUIS, MO.—Claud Trieman, sales manager, National Rejectors, Inc., this city, notified all customers that the plant will be closed for a two

week period starting Saturday, August 2 thru August 17. During that time shipments will not be made or received.

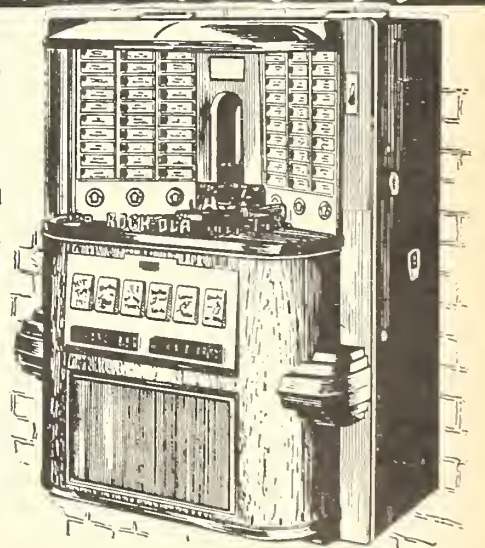
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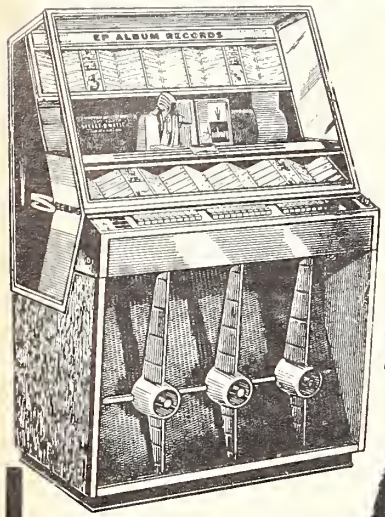


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Topmost In Demand:

"NATIONAL PUBLIC RELATIONS BUREAU"

Survey after survey, year after year, among the nation's operators, has brought to the fore the fact that the most outstanding necessity is the creation of a "National Public Relations Bureau."

This is again the case. Operators everywhere in the nation, shocked into sudden awakening by the U. S. Supreme Court's decision in the Korpan case, are more anxious than ever before to have a public relations program get under way.

The majority of these operators urge the creation of a "National Public Relations Bureau" as has been suggested by *The Cash Box* from almost its very first issue over fifteen years ago.

They should like to see a "National Public Relations Bureau" composed of outstanding leaders of the industry. Men with many years of experience in this industry. Men from every part of the nation. Men who would be elected to serve on such a "National Public Relations Bureau." Men of known intelligence and astuteness. Successful business men.

"A 'National Public Relations Bureau' should be composed of the outstanding leaders of the industry," suggests one very well known operator.

"These should be manufacturers, distributors and operators from various parts of the nation.

"A 'National Public Relations Bureau' of 100 or more such leaders would prove invaluable to the industry. This bureau, in turn, should be headed by an Executive Committee of anywhere from fifteen to twenty-five men."

Like so many others this operator, too, takes time out to commend *The Cash Box* on its editorials regarding a "National Public Relations Bureau."

"Please continue your editorials on the great need for

a 'National Public Relations Bureau,'" he further urges.

"They're catching on. More and more are in full agreement.

"A 'National Public Relations Bureau' is bound to eventually come into being with your great help. Let's hope it will happen very soon."

This publication continues to recommend the creation of a "National Public Relations Bureau" for the better, future welfare of all concerned with this industry.

In the meantime, and until a "National Public Relations Bureau" will come into being, *The Cash Box* urges that public relations programs get under way by individual operators as well as operators' associations from coast to coast.

Such public relations programs, by local operators and local associations of operators, can prove extremely effective. The cost could be very reasonable. A few coins per machine per week would, over a period of time, return many, many times over the value in good will, better understanding and a more assured business future.

There is no need for local or statewide operators' associations to await the creation of a "National Public Relations Bureau."

The fact is that the "National Public Relations Bureau" is sure to come into being by a combination of all such local and statewide associations public relations activities.

Before any further adverse legislation can occur, before any further serious loss of prestige, respect, honor and livelihood, public relations programs should quickly get under way on a local and statewide basis.

These will, most definitely, force into being the long needed "National Public Relations Bureau."

(Editorial Reprinted From October 19, 1957 Issue)

Best Wishes to Bill Gersh

"The Cash Box is the one publication I must have each and every week for proper programming."
FRANK FABIANO

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Banker Agrees With "The Cash Box" That Most Areas Operating Under Unrealistic Method



RAY J. ERFLE

PHILADELPHIA, PA.—Ray J. Erfle, vice president of the Broad Street Trust Company, this city, who has been servicing the coin trade for many years, writes *The Cash Box* commenting on the editorial about depreciation which appeared in the June 28 issue.

After commenting on the fact that the depreciation on equipment allowed by the Internal Revenue Department varies very widely in the different sections of the country, Erfle stated: "Your proposal for a 4 year basis, on a 40-30-20-10, would not be practical in the Philadelphia area. Most of our operators are already getting 50% the first year, 25% the second and 12½% in the third and fourth years.

"We thoroughly agree with you, however," continued Erfle, "that a flat five year 20% has been outmoded.

Under the depreciation schedules permitted in this general area, at the end of the second year the operators will have taken 75%, where you propose but 70%. We believe that the biggest amount of depreciation should be obtained the first year. Because of the creeping inflation, perhaps 40% the first year would not be sufficient.

"I have talked with a number of Revenue Agents in this area, and have found that they are realistic in their approach to the operators' problem. The Amusement Machine Operators Association here in Philadelphia, headed by Joseph Silverman, has done a wonderful job in talking with various agencies on behalf of the operators. Perhaps the other Association Managers or Officers could likewise approach the District Director of Internal Revenue to solve the problems in their particular area."

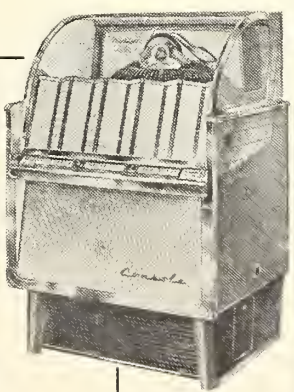
(Editorial Comment: The editorial to which Ray Erfle refers to in the June 28 issue, points out that even the 40-30-20-10% depreciation method, proposed by *The Cash Box* over the years, is now unrealistic, and suggested another new depreciation plan: "35% set aside immediately, regardless of the method now being used, then depreciating at a four year rate, starting the first year. It is gratifying to hear that the operators in the Philadelphia area are using the schedule of 50%, 25%, 12½% and 12½%. Operators in other areas, not being allowed this schedule should approach their District Director of Internal Revenue immediately.)

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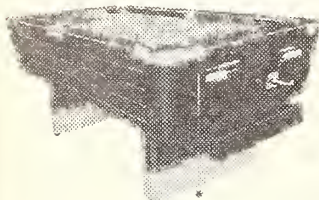
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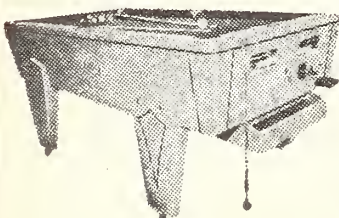
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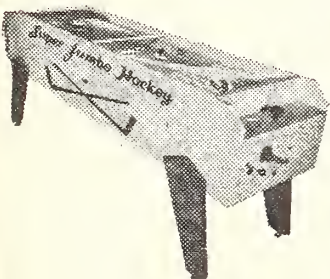
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THERE'S ONLY ONE WAY TO OPERATE TODAY!

The one and only way that an operator can assure himself of continued, consistent, better income, is to adopt the most efficient, best proved, successful operating method.

The one best, most successful method, was first proposed by "The Cash Box" over fourteen years ago. It is, today, internationally used by all outstanding, intelligent operators.

This method is simply 10¢ per play, 3 plays for 25¢, plus a more realistic and equitable share of the gross intake from all his machines for the operator.

The operator must remember that the U. S. Dime, according to its 1958 purchasing power, is worth just 4¢.

That means the operator of 1939, who obtained a Nickel per play, was 20% better off than the operator of 1958 who gets a Dime per play. Because the 1939 Nickel was really worth an honest, full five American cents.

Similarly, the 1958 operator, at least the one who persists in charging a Nickel Per Play, is actually getting 2¢ PER PLAY.

The operator must, today, be a convincing salesman. He must be a play stimulating promoter. He must also be, to a very definite extent, an economist in his own right.

He must not only understand the effects of continued, creeping inflation, and what this means to his business but, most of all, he must know how to cure its effects as an exacting, astute businessman.

He must understand depreciation, as well as what false depreciation can mean to his business on an over-all basis.

He must, therefore, be able to convince Uncle Sam's tax representatives (and all other taxmen) why he must write off even more than 100% of the original cost to be able to obtain a realistic depreciation schedule on all of his equipment.

Only then will he be able to buy new machines without using up tax paid Dollars to repay his capital investment. The kind of Dollars that will cut into his income.

To do all this he must first be able to convince his locations why he must obtain 10¢ per play, 3 plays for 25¢, as well as a front money guarantee from the location and then split the balance on a fifty-fifty basis.

For example—in the days gone by an operator who had a \$40 per week spot gave the owner \$20 and kept \$20 for himself. That was fine in '39.

Today, the exacting, intelligent, astute businessman, who labels himself a professional operator, removes the first \$20 from the gross \$40 collection (if this is a brand new machine) and then splits the difference on a fifty-fifty basis. (This means that the operator gets \$30 and the location \$10).

Perhaps to those operators, who are anything but salesmen, this may sound like a rather rough deal. (That's only because they are anything but salesmen. And being a fine salesman is the first requisite for being a fine operator).

But, if these very same operators will just look around them at the most simple things in their daily existence they will learn why they, like their locations, have to up their price to meet increased (and tremendously inflated) costs.

Like the hiked cost of telephone calls—from 5¢ to 10¢ and more.

Like the 100% increase in the cost of a simple U. S. Government Postcard—from 1¢ to 2¢ (and very soon, 3¢).

Like the 25% increase in the cost of First Class Mail—from 3¢ to 4¢.

Like the increase in Airmail—from 6¢ to 8¢.

Like a 5¢ ice cream cone for the kids—that now costs 10¢.

Like a nickel hot dog that sells anywhere from 20¢ to 40¢.

Like a \$1.00 steak dinner that goes as high as \$10.00.

Like a 15¢ (2 for 25¢) pack of cigarettes that now sell for 35¢ per pack.

Like a 2¢ newspaper that now cost 5¢ AND MORE.

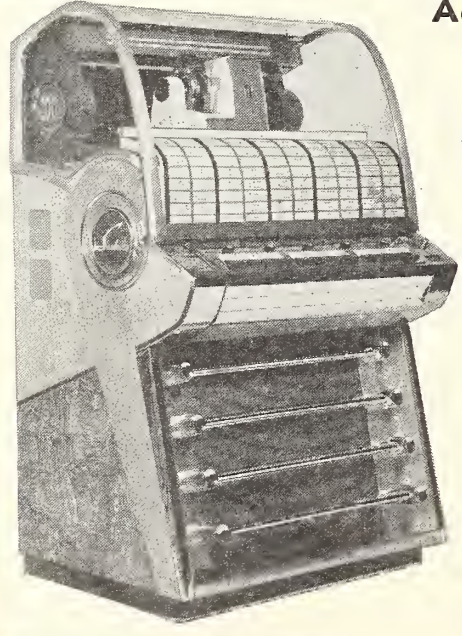
Like a thousand and more items that YOU CAN NAME that have gone up 300% and more.

Even a nickel glass of beer now costs up to 25¢.

Therefore, any operator, anywhere, who hesitates to immediately put into effect a more equitable commission method for himself must have something loose in his thinking box.

And the one system he can use at this time (changes may have to come later on) to assure himself remaining in business (just sticking it out) will have to be the one method advocated by this publication many years ago.

10¢ per play, 3 plays for 25¢, plus a more equitable and realistic share of the gross receipts from all machines the operator has on location.



Add A NEW LOOK to the V-200 and VL-200
with

← SPEED-READ

The All Visible
Scan - At - A - Glance
PROGRAM HOLDER

All 200 Selections Clearly Displayed!

(Factory Type Curved Contour Provides Full Visibility
of Mechanism)

COMPLETE, READY FOR EASY INSTALLATION **\$34.50** F.O.B. CHICAGO

Contact Seeburg Distributors or Write to Us.

JANCOR ENGINEERING CO.
203 NORTH WABASH AVE. CHICAGO 1, ILLINOIS, Dept. C

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

Wurlitzer Sponsors "Powder Puff Derby" Entry

Distributor's Wife Will Fly Race

SAN DIEGO, CALIF.—Mrs. Marion Craver, this city, wife of Noble Craver, local Wurlitzer distributor, will undertake to fly her "Wurli-Bird" to victory in the Twelfth Annual All-Woman Transcontinental Air Race July 4th. The race will follow a 2177 mile course from San Diego to Charleston, South Carolina for \$2500.00 in cash awards and trophies. Contestants must cross the finish line at Charleston before noon on July 8th to be eligible for prizes. 60 to 75 planes are expected to compete. Flying co-pilot for Mrs. Craver will be Mrs. Ruby Keaveny who as pilot for the team last year took fourth place in the race from San Mateo, California to Philadelphia, Pennsylvania.

The aircraft to be flown in the highly competitive race is a Cessna 182, four place monoplane owned by the Cravers. The Wurlitzer Company

of North Tonawanda, manufacturer of coin operated phonographs, has under-written the expenses of the venture. Mrs. Craver's plane christened "Wurli-Bird" in the sponsor's honor is decorated with a musical theme. The fuselage sides carry brightly colored records surrounding a full color reproduction of the new Wurlitzer Console phonograph. The slogan, "Wurlitzer, The Name That Means Music To Millions" points up the theme.

Mrs. Craver has been flying since 1955, holds a Commercial License with an Instrument Rating and has logged over 560 hours of flying time. She is the mother of two boys, ages 15 and 20. Mrs. Keaveny who started her flying in San Diego in 1954 holds a Commercial License with more than 500 hours. Her husband, Jack, is an engineer for the Shell Oil Company and they have three children. Both women are active members of the Ninety-Nines, Inc., an international organization of licensed women pilots.



While in San Diego last week, Robert H. Bear (right) Wurlitzer Sales Manager inspected Entry #4 which The Wurlitzer Company will sponsor in the Twelfth Annual "Powder Puff Derby" which gets underway on July 4th. With Bear are Gary Sinclair, West Coast District Sales Manager for Wurlitzer, Mrs. Ruby Keaveny, co-pilot, and Mrs. Marian Craver, pilot of the "Wurli-Bird". Both have previously flown the race last year and the team finished in fourth place. They will visit Wurlitzer distributors at the various stops along their transcontinental route.

MAKE THIS YOUR COIN-MACHINE HEADQUARTERS FOR ANYTHING YOU REQUIRE — new or used

SELECTIVE COLD DRINK CUP VENDORS

Spacarb 3-D-50	\$325.00
Apco 3 drink	395.00
Cole 3 drink	395.00
Keeney 3 drink	450.00
Welch & Sunkist 2 sel. non-carbonated	225.00

HOT COFFEE VENDORS

Bert Mills, dry ingredients	\$195.00
Andico, dry ingredients	245.00
Brewmaster, instant	625.00
Mills, Hot Chocolate	150.00

ICE CREAM VENDORS

Hebel, 3 selection	\$325.00
Hebel, 5 selection	425.00
Jolly Boy, 1 sel.	135.00
Revco, 2 sel. cup	250.00
Revco, 1 sel. cup	125.00

DAIROMAT CUP MILK VENDORS

Used very little, original price \$995.00, special \$625.00 each. 4 available at \$2200.00

LUNCH-O-MATS—complete Cafeteria

Vends a complete selection of hot and cold foods, original price \$4950.00, special \$1750.00 each — five available.

Freedom 6 selection Hot canned Foods \$135. POP-A-LOT popcorn—pops \$10 to \$15 per hour, special counter model \$199.00.

SNOW CONE MACHINES—

model #1, new \$165.00

SNOW CONE MACHINES—

model #2, new 275.00

CANDY MACHINES

U-Select-It 54 bor. cap.	\$ 35.00
U-Select-It 72 bor cop.	45.00
U-Select-It 74 bar cop.	55.00
National 6 col.	69.50
National 9 col.	99.50
Vendoll 8 col.	85.00
Mills 5 col.	65.00
Uneeda 6 col.	65.00
Shipmon 6 col. new	165.00
Shipman 9 col. new	195.00
Northwestern Sweet Sixteen, F.S.	350.00

Prices include cabinet bases. Advise whether 5c or 10c denomination is required.

CIGARETTE VENDORS

Shipman, 6 col., new	\$165.00
Shipman, 9 col., new	195.00
Keeney 9 col. elec.	110.00
Lehigh 10 col.	115.00
National 930	110.00
National 950	125.00
National ML 9 col.	150.00
National 11 col.	165.00
Electro 8 col.	85.00
Electro 10 col.	125.00
Mark 22; 22 col. new	320.00

Prices include cabinet bases. Advise whether 25c or 30c operation is required and King Size.

CUSTARD (soft Ice Cream)

machines. Write us for special prices on brand new equipment with complete instructions for operation.

Shipman 6 selection Film Vendors, like new \$125.00

All used equipment thoroughly shopped ready for use. We require one-third deposit with order, balance with sight-draft.



CLEVELAND COIN MACHINE EXCHANGE, INC.

M. S. GISSER (Sales Manager)

2029 Prospect Ave. Cleveland 15, Ohio

All Phones: Tower 1-6715

WE SAID IT LAST YEAR
WE SAY IT THIS YEAR!

Bally

THAT'S ALL

UNI-CON DISTRIBUTING CO.

— Established 1932 —

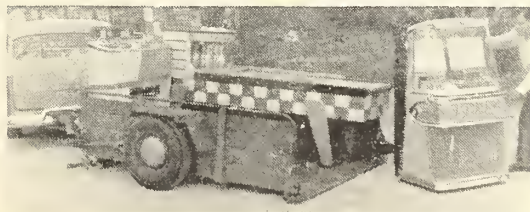
3410 MAIN STREET

KANSAS CITY 2, MISSOURI

(PHONE: JEFFERSON 1-1205)

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THE ONLY
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TRAILER



Ideal For One Man - Transporting, Demonstrating

vending machines—amusement machines—Juke Boxes. More efficient than a truck at a fraction of the cost. The entirely self contained double hydraulic lifts, effortlessly raise the fully loaded trailer from ground level to the desired height for traveling. Low center of gravity gives perfect roadability. Special springs insure a cushioned level ride even if load is all on one side.

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175 Seward Street, Buchanan, N. Y.
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**WALL MODEL
1464**

Compact 120 Hi-Fi Selection

**NO ONE ELSE
HAS IT!**

Come in and
See it Today!

We've Got a Real
Deal For You!



BADGER NOVELTY CO., INC.

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MILWAUKEE 10, WIS. PHONE: Hilltop 2-3030

PHONOGRAPHIC EQUIPMENT CO., LTD.

314-320, Ladbroke Grove
London, W. 10
England

Exclusive Distributors for A.M.I. and Williams
in England.

The Directors would like to thank everybody they met during the M.O.A. Convention for the many kindnesses received.

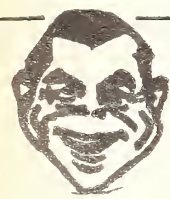
We are still open for business offers — Write, 'Phone, or Call.

PARTNER WANTED

Coin Machine Distribution Business, Southern California Area, Est. 1940. Annual Sales Over One And One Half Million. Partner Retiring. Only Executive With Knowledge And Experience Will Be Considered. Net Worth Appr. \$250,000.00. For Appointment Give Full Information And Qualifications.

Write:

Box #437, c/o THE CASH BOX, 1721 Broadway,
NEW YORK 19, N. Y.



JOE ASH SAYS:

Question:
WHY DOES ACTIVE
HAVE THE LARGEST
SELECTION OF GOTTLIEB
GAMES IN THE
U. S. A.

?

Answer:
**ACTIVE IS THE LARGEST GOTTLIEB
DISTRIBUTOR IN THE U. S. A.!**

Exclusive Distributors for Wurlitzer, D. Gottlieb,
and Irving Kaye Co. in So. Jersey, Del. & E. Pa.

ACTIVE AMUSEMENT MACHINES CO.
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Cable Address: COMAC

**ALL TYPES OF
SHUFFLE GAMES**

Write For Export Price List

PURVEYOR DISTRIBUTING CO.

4322 N. WESTERN AVE., CHICAGO 18, ILL.
TEL: JUniper 8-1814

**All The Leading
Coinmen Read
The Cash Box
Every Week**

Runyon Sales Creates "Service Sheet" To Aid AMI Music Ops

Firm Will Send 15 Ops in Aug. and 15 Ops in Sept. to AMI Service School in Grand Rapids



BARNEY (Shugy) SUGERMAN

NEW YORK—Barney Sugerman, Runyon Sales Company, this city, this week announced the creation of a "Service Sheet" to go out to operators and mechanics in the Runyon Sales area. The "Sheet" will be issued on a steady basis and will be under the guidance of Gene Daddis, operating out of Runyon's Newark office.

The "Sheet" is designed to air mechanical problems that operators oc-

asionally run into—and the easiest way to handle them.

"Many times," said Morris Rood, Runyon sales manager, operators run into difficulties that even the most experienced mechanic may take a week to run down. This will be the kind of trouble we will try to explain to all our operators and mechanics so that if they are ever caught in the same position they can apply the answer as offered by our Gene Daddis, and thereby save themselves time, money and headaches."

Sugerman also advised that Runyon will send fifteen operators and mechanics to the Grand Rapids AMI Service School in August and another fifteen in September. Applications are being mailed to all the operators and mechanics in the area. The trip will be free of any charge to those attending.

Sugerman stated that some of those making the trip intend to drive (expenses paid by Runyon) and that they are seeking brother operators and mechanics to join them on the ride. "These men figure on taking a vacation sight-seeing tour at the same time," stated Shugy.

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

EP PLAY GROWS

For a long time now everyone seems to have dodged the issue. It has been like a secret. Surrounded by quiet. And more quiet.

"Let's not start something that'll cost us more money," they said.

That's part of the story of EP (Extended Play) records in automatic phonographs.

But, as progressive operators around the nation began to desperately seek for the 'additional income' they required, more and more tried EP disk programming.

With the resultant effect that slowly, but, very, very certainly, EP play has been growing. And has continued to grow.

The secret is no longer a secret. The time for quiet is over. Here's a way, many now say, for the music operator to obtain additional income. Desperately needed income.

The growth of EP has been recognized by the leading record manufacturers. They are now advertising EP disks featuring the very latest tunes recorded by their best artists.

These manufacturers don't just throw money away. They know that EP is growing.

The fact that music ops get 15¢ per EP disk play, 2 EP disk plays for 25¢, hasn't hurt one bit toward the growth of EP play action.

There are those among the public who just simply love the new album tunes that are now being exploited by disk jockeys, by the press, by TV. These people want to enjoy these same album tunes in their favorite tavern, restaurant, or other location.

What, today, in all the music industry matches album sales?

Those music ops who pioneered EP play action and stuck to their guns now report that they are programming more and still more EP disks.

Others are still holding out. They don't want EP. They don't believe that EP disks will help boost income. Furthermore, some claim, by purchasing EP records they're increasing investment in their business.

But even the timid turtle must stick its neck out if it wants to get anywhere.

Some of the timid souls have tried EP play action. And are now happy, because they learned that they can actually obtain 15¢ per EP disk play and 2 EP disk plays for 25¢. That means more quarters in the cash box they report.

EP phono play, to be truthful, hasn't yet swept the nation.

But it's growing. More and more music ops are testing.

There must be something to this if even the largest of the record manufacturers are switching over to feature their latest EP recordings.

Perhaps they, too have come to realize the growth of EP programming on automatic phonos all over the country which, naturally, results in more sales at retail.

What better than the automatic phono to help exploit and popularize EP disks?

Even before the timid souls realize it, EPs may be among the best moneymaking disks music ops can program to help themselves help their businesses to better income.

(Editorial Reprinted From Dec. 21, 1957 Issue)

IT'S "CIRCUS" TIME!! THE ALL-NEW CIRCUS IS HERE!



OUTSTANDING FEATURES.

- ★ LOCATION TESTED
- ★ ESPECIALLY DESIGNED FOR LOCATIONS DEMANDING LIBERAL PLAY
- ★ NEW STREAMLINED CABINET, OCCUPIES LESS SPACE THAN ORDINARY PIN TABLES
- ★ TROUBLE-FREE ELECTRICAL MECHANISM
- ★ LARGE CASH BOX
- ★ NATIONAL SLUG REJECTOR

APPROVED EVERYWHERE!

- SINGLES & DOUBLES
- COMPACT UNIT
- REMOTE CONTROL AVAILABLE

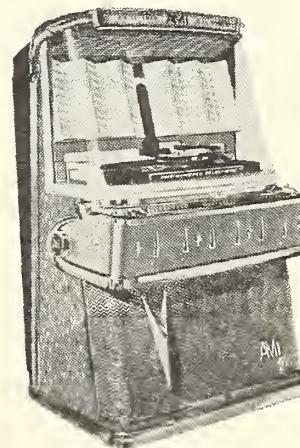
WIRE—WRITE—OR PHONE FOR PRICES!
TERRITORIES OPEN FOR DISTRIBUTION

AUTO-BELL MANUFACTURING CO.

29 WEST KINZIE ST., CHICAGO, ILL., U. S. A.

(Tel: DElaware 7-0078)

WE'RE TRADING



HIGH
WIDE
AND HANDSOME

AMI

FOR ALL YOUR OLD MACHINES ON THE NEW AMI

HUBER DISTRIBUTING COMPANY

1118 Howard St., San Francisco 3, Calif.

(Tel.: UNderhill 3-2202)

SPECIALS!

Bally: MISS AMERICAS \$449.50 — SUN VALLEYS \$499.50 — KEY WESTS \$299.50 . . . Genco: FUN FAIRS \$245.00 . . . Gottlieb: WHIRL-WINDS \$319.50 — CRISS CROSS \$259.50 . . . Williams: STEEPLECHASE \$199.50 — JIGSAWS \$217.50

NEW ORLEANS NOVELTY COMPANY

115 MAGAZINE STREET, NEW ORLEANS 12, LA. (Phone: JACKSON 2-5906)

EUROPE'S Leading Coin Machine Distributors!

**30 YEARS IN BUSINESS!
30 YEARS EXPERIENCE!
30 YEARS REPUTATION
FOR EFFICIENCY AND
EXCELLENT SERVICE!**

**FEATURING THE
SENSATIONAL**

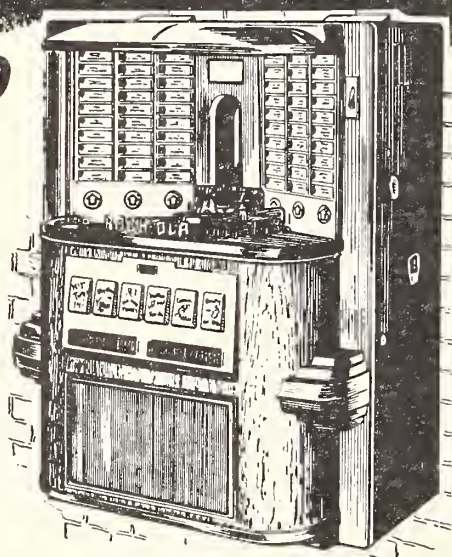
ROCK-OLA

WALL MODEL 1464

Compact 120 HI-FI Selection

**HAS CAPTURED
THE INDUSTRY
BY STORM!**

- Can be mounted directly on a wall
- Can be mounted on a floor stand
- Can be mounted on counters
- Can be used as a built-in hideaway



NOVA

APPARATE-GESELLSCHAFT, M.B.H.

A. W. Adickes, President

SEMPERSTRASSE, 24 — HAMBURG 39, W. GERMANY

Cable Address: NOVATRADE Tel.: RUF 271221-24



Through The Coin Chute

NEW ENGLAND NIBBLES

Cool rainy weather failed to bog down the coin biz with new gains in music, games and arcade pieces reported throughout the N. E. territory. A break in the weather came Tuesday, June 24, with high temperatures and outlook for beach and fun spots was shaping excellent. Distrib plants report plenty of activity with many ops in buying equipment. With the summer season on, vacation schedules are in effect at most plants.

At Redd Distributing (Wurlitzer), tremendous activity here sparked by the final clearance sale underway which ends June 30. Prices were reduced and bargains were offered on all machines with ops in a buying mood. At the Lincoln St. plant, "Cypress Gardens" and "Big Inning" baseball game have been among the fastest movers. Biz on Wurlitzers has kept up at a rapid rate, Bob Jones, sales mgr., reported. Bob leaves July 3 on three weeks vacation in N.H. and on Cape. . . . At Trimount Automatic Sales Corp. (Seeburg), biz is holding nicely on Seeburg phonos, and games are going good. There is still a shortage of arcade equipment and good used equipment reported here. Irwin Margold, gen. mgr., and Dave Bond, prexy, have been getting in some golfing with the advent of good weather. Marshall Caras, sales, is getting in a lot of gardening at his home where a new arrival was just welcomed. Seeburg cigarette machine orders are flowing in and many ops are diversifying their phono lines to add the cigarette machine. Gottlieb's "Rocket Ship" is going strong and Williams' "Short Stop" continues to roll at a phenomenal rate. . . . At Atlas Distributors (AMI), Louis Blatt back from a Canadian vacash where he got in some good fishing and heading for the road to visit with ops. Biz on the new AMI phonos has been holding good, he reports. . . . At Associated Amusements (Rock-Ola), Ed Ravreby and staff are all settled in their new quarters and biz has been excellent on kiddie rides, games and arcade pieces. Dick Mandell planing around visiting ops. The Ravrebys and Mandells are week-ending it at Hyannis for the summer, where their families are now ensconced. . . . Ops in visiting distribs this week included: Art Thoms, Coronet Music, Springfield; Earl Graham, Salisbury; Marty Cook, Brookline; Guy D'Giovanni, Allston; Teddy Rubinovitz, Chelsea; Sid Wolbarst, Newton; Romeo Rivard, Lewiston, Me.; Denny Dolvin, Springfield; Walter Grazik, Greenfield; Tom Libby, Haverhill; Ray Shea, Worcester; Joe Lepera, Cambridge; Henry Gladstone, Boston; Saul Robinson, Newton; Phil Swartz, Brookline; Harold Harwich, Brighton; George Chopelas, Malden; Harry Abelson, Boston; Tony Delucca, Cranston, R. I.; Phil LaFontaine, Province, R. I.; Connie Pocius, South Boston. . . . Vet on Leon Sherter suffered a heart attack and is at Beth Israel Hospital. . . . The Tune Weavers are making Boston and New England disk jock and tv promotion appearances for their new Casa Grande waxing of "There Stands My Love," backed with "I'm Cold." Group, which recently played the Apollo, New York, and Washington and Baltimore niteries, is managed by Frank Paul of Woburn, Mass. . . . Quite a furor has been aroused for the new Elvis Presley dog tag jewelry, which Ruthie Shapiro, disk rep, has been promoting nationally with disk jocks using it for giveaway promosh. . . . Jack Sager's new "One Stop Inc." at 1022 Commonwealth Ave., is getting known in the industry and Jack has set in some new window displays calling attention to the disks he's distributing to phono ops.

Donan Hosts Over 200 At Grand Opening Of New Quarters

CHICAGO—On Sunday June 22, operators and well-wishers from four surrounding States swarmed into Donan's new headquarters at 2633 Milwaukee Avenue, this city, to make the official Grand Opening a huge success.

Visitors from Illinois, Wisconsin, Michigan and Northern Indiana were among those registering.

On hand to greet them were Don Moloney, Mac Brier and Howie Freer.

The full line of Bally products was displayed. Present from the big Bally factory was Joe Flesch, president; Herb Jones, vice-president; Bill O'Donnell, sales manager.

The new Donan headquarters cover over 10,000 square feet, all on one floor.

A new department features Hi-Fi and Stereophonic Tape equipment.

Donan now has a complete Stereophonic Tape rental library that services subscribers on a nation-wide basis.

**\$25
DOWN**

**Balance
\$10**

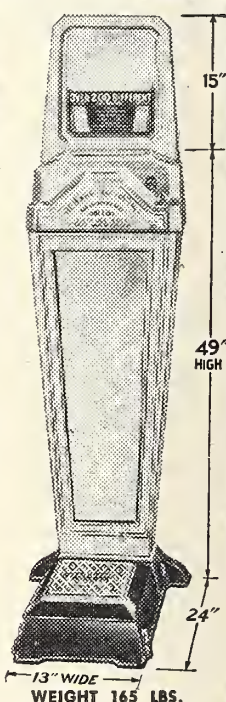
A Month

400 DELUXE

**PENNY
FORTUNE
SCALE**

**NOT A
NOVELTY—
BUT AN
INVESTMENT**

**25-75%
PROFIT**



NO SPRINGS

WATLING

Manufacturing Company

4650 W. FULTON ST. CHICAGO 44, ILL.

Est. 1889—Telephone: Columbus 1-2772

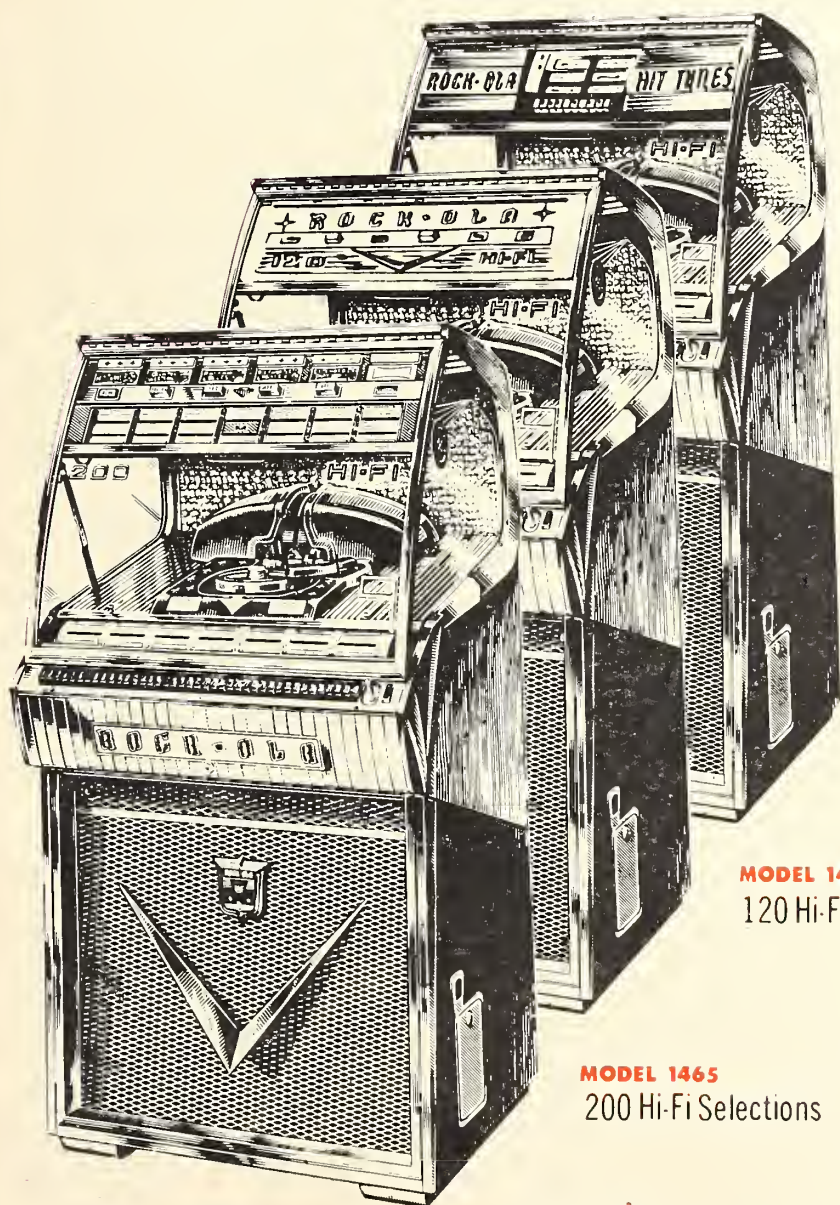
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ROCK-OLA



COVERS THE FIELD

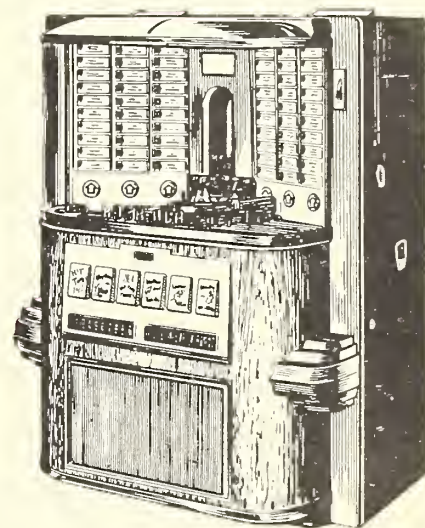
with the only complete line of "trouble-free" phonographs



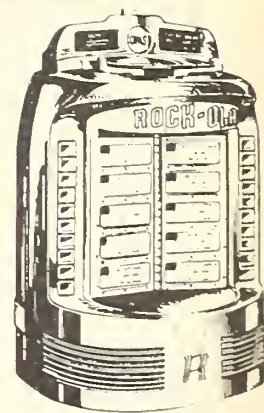
MODEL 1465
200 Hi-Fi Selections

MODEL 1458
120 Hi-Fi Selections

MODEL 1462
50 Hi-Fi Selections



MODEL 1464
Wall-mount Phonograph
120 Hi-Fi Selections



MODEL 1555
Dual Purpose Wall Box
For either 120
or 200 Selections



*On View Only at
ROCK-OLA Distributors!
See Them Today!*

... the only complete line of phonographs for every possible location need, the time-tested proven 200, 120 and 50 Hi-Fidelity Selection Models... with the only 200-120 selection combination remote control wall box in the industry. ...and now with the sensational new wall-mount 120 Hi-Fi selection Model 1464, designed to make pay-spots of locations never before dreamed of.

for literature and complete information, contact your ROCK-OLA Distributor or write

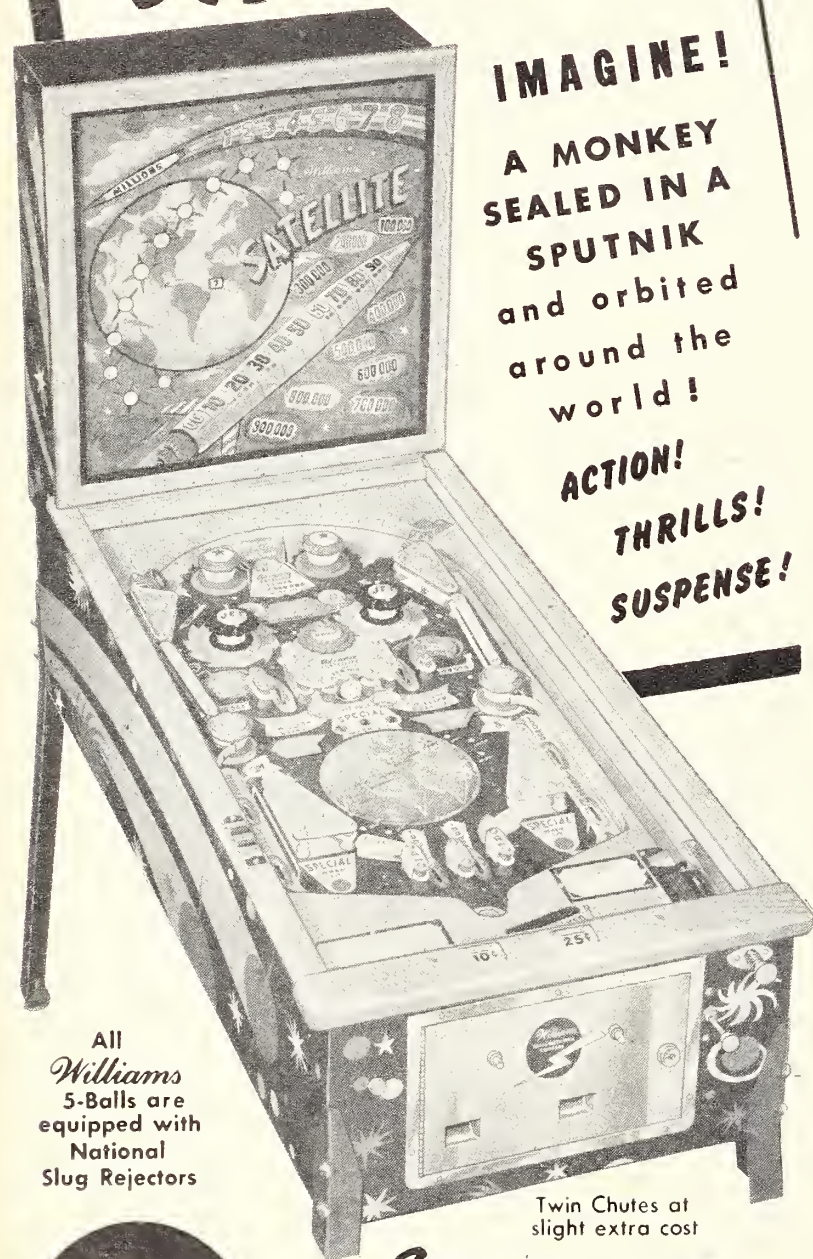
ROCK-OLA Manufacturing Corp. 900 N. Kedzie Ave. Chicago 51

**CONGRATULATIONS TO THE CASH BOX
WHEN YOU BUY A 5-BALL—BUY THE BEST—BUY WILLIAMS**



Williams
SATELLITE

**IMAGINE!
A MONKEY
SEALED IN A
SPUTNIK
and orbited
around the
world!
ACTION!
THRILLS!
SUSPENSE!**



All Williams 5-Balls are equipped with National Slug Rejectors

Twin Chutes at slight extra cost

See YOUR WILLIAMS DISTRIBUTOR TODAY!

CREATORS OF DEPENDABLE PLAY APPEAL
4242 W. FILLMORE ST. CHICAGO 24, ILL.



Congratulations

Bill and Joe

*On the 16th Anniversary
of THE CASH BOX*

from

NEW JERSEY'S LEADING COIN MACHINE DISTRIBUTOR

IRVING MORRIS, Inc.

145 Frelinghuysen Ave.
Newark 5, New Jersey
All Phones BI 3-4300



**Through The
Coin Chute
EASTERN FLASHES**

Harry Koepfel, Koepfel Brothers, alone at the store since brother Hymie out of the state picking up a load of used equipment recently purchased. Harry and his mechanic busy making room for the arrival of the games and phonographs. Harry will pass up his vacation this year because his daughter, Gilda Forman, is expecting to make him a grandfather and Mrs. Koepfel wants to be on hand for the event. Harry says they'll probably spend most of the weekends visiting Gilda in Philadelphia. Hymie, however, plans to get away for a rest. Harry says, "Tell everyone at The Cash Box 'Congratulations' for the wonderful job they've been doing for the entire trade for sixteen years." . . . At Sandy Moore's, Allie Goldberg helping Abe Lipsky on the floor. Allie was forced to stay in because his car was at the mechanics. Goldberg reports he had a good trip with business showing a sprightly advance. Lipsky confirms this, stating that they are anxiously awaiting a Wurlitzer phono shipment that was completely back ordered. Helping Lipsky was a new assistant Madelon. Madelon is Abe's young daughter who came in to spend the day with her dad. Sandy Moore advises that the sale of Wurlitzer phonos has doubled this year over that of last. He attributes the swing upward to two factors. The model and the attractive price. Moore also high on the new one-stop opened at his Freeport Wurlitzer distributorship by Lou Boorstein. He says the record operation is going fine and should build into a real big thing. Sandy, Lipsky and Goldberg will all attend the Cigarette Vendors Association banquet this week-end at the Laurel's Country Club in Sackett Lake, N. Y. They plan to make a week-end of it. . . . Marvin Liebowitz on the street. . . . Lou Wolberg, Runyon Sales, has had the splint removed from the finger he broke at the recent New York State Operator's banquet at Grossingers. He keeps squeezing a little hard rubber ball to regain the power in the finger and to keep it from stiffening permanently. Barney "Shugy" Sugerman in a huddle with Irv Holzman and Morris Rood. The three go into complicated explanations and counter-suggestions as to what roads to take to get out to Doc Shapiro's party Saturday, June 28. Doc's son, Neal, will be bar-mitzvahed Saturday and the clan gathers to celebrate that evening. Morris Rood also should be congratulated. His daughter, Joyce, was graduated from Maplewood Jr. High School last Wednesday morning. Irv "Kempy" Kempner on an up-state trip with Gerard Vadeboncoeur, AMI newly appointed field man. Back from Bucknell University for the summer is Myron Sugerman, Barney's youngest son. Young Sugerman, who is known to the local cointrade as a "ball of fire," is selling food for food vendors, "and," says Barney Sugerman proudly, "doing one swell job." Gene Daddis, of the Newark office of Runyon Sales, has been sending out a Service Sheet that has caught on beautifully.

Gertrude Brown, Peacon, New York, making her usual Tuesday rounds on Tenth Avenue. . . . Al D'Inzillo, Albert Simon, Inc., reports that ChiCoin's "Rocket Shuffle," Chico's "Shuffle Explorer," and ChiCoin's "Batter Up" are all moving out in steady fashion. "Business is good," says Al, "and would be better if only the weather would give us a break." . . . Mike Munves also discussing the bad weather to-date, says he now looks to better business with the summer weather finally here. . . . Murray Kaye, Atlantic-New York, says business has been at a rush for the past week. The shipping department is busy getting equipment out as they will be operating with a skeleton staff for the next two weeks. Meyer Parkoff has arranged for 90% of his staff to be out on vacation simultaneously with the Seeburg factory which will be closed for two weeks. Parkoff looking fine in his new silhouette shape.



**Through The
Coin Chute
UPPER MID-WEST MUSINGS**

L. I. Harris, Enderlin, No. D. in town for a few days. Harris bought five tickets for the Red Sox-Mpls. exhibition baseball game and took his five nephews along. . . . Stan Woznak, Little Falls, Minn. brought his cheering gang with him to Mpls. Wednesday to watch Little Falls High School in the state baseball finals. . . . Betty Morduch who has been with Stan Woznak the past six years in charge of the record dep't. is leaving to get married July 5th. Betty and her husband will make their home in St. Cloud, Minn. . . . Glen Lardy, service man for Fritsch Wholesale, Glendive, Montana, in the cities for the day. Glen attended a wedding in South Dakota and decided to drive into Minneapolis since he hadn't been here for several years. Glen said that all their music is 10¢ 3/25 and the phonographs with the 50¢ chute are on 7/50¢. . . . Andy Theisen of the Northland Music Co. Brainerd, Minn. bought a half interest in a bowling alley in Brainerd. . . . A. D. Palmer Jr. of the Wurlitzer Co. at the Sandler Dist. Co. Mpls. visiting for the day and off the next day to Milwaukee, and then home. . . . Don Hazelwood, Aitkin, Minn. has moved his family to their lake home for the summer. . . . Frank Mager and his two sons in town Wednesday to see their Grand Rapids High School baseball team in the state finals. Frank also attended A.M.I. school at Lieberman Music Co. . . . Gabby Cluseau, Grand Rapids, Minn. in town for the day feeling pretty good after suffering a very slight heart attack in Milwaukee a few weeks ago watching the ball game. . . . Leo Barkovitch, B&B Novelty Co. Superior, Wisc., has his son Sam taking charge of the record department this summer. Sam graduated this June from the University of Wisconsin, and in the fall will complete his law course at the University of Arizona in Phoenix. . . . Izzy Alpert of Duluth, Minn. took the day off last Thursday to spend at his lake home and watch the construction of a new dock at his place. . . . John Czerniak, Duluth, Minn. off to Canada for some good fishing. . . . Fran Befera, of the Delmo Novelty Co. Hibbing, Minn., and some 30 other important citizens flew to Camp Ripley to watch the soldiers drill and parade. . . . Chet LeDoux, Virginia, Minn., suffering from some internal hemorrhage has been released from the hospital and is spending his time at his lake home resting. Chet is feeling pretty good and is on the road to recovery.

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



Through The Coin Chute

CHICAGO CHATTER

The changes that take place in the industry each year are best represented and most noticeable in The Cash Box' Anniversary Issue. This 16th Anniversary Issue tops all others. It's the biggest issue ever put together during any single week by any publication in the history of the industry. And because so many had so much to do with the compilation of this grand 16th Anniversary Encyclopedic Year Book our most heartfelt, sincere thanks to them. . . . Mike Spagnola and Ed Ratajack who helped tremendously. . . . B.D. and J.D. Lazar who were among the first to congratulate us. . . . Phil Weisman who has always been a true and loyal friend. . . . Bill Suter of Manila, P.I. who entered this issue with his Chinese ad which, he claims, his many Chinese friends who subscribe to The Cash Box will be happy to read. Bill should know. He's constantly traveling the Far East in his own plane. . . . Eric DeStoutz of Geneva, Switzerland.

Al Siegel and his great Canadian distributing organization. . . . Earl Kies and all the members of the Recorded Music Service Association. . . . Bill Kennedy, one of Chicago's popular admen. . . . Harry Glick of the "Commando Machine Guns". . . . Herb Oettinger, Bill DeSelm, Ralph Sheffield, Al Thoeke, Johnny Casola and all the others at United Mfg. . . . Ed Kennedy a great adman. . . . Roy P. McGinnis and Paul Huebsch of Keeney. . . . Jack Mitnick of United Music Corp. . . . Ralph Mills of Mills Bell-O-Matic who reports that Cash Box brings him the greatest results. . . . Joe Abraham of Cleveland who claims Cash Box is the "one and only". . . . Joe Schwartz who now speaks more fluent Spanish. . . . David C. Rockola, Les Rieck, Kurt Kluever and the entire Rock-Ola organization. . . . Wally Finke, Joe and Fred Kline and Sam Kolber of First Coin who were among the first to congratulate The Cash Box. . . . Charles and his father, Freius Danneman of Umea, Sweden. . . . Verle VanNattan of Auto-Photo, Los Angeles, Cal. . . . W. S. VanDerhoef of American Steel Export who does a big job for Seeburg phonos all over the world. . . . Wm. F. Adair, Jr., Nathan Solow, Marvin Stein of Philly who tied right in with our anniversary.

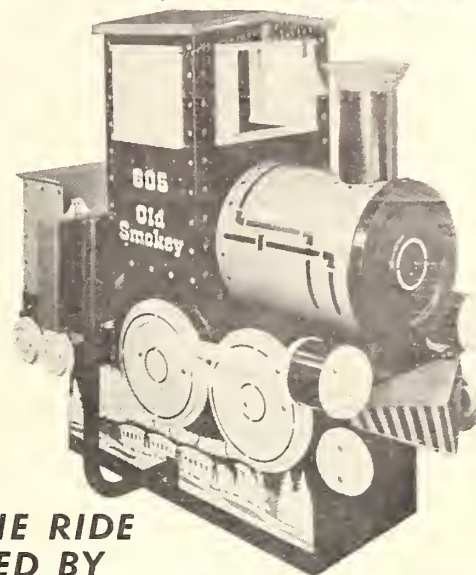
Maurie and Eddie Ginsburg and their entire Atlas Music organization, Chicago, real friends of The Cash Box. . . . Si Wolfe of Jax, Florida who can be depended on just like the rock of Gibraltar. . . . Al Calderon of Indianapolis who never fails us. . . . Mickey Anderson of Erie, Pa. one grand guy. . . . Bob DiPriest of Dallas who says we are "it". . . . Jimmy Savarese of South Bend one of our oldest and best friends. . . . Howard Ellis of Omaha who never forsakes us. . . . Eli Ross and Sam Taran of Miami who are always ready to come on in with us. . . . George A. Miller who tells us we're the tops. . . . Abe Witsen of Philly a really regular top man in every way. . . . Charles (Little Jimmy) Johnson of whom there is no sweller guy. . . . Frank Padula who is always with us. . . . Bob Gnarro a real tried friend. . . . Joe and Eloise Mangone two of our favorite people. . . . Willie (Little Napoleon) Blatt of Miami who always wishes us well. . . . Jake Friedman of Atlanta and his whole crew a real swell bunch of people. . . . Lou Dunis and Johnny Michaels always with us. . . . Jack Daskall the florist to most of Chicago's coinmen.

Gil Kitt and Joe Robbins of Empire who have never forsaken us. . . . R. F. Jones, C. N. McMurdie, Johnny Ruggiero and all the Jones Boys for being such grand people. . . . Sam Solomons of Columbus a really great guy. . . . Roy Monroe and Geo. George who are with us every year. . . . And still more thanks to such outstanding people like Ben Sterling, Jr. and his whole organization. . . . J. R. (Pete) Pieters of Kalamazoo who's always on our side. . . . Sam Lewis, Sam Stern, Harry Williams. . . . This fine Texas trio: H. A. Franz of Houston, B. J. Nichol of San Antonio and Wm. F. O'Connor of Dallas. . . . Max and Hy Lesnick of Baltimore. . . . Louis Casola of Rockford who makes The Cash Box his "bible". . . . And still more Texans: Phil Weinberg, Gene Bybee, Strike Rothrock and Cliff Wilson. . . . Bob Buckley of Metairie, La. . . . Al Wertheimer and his great organization in Syracuse. . . . Walt Huber of San Francisco. . . . Another marvelous Texas friend, Abe Susman. . . . Leon Nik of Havana, Cuba. . . . Dykes Hawes of Macon, Ga. Avron Gensburg of Genco has helped us thru the years. . . . Joe Westerhaus of Cheviot, Ohio, one of our really old friends and among our very, very first advertisers. . . . Two fine gentlemen: Lavoie & Hillman of Fall River, Mass.

And we're thankful to many, many more for helping make this Anniversary Issue and so many of our past anniversary issues so outstanding for all the industry. . . . Like Chris Christopher of Baltimore, Md. . . . Allen J. Stern, Joel Stern, Len Micon and all the others at World Wide. . . . John Haddock, Bill FitzGerald and the grand AMI organization. . . . Eddie Holyfield of New Orleans who has always been ready to help. . . . Jack Bess of Richmond, one really swell person. . . . Romeo Laniel and Jean Coutou of Montreal who have never failed us. . . . Charles Pieri who always remembers. . . . Joe Filitti of Blackstone Music a grand guy. . . . Gordon Stont whom we thank most sincerely. . . . Carl Happel who helps everytime. . . . And the great Bally organization: Joe Flesch, Bill O'Donnell, Herb Jones, George Jenkins, Dan Moloney, Earl Moloney, Art Garvey, and all the many others of this outstanding manufactory. . . . Don Moloney, Howie Freer and Mac Brier. . . . Lou Boasberg, 'nuf sed.

Sam Wolberg, Sam Gensburg, Ed Levin, Mort Seore and all the others of Chicago Coin as well as Chicago Dynamic Industries. . . . Dave, Sol, Nate and Alvin Gottlieb who are in week after week. . . . C. T. (Mac) McKelvy, Fleming Johnson, Tom Herrick and everyone at that marvelous Seeburg organization. . . . Vince Shay and Stan Levin. . . . Harold Lieberman and Lew Rubin of Minneapolis. . . . Paul and Ellen Brown of Brown's Camp and Western Automatic Music. . . . John Frantz "The Penny Machines King". . . . Johnny Watling. . . . Jackie Cohen of his Phonograph Merchants Assn. of Cleveland. . . . Tony Galgano who has been a longtime friend. . . . Leo Weinberger and his entire Southern Automatic Music staff. . . . Julius Mohill one really fine gentleman. . . . Carl Hoelzel and Ed Ponder and Irwin Weiler. . . . Phil Greenberg of whom there is none better. . . . Bill and Milt Marmer two fine people. . . . Ed Shaffer and his marvelous distributing organization. . . . Walt Waldman one of the most progressive. . . . Phil Moss who is just a peach of a guy. . . . Eddie Holstein who never forgets to remember. . . . Sammy Cooper of Milwaukee. . . . Dave Franco of Montgomery who was among the first to tie in with us. . . . And to so many, many others like Jake and Joe Dobkin of Wheeling, W. Va.

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LOS ANGELES, CALIFORNIA

HAPPY BIRTHDAY THIS WEEK TO: Phil Weinberg, Dallas, Tex. . . . W. B. Atkins, Oklahoma City, Okla. . . . James J. Savarese, South Bend, Ind. . . . Wallace L. Williams, Knoxville, Tenn. . . . H. A. McFarland, Jr., Ada, Okla. . . . Edward W. Lavender, Monroe, La. . . . Harry Daul, Green Bay, Wis. . . . Julius W. Haussmann, Hazelton, Pa. . . . Wm. Steinberg, Philadelphia, Pa. . . . Thos D. Butcher, Sr. Carbondale, Ill. . . . Wm. P. Bolles, Chicago, Ill. . . . Edward W. Barnett, Bronx, N. Y. . . . Frank Meneuri, Orange, Cal. . . . Wm. A. Cox, The Pas, Man., Canada. . . . W. H. Jennings, Jr., Norfolk, Va. . . . Frank Waldman, St. Louis, Mo. . . . Thos. D. Butcher, Jr., Carbondale, Ill. . . . Ray C. Martin, Omro, Wis. . . . Edward M. Ravreby, Allston, Mass. . . . Manuel F. Benavides, Falfurrias, Tex. . . . Albert E. Dietz, Dayton, O. . . . Rictor Kirby, Marion, Ind. . . . Mickey J. Saffron, Youngstown, O. . . . Chas. H. Franklin, Baltimore, Md. . . . Peter Russo, Kelayres, Pa. . . . Louis Nemesh, Detroit, Mich.

WORTH REPEATING: Thanks again and again and again for helping make this our finest anniversary.

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

WORLD WIDE - - OPERATORS BUY WORLD WIDE FOR QUALITY GAMES AT QUANTITY PRICES

Follow the intelligent importer who wisely chooses only the finest equipment at low—low—LOWEST PRICES from the largest stock in the world. We are Export Specialists who continually serve the finest operators everywhere—with the finest equipment anywhere.

BINGOS

Miss America	\$575.	Nite Club	\$175.	Variety	\$ 75.
Sun Valley	545.	Broadway	150.	Surf Club	50.
Showtime	395.	Beach Beauty	125.	Palm Springs	50.
Key West	295.	Miami Beach	110.	Brazil	175.
Big Show	265.	Gaytime	110.	Monaco	150.
Double Header	210.	Gayety	75.	Stardust	125.
Parade	210.	Big Time	95.	Starlet	95.

SINGLE PLAYER 5-BALLS

Criss Cross	\$275.	Ace High	\$195.	Easy Aces	\$125.
Straight Flush	255.	Classy Bowler	165.	Twin Bill	110.
Silver	245.	Auto Race	185.	Hawaiian Beauty	95.
World Champ	225.	Derby Day	145.	Gypsy Queen	95.
Royal Flush	210.	Harbor Lites	135.	Daisy Mae	75.
Rainbow	175.	Frontiersman	125.	Wonderland	75.

MULTIPLE PLAYER 5-BALLS

4 PL Falstaff	\$395.	2 PL Brite Star	\$395.	2 PL Sea Belles	\$225.
4 PL Majestic	365.	2 PL Whirlwind	375.	2 PL Fair Lady	225.
4 PL Register	255.	2 PL Super Circus	325.	2 PL Toreador	195.
4 PL Scoreboard	175.	2 PL Continental Cafe	275.	2 PL Gladiator	175.
4 PL Super Jumbo	245.	2 PL Flagship	255.	2 PL Tournament	155.

SPECIAL — BALLY ALL-STAR BOWLERS . . . \$295.00

UPRIGHT GAMES

Super Hunter	\$395.	Big Tent	\$295.
Skeet Shoot	375.	County Fair	275.
Gunsmoke	325.	Hunter	235.
Big Horn	295.		

PHONOS

Seeburg HF100J	\$725.	Seeburg M100C	\$425.
Seeburg HF100R	625.	Seeburg M100BL	345.
Rock-Ola 1446	445.	Seeburg M100B	325.
		Wurlitzer 2104	645.

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- Competitive—2 player.
- Players manipulate their own bikes in a thrilling race by turning handles at top speed.
- Speed is recorded on meter . . . best score wins.
- Brilliantly illuminated.
- Actual miniature bicycles —life-like riders.

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SALESMEN! DISTRIBUTORS!
OPERATORS! CONTACT US!**

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Through The Coin Chute CALIFORNIA CLIPPINGS

The fast breaking records on major and independent labels are keeping the one-stops on their toes supplying the operators. Increasing The Cash Box "Top 60" to 75 has been a great aid to the one-stop operators in keeping up on the up and coming records. . . . At Minthorne Music Company, George Mahlum and Wayne Davis handling sales of the Seeburg "200" phonograph in the showroom while Paul Vogel visits the San Bernardino area and Matt Nordberg the San Diego area. George reports shipments of Chicago Coin's new "Explorer" shuffle game are going out as fast as they are received. Wayne says they are anxiously awaiting the first shipment of the Seeburg Cigarette Vendor which has been widely accepted by the operators who have inspected the floor sample at Minthorne. . . . Sammy Ricklin reports California Music Company's EP section is constantly expanding due to the increasing demand for EP albums. Gabe Orland going into training in preparation for his Scout Master duties which include taking thirty Boy Scouts on a week outing on Catalina Island. Mickey Feay says Glen Gray's Capitol album "Sounds Of The Great Bands" is one of his biggest sellers. Buddy Robinson planning to take his new Thunderbird, plus newly acquired goatee, on a one week motor trip along the California Coast. Martha Delgado predicts "Splish Splash" by Bobby Darin on Atco is headed for the charts. Val Zuniga says Decca has another hit with the Kalin Twins' "When". . . . His many friends will be happy to hear Morris Blum of Taft is out of the hospital and well on the road to recovery. . . . At Paul A. Laymon, Inc., Lucille and Paul Laymon report Bally's "Big Inning" is moving very well with operators now re-ordering. Jimmy Wilkens making arrangements to move his family into their new home in La Habra Heights upon its completion. Ed Wilkes says he is receiving many fine reports on the Rock-Ola "Music Vendor" from the operators that have placed them in their locations. "Red" Creswell, Laymon Technician, working under the handicap of a slashed finger that required seven stitches. . . . Lloyd Sanders of South Gate enjoying a ten day fishing trip on the Colorado River. . . . Charley Robinson of C. A. Robinson & Company reports William's "Satellite" game has taken off with the operators. Hank Tronick says there has been a terrific upsurge of used music and games sales this past week. Al Bettelman busy taking orders on United's "Eagle" shuffle alley and "Bonus" bowling alley. . . . At American Coin Machine Company, Bill Lanzy says reports from across country on the Easy View Title Holder have been more than gratifying with the operators acceptance hitting one-hundred percent. Used equipment continues moving very well at American which keeps Nick and Vinny Lanzy busy on the floor and in the shop. . . . The remodeling at Simon Distributing Company will be completed for Jack Simon's welcome home after his European trip. Sonny Lomborg "batching" it while his wife, Annette, and their nine year old son, Freddy take a flying trip to Chicago with a stop-over in Arkansas. Sonny says the arcade operators that can't visit the showroom at Simon's are calling long distance for equipment in their last minute preparations for a big season. . . . At Leuenhagen's Record Bar the Solle Sisters, Mary, Kaye and Claire sporting glowing suntans they acquired the past week-end in Palm Springs. Kaye predicts Milton DeLugg's first release, "Honolulu" & "Song Of The Islands" for Dot should be a big hit for him. Mary telling Hal Haines of RCA-Victor that Perez Prado's "Patricia" is receiving more and more requests from the operators. Claire reports "Bikini" by The Bikinis' on Roulette is going very well. Barbara Chandler off for a week visit with her parents in Marysville before settling down to a summer at the "Bar". . . . Associated Distributors, Inc. held a very successful showing of the Wurlitzer "2200" and "2250" phonographs in Bakersfield. It was attended by many operators throughout the San Joaquin Valley. Al Silberman, Lee Walker and Ralph Cragen flew to Bakersfield to represent Associated. Bob Bear, Wurlitzer National Sales Manager, and Gary Sinclair, Wurlitzer Western Representative, in town for a few days. Al reports he is receiving numerous inquiries from persons moving to the West Coast on the prospects of purchasing well established routes. Associated has initiated the plan of having two men cover the territory aiding the operators with Wurlitzer equipment, new or used, in servicing, repairing and maintaining their equipment for peak results. . . . At Badger Sales Company, Inc., Bill Hoppel reports the past week was one of the biggest for sales of the AMI "I-200" phonograph. Marshall Ames returned from the Bakersfield area where he found business on the upsurge. Marshall and his wife, Elsie, spending the Fourth of July week-end at Lake Arrowhead. "Rocky" Nessleroad, Shop Foreman, taking his family on a two week motor trip to the mid-west.



Through The Coin Chute PHILADELPHIA FILBERTS

Moe Bayer, Banner, getting ready for an up-state trip. The fellows at Banner anxiously awaiting the sample of United's new bowling alley, "Play Time". . . . Joe Ash and Marty Brownstein, Active Amusements, inform us that Nate Brown, in charge of the shipping department, expects to hand out cigars soon. Larry Ash on an up-state trip. Joe and his youngest son, Frankie, spent a few days at State College making arrangements for Frankie to enter in September. . . . Harry Witsen, International Scott Crosse, still on his honeymoon in Miami. . . . Jack Palmer, International Amusement, stated that he picked up some good sized orders when he was out of town last week. . . . Dave Rosen, David Rosen, reports that the new self service set up in the record department is going along very well. Harry Rosen out sick. Irv Dorfman states that the distrib organization is swinging with two big hits. Frankie Avalon's "Ginger Bread" and Patti Page's "Left Right Out Of Your Heart." Davey Weiss looks for a big improvement in sales when the weather gets a little warmer. . . . Bill Adair, Eastern Music, out of town this week. Arnold Silverman busy as usual. . . . Al Ferrio, King, talking up the new Little Willie John. It's an old ballad titled "You're A Sweetheart," Ferrio claims it will even be bigger than "Talk To Me". . . . Joe Kellem, Marnell, boosting Jack Lemmon's Epic LP, "A Twist Of Lemon."

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It's just plain fun to play competitively on Gottlieb's new 2 Player Picnic. And above all, around the world location tests prove competitive play attracts more players and more profit. This game "has everything it takes" to produce top earnings in your locations. See it at your distributor today!

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ALL GOTTLIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS

Amusement Pinballs
as American as Baseball and Hot Dogs!

Standard Financial Announces New Direct Financing For Ops

NEW YORK—For the first time in the history of Standard Financial Corporation, direct financing will be available for coin machine operators, according to an announcement by Arthur F. Silbert, vice-president of Standard Financial. The new plan is designed to enable owners of coin-operated machine routes to consolidate their operations and earn a larger return on their present sales volume, Silbert stated.

"Funds borrowed may be used to expand locations, increase working capital, make cash purchases of merchandise, clean up short-term obligations, or for any constructive business purpose. Low-rate financing will be made on a 12- to 24-month basis," he advised.

Major users of this new financing, Silbert believes, will be operators of income-producing, coin-operated equipment such as vending machines for hot drinks, cold drinks, candy and gum, hot and cold food merchandise, groceries, milk, ice cream, cookies, peanuts, cigars, cigarettes, bulk items (gumballs and charms), kiddie-rides, phonographs, and amusement games and devices.

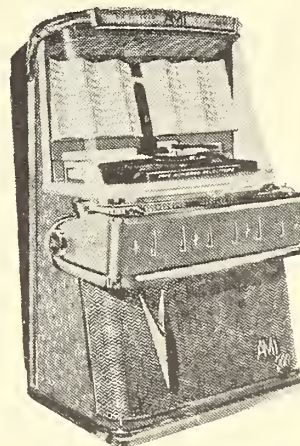
Currently, Silbert said, coin machine operators receive some financing help through their distributors or manufacturers on purchase of new equipment. However, for purposes other than purchase of new equipment, only high cost direct financing

of the route operators is available. It is this gap which the new low cost Standard Financial plan is designed to fill.

"Our wide experience over the last 10 years in financing instalment purchases of new equipment by coin machine operators, indicates to us that the typical operator is a sound businessman," Silbert said. "However, the operator would like to place his business on a more stable and conservative basis, but usually does not have sufficient working capital to do so. Standard Financial's new financing plan is directly aimed at helping the individual operator stabilize his operations, and derive a better return on present sales volumes.

"A good number of operators would like to become more business-like in their operations," said Silbert. "They may have as much as \$50,000 to \$100,000 or more in machines and service equipment, and now would like to expand their liquid working capital so they can buy in quantity and take all cash discounts. There is a 2% discount on confectionery, for example. Trade discounts for tobacco products are equally substantial to established accounts. Food manufacturers give a 1% discount for 10-day payment. If a medium-sized operator who does a sales volume of \$100,000, can create a saving on his annual purchases, the dollar amount would be substantial.

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CLASSIFIED ADVERTISING SECTION

WANT

WANT—Phonograph Records—made before 1940, dealers or juke box stock or private collections. Will pay \$150 to \$300 per thousand. Some of the labels wanted are Brunswick, Vocalion, Paramount, Gennett, Meletone, Victor, etc. **JACOB S. SCHNEIDER, 109 W. 83rd ST., NEW YORK, N. Y. (Tel.: TR 7-9147).**

WANT—Used Bally Bingos; Gottlieb and Williams Pins; Used Shuffle Alleys; Guns and Phonographs. Send complete list. Highest prices paid. Representatives of Wurlitzer and Gottlieb Games. **GABE FORMAN OR SANDY MOORE, SANDY MOORE DIST., 240 E. MERRICK RD., FREEPORT, L. I., N. Y.**

WANT—Will pay cash for late model Juke Boxes and late model Amusement Machines. Send list. **DAVE LOWY, 594 TENTH AVE., NEW YORK, N. Y. (Tel.: Chickering 4-5100).**

WANT—AMI E-80, Wurlitzer 1500, County Fairs, Steeplechases, used Bally Control Motors. **FOR SALE**—Seeburg M100A with 45 rpm conversion \$195; Balls-A-Poppin' \$145; Derby Day \$165; 10 Tahiti \$25 ea.; Surf Club \$50; Beach Club \$50. **DISCO, INC., 835 E. 31st STREET, LOS ANGELES 11, CALIFORNIA.**

WANT—Used records, 45's or 78's. All types—Pop, Hillbilly, Blues. We buy year round, any quantity. We can provide shipping cartons if needed. Write or phone. **JALEN AMUSEMENT CO., INC., 14 E. 21st STREET, BALTIMORE 18, MD. (Tel.: BELmont 5-2881).**

WANT—Used 12' American Bank Shuffleboards; 22' American and Rock-Ola Shuffleboards and Overhead Score Units. Quote best resale price. **STATE AMUSEMENT CO., 1531 BROADWAY, TACOMA 2, WASH. (Tel.: FULTon 3-2282).**

WANT—AMI Wall Boxes, Hideaways, 80, 120, 200 Selection Phonographs, 120 E's and F's. Late 2 Player Pinballs. Write stating condition, number and best cash price. **ST. THOMAS COIN SALES LTD., ST. THOMAS, ONT., CANADA (Tel. MELrose 1-9550).**

WANT—45 RPM Records, new or used. No quantity too large or small. Highest prices paid. Write stating quantity on hand. **TONY GALGANO DIST. CO., 4135 W. ARMITAGE, CHICAGO 39, ILL. (Tel. DIEkens 2-7060).**

WANT—Have permanent, full-time job open for Music and Pin Game Mechanic. Write, via Air-Mail, for application form. **MUSIC, INC., BOX 1234, FAIRBANKS, ALASKA. (Tel. 5084).**

WANT—Your used or surplus records all speeds. 45's our specialty. We buy all year round and pay top prices. No lot too large or too small. No more than 10% blues. We pay freight. **BEACON SHOPS, 821 NO. MAIN STREET, PROVIDENCE, R. I. (Tel.: Union 1-7500).**

WANT—Late used 45 RPM Records. Closeouts and Job Lots of Brand New LP's Wanted. Write or Phone. **FIDELITY DISTRIBUTORS, 666 TENTH AVE., NEW YORK 36, N. Y. (Tel. JUDson 6-4568).**

WANT—Used Records! 45's, 78's and LP's. No amount too small or too large. Write stating amount on hand. We pay premium price for proper merchandise. **PEP NOV-ELTY CO., 4404 N. PAULINA ST., CHICAGO 40, ILL. (Tel.: UPTown 8-9680).**

WANT—Mills Panorams. Also Parts. Advise Best Price. **WESTERN DISTRIBUTORS, 3126 ELLIOTT AVE., SEATTLE, WASHINGTON (Tel. GARfield 3585).**

WANT—A.M.I. Phonographs for resale; quote models, condition and lowest cash prices. **HASTINGS DISTRIBUTING COMPANY, 6100 WEST BLUEMOUND ROAD, MILWAUKEE 13, WISCONSIN. (Tel. BLuemound 8-6700).**

WANT—First class music & game machine mechanic. Working conditions & salary good. **MELODY AMUSEMENT CO., 4265 - 13th AVE., N., ST. PETERSBURG, FLORIDA. (Tel. OR 1-6583).**

WANT—Attention Everyone in the Coin Business. We want Arcade Equipment and all the Bally and United Bingos you have. Plenty of \$\$\$\$\$\$ waiting. Don't Write or Wire but call us collect—LOcust 4-4415. **BELGIAN AMUSEMENT CO., 334 NORTH BROAD ST., PHILADELPHIA, PA.**

WANT—Late Model Bingos. Send List and Prices. **HALLGREN DISTRIBUTORS, 1626 3rd AVE., MO-LINE, ILLINOIS.**

WANT—Cash! Highest Cash Paid For Chicago Coin Blinkers, Bull's Eyes; United, Genco, Williams Guns and Baseballs; 6 Keeney Flicker Pools. **ALLIED COIN MACHINE, 886 MILWAUKEE, CHICAGO 22, ILL. (Tel. CANal 6-0293).**

WANT—All Shuffle Alleys from Fireball, Lightning and Rocket up. Sun Valleys and Showtimes will pay highest dollar or will trade for Genco and Chicago Coin Ski Balls. **MONROE COIN MACHINE EXCHANGE, INC., 2423 PAYNE AVE., CLEVELAND, OHIO. (Tel. Superior 1-4600).**

WANT—Checker for Jukes. **PAUL MACELI MUSIC CO., FRONTENAC, KANSAS.**

WANT—Juke Box Operators. If you want a steady outlet for your used records (No One Shot Deals), Call or Write **MARLIN RECORDS DIST., 824 WILLARD ST., NORTH BELLEMORE, L. I., N. Y. (Tel. CASTle 1-0556).**

CLASSIFIED ADVERTISING SECTION

WANT—Shuffle Alleys (most especially United Team) and late Bingos. Will prepay crates for packing. **FOR SALE**—Close out brand new original crates Bally All Star Deluxe Bowlers, Twenty Peppy Clown, Ten Chicago Coin Steam Shovel. **REDD DISTRIBUTING COMPANY, INC., 298 LINCOLN ST., ALLSTON, MASS. (Tel. AL-gonquin 4-4040).**

WANT—Will accept 1 to 10 Games as trade against new Wurlitzer Phonographs. **SANDY MOORE DIST. CO., 599 TENTH AVENUE, NEW YORK 36, N. Y.**

WANT—Records, all speeds, quantity. Also record accessories, needles, tapes, etc. Please give full details first contact to avoid delay and assure quick deal. **HARRY WAR-RINER, KNICKERBOCKER MUSIC CO., 209 EAST 165th ST., NEW YORK 56, N. Y. (Tel. LUDlow 8-8310).**

WANT—To Purchase 5,000,000 Surplus Records, All Speeds. We Prefer Large Quantities and Will Buy For Cash. Top Prices Offered. Write Or Phone, Collect—**RANSEL TRADING CORP., 1000 AUSTIN BLVD., ISLAND PARK, N. Y. (Tel.: General 2-1650), JESSE SELTER, PRES.**

WANT—Late Model Phonographs for highest trades on new A.M.I. models I-120E, I-200E, I-100M, I-200M. Also need late model Bally Bingos. **CENTRAL DISTRIBUTORS, INC., 2315 OLIVE ST., ST. LOUIS 3, MO. (Tel. MAIn 1-3511).**

FOR SALE

FOR SALE—Big Show \$235; Miss America \$475; Showtime \$325; Key West \$275; Parade \$200; Night Club \$195; Broadway \$165; Classic Bowler \$215; Easy Aces \$135; Flag Ship \$265; Sea Belles \$235; Band Wagon \$235; Big Ten Upright \$240. **CROWN NOVELTY CO., INC., 920 HOWARD AVE., NEW ORLEANS, LA. (Tel. JA 2-7137).**

FOR SALE—Safari, Big Top, Steam Shovel, Goatee, Hi-Fly, Wms. Deluxe Baseball, Crossroads, Quartette, Japopy Pin Wheel, Hawaiian Beauty, Southern Belle, Shindig, Lulu, Harbor Lites, Slugging Champ Deluxe, Duette Deluxe, Register, Marathon, Gayety, Pixie, Caravan, Manhattan, Broadway, Niteclub. **NEW ENGLAND EXHIBIT CO., 237 WASHINGTON ST., NEWTON 58, MASS. (Tel. DEeatnr 2-1500).**

FOR SALE—14 Foot Bowlers, \$475; Cash or Trade. Need Baseball, Guns and Late Shuffle Games. Call, Write or Wire Today! **PURVEYOR DISTRIBUTING CO., 4322 N. WESTERN AVE., CHICAGO 18, ILL. (Tel. JUNiper 8-1814).**

FOR SALE—Sun Valley \$575; Big Show \$250; Wms. Four Bagger \$225; Wms. King Of Swat \$135; Genco State Fair Gun \$250; Bally Jumbo Shuffle \$325; United Target \$75. **GLOBE AUTOMATIC VENDING CO., INC., 291 WATER STREET, QUINCY 69, MASS. (Tel. MAYflower 9-0010).**

FOR SALE—Routes in Missouri, Oklahoma, Arkansas. On routes, Phonographs, Bingos, Pin Balls, Bowlers, Guns. From 20 to 80 Thousand. We have all types Coin Machines. Send for list. **C & W DISTRIBUTING CO., 400 MAIN ST., GALENA, KANSAS. (Tel. #400).**

FOR SALE—Amazing Values On Brand New Rock-Ola 1455, 200 Selection, 45 Rpm Phono. Also All Other Late Model Phonos Available At Very Low Prices. Authorized Rock-Ola Factory Distributors. **SEACOAST DISTRIBUTORS, INC., 1200 NORTH AVE., ELIZABETH 4, N. J. (Tel. BIGelow 8-3524).**

FOR SALE—Bally: All Star Bowler \$395; Bowling Lane (11') \$550; ABC Bowler \$350; United: 11' Bowling Alley \$535; ChiCoin: Bowling League (11') \$545. **MOHAWK SKILL GAMES CO., 67 SWAGGERTOWN ROAD, SCHENECTADY 2, NEW YORK. (Tel. FRanklin 7-2162 or 4-7549).**

FOR SALE—14 Ft., 2 Pc. United Bowlers, A-1 Condition. **TOLEDO COIN MACHINE EXCHANGE CO., 814 SUMMIT ST., TOLEDO, OHIO. (Tel. ADams 8624).**

FOR SALE—Four Bagger \$265; 2 Williams 1957 Baseball \$325 ea.; Short Stop (New). Write; Big Inning (New), Write; Naples (New), Write; Soccer Kick Off \$295; Top Hat \$350; Gladiator \$175; Queen Of Hearts \$50; Band Wagon \$95; Capri \$110; Gun Club \$45; Target Roll (New), \$295; Skill Roll \$280; 2 Peppys (New), \$225 ea.; Six 6-Player Skee Ball \$149.50 ea.; 2 Tournament Ski Ball \$129.50 ea.; Four 2-Player Genco Skee Ball \$125 ea.; 5 Exhibit Ringer Ball \$50 ea.; Bally All-Star \$275; All-Star Deluxe (New). Write; Bulls Eye Gun \$160; 2 Dale Guns \$25 ea.; 3 U-Needa Pack, 9 Col. Cig. Mach. \$40 ea. **LAKE CITY AMUSE. CO., 4533 PAYNE AVE., CLEVELAND, OHIO. (Tel. HENDERSON 1-4100).**

FOR SALE—Records!!! 5¢ over wholesale, and label. Free title strips. Quick service. New accounts, token deposit with order. We also purchase surplus records now unused only. **RAYMAR SALES CO., 170-21 JAMAICA AVE., JAMAICA 32, N. Y. (Tel.: OLYmpia 8-4012, 4013).**

CLASSIFIED ADVERTISING SECTION

FOR SALE—Miss America \$550; Key West \$275; Big Show \$245; Nite Club \$190; Broadway \$145; Ice Frolics \$50; Bally Beauty \$35; Terms One-Third Deposit, Balance sight draft. **GENERAL DISTRIBUTING COMPANY, 1609 ORLEANS AVENUE, NEW ORLEANS, LA.** (Tel. Tulane 6729).

FOR SALE—Wurlitzer Model 2150 \$800; 2000 \$675; 1900 \$650. **WANT**—Bally Jumbos and United Top Notch. **NATIONAL NOVELTY CO., 640 E. MERRICK RD., VALLEY STREAM, L. I., N. Y.** (Tel. LO 1-6770-1).

FOR SALE—5 Bally All-Star Bowlers, like new, only \$295. With fast motor installed only \$325. **WANT**—Cash or trade—late Bingos. **DONAN DISTRIBUTING CORP., 2633 N. MILWAUKEE AVE., CHICAGO 47, ILL.** (Tel. Albany 2-0455).

FOR SALE—Marble, Queen, Sluggin' Champ, Lovely Lucy, Keeney Club Bowler, 10 Player, Pool Tables 6 Pocket. **WANT**—Williams Ten Strikes Deluxe Replays, Williams Late Short Stops, UN Triple Plays, Bingos, 5 Ball Novelty Games. **NOBRO NOVELTY COMPANY, 142 DORE STREET, SAN FRANCISCO 3, CALIF.** (Tel. Market 1-5438).

FOR SALE — Keeney's Super Big Tent \$395; National Cig Machines 9 Column \$110. **AUTOMATIC MUSIC CO., 703 MAIN ST., BRIDGEPORT, OHIO.** (Tel. NE 5-1443).

FOR SALE—9 Brand New 5¢ Kleenex Dispensing Machines in cartons, \$50 buys the lot. ½ deposit, balance C.O.D. or S/D. **KOEPEL DISTRIBUTING COMPANY, 607 TENTH AVE., NEW YORK 36, N. Y.** (Tel. LO 3-4028-9).

FOR SALE—Used machines of all models, as is or shopped and ready for locations. **AUTOMATIC MUSIC DISTRIBUTORS, INC., 900 NORTH WESTERN, OKLAHOMA CITY 6, OKLA.** (Tel. Forest 5-3456).

FOR SALE — United Caravans @ \$125; and Pixies @ \$70; Wurlitzer 4851 Wallboxes @ \$9. Write for a complete list of phonographs. **LEW JONES DISTRIBUTING CO., INC., 1301 N. CAPITOL AVE., INDIANAPOLIS, INDIANA.** (Tel. Melrose 5-1593).

FOR SALE — Keeney League Leader \$299; Chicago Coin Batter Up \$399; Genco Fun Fair \$299; Chicago Coin DeLuxe Skill Roll \$249; Surf Rider \$199.50; Spit Fire \$49.50; Seeburg HF100R Hidden Unit \$595; Wurlitzer 1917 Hidden Unit \$619; Wurlitzer 1800 \$475; AMI JAH-200 \$850. **DICKSON DISTRIBUTING CO., 631 W. CALIFORNIA, OKLAHOMA CITY, OKLA.** (Tel. RE 6-3691).

FOR SALE—Pin Games; Super Circus \$325; Marathon \$195; Scoreboard \$175; World Champ \$195; Steeple Chase \$250; Easy Aces \$135; Sweet Add-A-Line \$145. Clean, checked and crated. **UNIVERSITY COIN MACHINE EXCHANGE, 858 N. HIGH ST., COLUMBUS 8, OHIO.** (Tel. AXminster 4-3529).

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.: Cedar 2-7600).

FOR SALE—United and Chicago Coin shuffles, 10th Frame and later models: Wurlitzer 1500's, 1400's, 1250's, 1015's; all type Bingos; Coon Hunt, as is or shopped. **CANYON STATES DIST. CO., 301 E. 7th, TUCSON, ARIZONA.** (Tel.: 3-8688).

FOR SALE—We Are Leading Exporters of Arcade Machines—Also Music, Venders, Games and Parts For all Equipment. Write Us Your Needs. **MIKE MUNVES, 577 TENTH AVE., NEW YORK 36, N. Y.** (Tel. BRyant 9-6677).

FOR SALE—Specials!—Slightly used Bingo Games that are clean, ready for locations. Sun Valleys \$500; Miss America \$495; Show Times \$335; Big Show \$225; Key West \$275. Phone—wire—write. **NASTASI DISTRIBUTING CO., 912 POYDRAS ST., NEW ORLEANS, LA.** (Tel. MA 6386).

FOR SALE — Hi-Speed Super Fast Shuffle Board wax. 24 one-pound cans per case, \$8.50 f.o.b. Dallas, Texas. Sold on money back guarantee. Distributor for D. Gottlieb, ChiCoin, J. H. Keeney. **STATE MUSIC DISTRIBUTORS, INC., 3100 MAIN ST., DALLAS, TEXAS.**

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

FOR SALE—Arcade buyers please note! Factory closeout of brand new Deluxe All Star Bowlers in original crates. While they last, \$300 ea. F.O.B. Buffalo, New York. Seventeen available. Also fifty 100 Selection Seeburg Wallboxes. White buttons, chrome covers, \$39.50 ea. Write. **SHELDON SALES, INC., 881 MAIN STREET, BUFFALO 3, N. Y.**

FOR SALE—Or Trade—1-13 ft. National Shuffleboard with Coin Operated Scoring Unit; will trade for music, pinballs, bowlers or arcade equipment, or will sell outright. **RELIABLE COIN MACHINE CO., 184 WINDSOR ST., HARTFORD, CONN.** (Tel. Chapel 9-6556).

CLASSIFIED ADVERTISING SECTION

FOR SALE—Gottlieb Poker Face \$50; Lovely Lucy \$50; Diamond Lil \$95; Register \$225; Rainbow \$195; Williams Starlite \$30; Hot Diggity \$180; Reno \$245; Shamrock \$185; Genco Showboat \$180; Bally Skill-Roll \$275 (New). **AUTOMATIC AMUSEMENT COMPANY, 1000 PENNSYLVANIA STREET, EVANSVILLE 8, INDIANA.** (Tel. HA 3-4508).

FOR SALE—C.C. Steam Shovel (Like New), \$125; Wms. Ten Pins \$325; Bally Skill Roll (Floor Sample), \$325; 20 United Bingo Games (clean), \$25 each. **BILOTTA ENTERPRISES, INC., 224 NO. MAIN ST., NEWARK, NEW YORK.** (Tel. DEerfield 1-1855).

FOR SALE—We are one of America's Leading Distributors and Exporters of Arcade, Amusement and Vending Machines. It will pay you to do business with us. **CLEVELAND COIN MACHINE EXCHANGE, INC., 2029 PROSPECT, CLEVELAND, OHIO.** (Tel. TO 1-6715).

FOR SALE—Comco—Extended Range Speakers And Baffles. Quality 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, ILLINOIS** (Tel. INdependence 3-2210).

FOR SALE—We have several Comax background music units with intercom microphone, slightly used, \$169.50. Literature on request. **WESTERN DISTRIBUTORS, 1226 S.W. 16th AVENUE, PORTLAND 5, OREGON.** (Tel. Capitol 8-7565).

FOR SALE—Specials: Games, Inc., Hunter \$195; Gunsmoke \$285; Skeet Shoot \$345; Super Hunter \$375; Double Shot. Write; Bally Broadway \$165; Night Club \$195; Big Show \$275; Key West \$325; Show Time \$385; ABC Bowling Lane 14' (3 pc. model) \$465; United Pixie \$95; Caravan \$135; Royal Bowling Alley 16' \$595; Genco Quarterback \$95. Rush deposit. **MICKEY ANDERSON AMUSEMENT CO., 314 EAST 11th STREET, ERIE, PA.** (Tel. 2-3207)

FOR SALE—Guns: Genco Circus Rifle Gallery \$375; Genco Davy Crockett \$220; Exhibit Jungle Hunt \$225. **W. B. DISTRIBUTORS, INC., 1012 MARKET STREET, ST. LOUIS 1, MO.** (Tel. Central 1-9292).

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—Millions of extra coins are taken from clean machines. Clean right with Lemonite. **Taran Distributing Co., Miami, Florida** uses and sells Lemonite. Try Lemonite Electronic Contact Cleaner, Contact Paste, and Liquid Lube. **GRACO SALES CO., R.F.D. 1, BOX 403, ARLINGTON, TENN.**

FOR SALE—Reconditioned Seeburg 100 Selection Wall-O-Matics, Model 3W1, Chrome Covers, New Selection Buttons. New Aluminum Instruction Plates, \$49.50. Telephone or wire collect. **SYRACUSE 75-1631. DAVIS DISTRIBUTING CORP., 738 ERIE BLVD., E. SYRACUSE 3, N. Y.**

FOR SALE—Records! All labels, all speeds at close out prices!! 78's—45's major labels in any quantity. 12" LP's Major Labels. Will send 25 Samples C.O.D. On Request. 12" LP Promotional Records on sale. We buy surplus stocks, all speeds. **SID TABACK, RECORDS, 2540 W. PICO BLVD., LOS ANGELES 6, CALIF.** (Tel. DUnkirk 3-8735)

FOR SALE—United 14 ft. Bowlers \$430; Bally Miss America \$550; Broadway \$155; Big Time \$85; Gay Time \$85; Exhibit 500 Shooting Gallery \$130; United Deluxe Bonus Gun \$170. **T & L DISTRIBUTING CO., 1663 CENTRAL PARKWAY, CINCINNATI 14, OHIO.** (Tel. MAin 8751).

FOR SALE—Key West \$300; Show Time \$375; Williams Ten Strike (Like New) \$325; Target Roll \$200; Genco Show Boat (Like New) \$175. Machines on the floor. **GLOBE DISTRIBUTING CO., 1623 N. CALIFORNIA AVE., CHICAGO 47, ILL.** (Tel. ARmitage 6-0780-1).

FOR SALE—Bally and United Bingos. Practically any game. Write for prices. **UNITED DISTRIBUTORS, INC., 920 W. SECOND, WICHITA 12, KANSAS.** (Tel. HO 4-6111).

FOR SALE—New Six Pocket Pool Table \$225; Slate \$275; 1st Grade 48" Cue Sticks \$18 dozen; Bumper Rails \$11.95 Set; Bumper Pool Tops \$24.50; Slate \$59.50; Deluxe Bumper Pool Balls \$10. **CHAMPION DIST. CO., 3833 W. DIVISION ST., CHICAGO 51, ILL.** (Tel. ALbany 2-3272).

FOR SALE—Skee Bowler, United 14' (1 Piece) Bowling Alley \$400; Phonographs, Seeburgs 100C, \$375; 100 R \$550; VL 200 \$650; Rock-Olas 1448, 120 Selection \$500; 1455, 200 Selection \$600; Wurlitzers 1800, 104 Selection \$485; 1900, 104 Selection \$550; 2000, 200 Selection \$650; 100 Selection, 3W1 Wall Boxes \$35; Cigarette Vendors, 9 Col. Nationals Models 930—950, 25c straight, \$50 each, 10 col. Electro's 25c & 30c \$50 each. **SCIOTO NOVELTY, INC., 1909 - 8th ST., PORTSMOUTH, OHIO.**



THIS WEEK'S USED MACHINE QUOTATIONS

19th YEAR OF PUBLICATION 978th 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. "The Cash Box Price Lists" act exactly the same as the market quotation board at the Stock Exchange—posting the prices as they are quoted for the past week, regardless of how much they may seem to be out of line. Some prices do not change for months. "The Cash Box Price Lists," rather than show no price, retain the last known quotations for such equipment so that the subscriber at least has the last known prices as a basis to work with. Prices may be very widely divergent. Someone on the West Coast may feel a certain machine worth \$150.00 whereas someone on the East Coast may think it worth but \$75.00. Of course, serial, appearance, demand, territory, quantity, and condition of equipment must be taken into consideration. (Some equipment offered by outstanding firms, having a reputation for shipping completely reconditioned machines, will be offered at higher prices than others, due to the added cost of reconditioning.) "The Cash Box Price Lists" reports each quotation exactly as it is made and depends on the subscriber to make average price adjustments to fit the peculiarities of his territory.

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

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|-----------------------------|------------------------------------|
| 1. Prices UP | 5. No quotations Last 2 to 4 Weeks |
| 2. Prices DOWN | 6. No quotations 4 Weeks or Longer |
| 3. Prices UP and DOWN | 7. Machines Just Added |
| 4. No change from Last Week | * Great Activity |



LISTED ALPHABETICALLY

AMI

2. Model A, '46, 40 Sel., 78 RPM	15.00	40.00
5. Model B, '48, 40 Sel., 78 RPM	50.00	80.00
5. Model C, '50, 40 Sel., 78 RPM	50.00	100.00
5. Model D-40, '51, 40 Sel., 78 RPM	115.00	200.00
4. Model D-80, '51, 80 Sel., 45 RPM	195.00	295.00
5. Model E-40, '53, 40 Sel., 78 RPM	195.00	320.00
5. Model E-80, '53, 80 Sel., 45 RPM	225.00	340.00
4. Model E-120, '53, 120 Sel., 45 RPM	285.00	359.00
5. Model F-80, '54, 80 Sel., 45 RPM	425.00	495.00
2. Model F-120, '54, 120 Sel., 45 RPM	459.00	535.00
4. Model G-80, '55, 80 Sel., 45 RPM	525.00	650.00
4* Model G-120, '55, 120 Sel., 45 RPM	545.00	675.00
4* Model G-200, '57, 200 Sel., 45 RPM	575.00	700.00
4. Model H-200, '57, 200 Sel., 45 RPM	845.00	935.00
4. WM Wall Box	5.00	8.00
5. SM or SL Stepper	5.00	8.00

ROCK-OLA

4. 1422, '46, 20 Sel., 78 RPM	15.00	25.00
4. 1424, '46, Playmaster Hideaway, 20 Sel., 78 RPM	15.00	30.00
4. 1426, '47, 20 Sel., 78 RPM	15.00	35.00

5. 1428, '48, Magic-Glo, 20 Sel., 78 RPM	35.00	50.00
5. 1432, '50, Rocket '50-51, 50 Sel., 78 RPM	45.00	90.00
4. 1432, Same as above, Converted to 45 RPM	60.00	135.00
5. 1434, '51, Rocket, '51-52, 50 Sel., 78 RPM	70.00	150.00
4* 1434, Same as above, Converted to 45 RPM	70.00	149.50
4. 1436, '52, Fireball 120 Sel., 45 RPM	75.00	160.00
5. 1436A, '53, Fireball, 120 Sel., 45 RPM	100.00	225.00
4. 1438, '54, Comet, 120 Sel., 45 RPM	295.00	435.00
4. 1446, '54, Hi-Fi, 120 Sel., 45 RPM	350.00	550.00
5. 1448, '55, Hi-Fi, 120 Sel., 45 RPM	475.00	625.00
5. 1452, '55, 50 Sel., 45 RPM	495.00	595.00
4. 1454, '56, 120 Sel., 45 RPM	595.00	635.00
4. 1455, '57, 200 Sel., 45 RPM	649.00	795.00

SEEBURG

2. M100A, '49, 100 Sel., 78 RPM	99.50	180.00
4. M100B, '51, 100 Sel., 45 RPM	300.00	395.00
4. M100BL, '51, 100 Sel., 45 RPM, Light Cab.	300.00	395.00
2* M100C, '53, 100 Sel., 45 RPM	365.00	450.00
4* HF100G, '54, 100 Sel., 45 RPM	485.00	575.00
4* HF100R, '54, 100 Sel., 45 RPM	550.00	650.00

(PHONOGRAPHS—Continued)

4* V200, '55, 200 Sel., 45 RPM	545.00	750.00
2. VL200, '56, 200 Sel., 45 RPM	665.00	795.00
2. KD200, '57, 200 Sel., 45 RPM	795.00	865.00
5. W1-L56 Wall Box 5¢	3.00	5.00
5. 3W2 Wall-a-Matic	3.00	5.00
5. W4L-56	5.00	8.00
5. 3W5-L56 Wall Box, 5¢, 10¢, 25¢	5.00	8.00
5. W6L-56 5/10/25 Wire-less	5.00	8.00
5. 3W7-L-56	5.00	8.00
2* 3W1 Wall-a-Matic	32.50	55.00

4. 1400, '51, 48 Sel., 45 or 78 RPM	50.00	150.00
5. 1450, '51, 48 Sel., 45 or 78 RPM	95.00	165.00
4. 1500, '52, 104 Sel., 45 & 78 Intermix	100.00	200.00
4. 1500A, '53, 104 Sel., 45 & 78 Intermix	145.00	250.00
4. 1600, '53, 48 Sel., 45 & 78 Intermix	199.00	295.00
5. 1650, '53, 48 Sel., 45 RPM	225.00	300.00
4. 1650A, '54, 48 Sel., 45 or 78 RPM	275.00	345.00
4* 1700, '54, 104 Sel., 45 RPM	395.00	525.00
4* 1800, '55, 104 Sel., 45 RPM	485.00	595.00
4* 1900, '56, 104 Sel., 45 RPM	525.00	700.00
4. 2000, '56, 200 Sel., 45 RPM	555.00	845.00
4. 2150, '57, 200 Sel., 45 RPM	695.00	800.00
4. 2140 Wall Box	2.50	5.00
5. 3020 Wall Box	3.00	8.00
5. 3048 (Conv. of 3020)	3.00	10.00
5. 3031 Wall Box	3.00	9.00
5. 3045 Wall Box	3.00	9.00
5. 4820 Wall Box	8.00	20.00
4. 4851 Wall Box	9.00	25.00

WURLITZER

4. 1015, '46, 24 Sel., 78 RPM	15.00	25.00
5. 1017, '46, 24 Sel., 78 RPM	20.00	30.00
5. 1080, '46, 24 Sel., 78 RPM	25.00	50.00
5. 1100, '47, 24 Sel., 78 RPM	25.00	55.00
5. 1217, '50, Hideaway, 48 Sel., 45 or 78 RPM	40.00	100.00
5. 1250, '50, 48 Sel., 45 or 78 RPM	50.00	100.00



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.

4. Ace High (Got 1/57)	195.00	260.00
4. Arabian Knights (Got 12/53)	75.00	100.00
5. Army-Navy (Wm 10/53)	30.00	45.00
4. Arrow Head (Wm 7/57)	225.00	295.00
4. Atlantic City (B 5/52)	25.00	55.00
4* Auto Race (Got 9/56)	175.00	235.00
4* Balls-A-Poppin' (B 11/56)	100.00	195.00
4. Band Wagon (Wm 8/55)	95.00	150.00
4. Beach Beauty (B 11/55)	110.00	160.00
4. Beach Club (B 2/53)	25.00	65.00
4* Beauty (B 11/52)	20.00	60.00
4. Big Ben (Wm 9/54)	55.00	100.00
2* Big Show (B 9/56)	225.00	275.00
4. Big Hit (CC 7/52)	15.00	25.00
4* Big Time (B 1/55)	75.00	125.00
2. Blondie (CC 8/56)	95.00	185.00
4. Brazil (Un 10/56)	175.00	245.00
5. Bright Lights (B 5/51)	15.00	30.00
5. Bright Spot (B 11/51)	30.00	45.00
2* Broadway (B 12/55)	145.00	175.00
5. Cabana (Un 3/53)	20.00	50.00
4. Capri (CC 10/56)	100.00	185.00
4. Caravan (Un 2/56)	90.00	155.00
5. Caravan (Wm 6/52)	25.00	45.00
4. Chinatown (Got 10/52)	30.00	75.00
5. Circus (Un 8/52)	30.00	60.00
4* Circus (B 8/57)	225.00	335.00
4. Circus Wagon (Wm 10/55)	145.00	200.00
4. Classy Bowler (Got 7/56)	160.00	225.00
5. C.O.D. (Wm 9/53)	50.00	75.00
5. Colors (Wm 11/54)	70.00	115.00
5. Coney Island (B 9/52)	20.00	45.00
4. Continental Cafe (Got 7/57)	250.00	325.00
4. Coronation (Got 11/52)	25.00	45.00
4. Criss Cross (Got 3/58)	285.00	310.00
5. Crossroads (Got 5/52)	25.00	60.00
5. Crosswords (B 1/56)	195.00	240.00
5. Cue Ball (Wm 2/57)	210.00	245.00
5. Daffy Derby (Wm 8/54)	60.00	100.00
4. Daisy May (Got 7/54)	65.00	125.00
5. Dealer "21" (Wm 2/54)	20.00	55.00
4* Derby Day (Got 5/56)	150.00	185.00
4. Diamond Lill (Got 12/54)	95.00	125.00
5. Disk Jockey (Wm 11/52)	30.00	45.00
5. Domino (Wm 5/52)	25.00	35.00
4. Double Header (B 7/56)	175.00	240.00
4. Dragonette (Got 6/54)	95.00	160.00
4. Dude Ranch (B 9/53)	25.00	60.00
4* Duetto (Got 4/55)	125.00	180.00
4* Easy Aces (Got 12/55)	120.00	185.00
4. Fair Lady (Got 11/56)	245.00	295.00
5. Fairway (Wm 6/53)	30.00	55.00
4. Falstaff (Got 11/57)	395.00	435.00
2. Flag Ship (Got 1/57)	225.00	300.00
4. Flying High (Got 2/53)	40.00	70.00
4. Four Bells (Got 10/54)	100.00	140.00
5. Four Corners (Wm 12/52)	40.00	55.00
5. "400" (Upright) (Ge 10/52)	30.00	40.00
5. Four Stars (Got 6/52)	30.00	50.00
5. Frolics (B 10/52)	25.00	55.00
4. Frontiersman (Got 11/55)	95.00	150.00
4. Fun House (Wm 10/56)	195.00	220.00
4. Gay Patee (Wm 6/57)	375.00	425.00
4* Gay Times (B 6/55)	75.00	125.00
4* Gayety (B 3/55)	45.00	90.00
4* Gladiator (Got 1/56)	170.00	220.00
5. Golden Nugget (Upright) (Ge 2/53)	30.00	45.00
4. Gold Star (Got 8/54)	100.00	140.00
4. Grand Champion (Wm 3/53)	35.00	70.00



(PINBALL GAMES—Continued)

4. Grand Slam (Got 4/53)	35.00	60.00	4. Royal Flush (Got 5/57)	225.00	285.00
5. Green Pastures (Got 1/54)	50.00	100.00	5. Saddle and Turf (Ev 10/53)	85.00	160.00
4. Gun Club (Wm 11/53)	35.00	85.00	5. (Club Model)	100.00	165.00
5. Guys-Dolls (Got 5/53)	30.00	80.00	4* Scoreboard (Got 4/56)	155.00	225.00
4. Gypsy Queen (Got 2/55)	95.00	170.00	4. Screamo (Wm 4/54)	45.00	100.00
5. Handicap (Wm 6/52)	30.00	40.00	4* Sea Belles (Got 8/56)	225.00	285.00
5. Happy Days (Got 7/52)	25.00	50.00	4. Shamrock (Wm 1/57)	195.00	230.00
4* Harbor Lites (Got 2/56)	145.00	175.00	4. Shindig (Got 10/53)	50.00	100.00
4. Havana (Un 2/54)	20.00	80.00	5. Show Boat (Un 12/52)	40.00	60.00
5. Hawaii (Un 6/54)	25.00	80.00	4* Show Boat (Ge 12/57)	175.00	222.00
4. Hawaiian Beauty (Got 4/54)	90.00	110.00	4* Show Time (3/56)	325.00	425.00
4. Hayburner (Wm 6/51)	25.00	40.00	4. Silver (Got 10/57)	245.00	300.00
4. Hi-Fi (B 6/54)	25.00	90.00	5. Silver Chest (Upright) (Ge 4/53)	40.00	65.00
5. Hi-Hand (Wm 6/57)	175.00	225.00	4. Silver Skates (Wm 2/53)	30.00	60.00
4. Hot Diggity (Wm 8/56)	180.00	235.00	4. Singapore (Un 10/54)	25.00	80.00
4. Ice-Frolics (B 1/54)	40.00	85.00	4. Skill Pool (Got 8/52)	20.00	50.00
4. Jalopy (Wm 8/51)	25.00	40.00	2* Skill Roll (Upright) (B 3/58)	225.00	325.00
4. Jockey Club (Got 5/54)	70.00	120.00	5. Skyway (Wm 8/56)	50.00	100.00
4. Jolly Joker (Un 11/55)	50.00	110.00	5. Slugfest (Wm 3/52)	25.00	40.00
4. Jubilee (Got 5/55)	200.00	245.00	4* Sluggin' Champ (Got 4/55)	100.00	175.00
5. Jumping Jack (Upright) (Ge 12/52)	20.00	30.00	5. Smoke Signal (Wm 10/55)	110.00	150.00
4* Key West (B 12/56)	275.00	335.00	5. Snafu (Wm 12/55)	115.00	180.00
4. Kings (Wm 8/57)	225.00	295.00	5. Southern Belle (Got 6/55)	130.00	175.00
4. Lady Luck (Got 9/54)	80.00	145.00	4. South Seas (Un 5/56)	135.00	245.00
5. Lazy "Q" (Wm 2/54)	35.00	90.00	4. Spitfire (Wm 2/55)	45.00	110.00
5. Lite-A-Line (Ke 6/52)	35.00	45.00	5. Spot Lite (B 1/52)	25.00	50.00
4. Long Beach (Wm 7/52)	35.00	45.00	5. Sportsman (Wm 2/52)	20.00	30.00
4. Lovely Lucy (Got 2/54)	50.00	115.00	5. Springtime (Ge 3/52)	20.00	30.00
5. Lulu (Wm 12/54)	55.00	125.00	5. Stage Coach (Got 11/54)	125.00	160.00
4. Majestic (Got 4/57)	365.00	425.00	4. Stardust (Wm 3/56)	90.00	185.00
5. Majorettes (Wm 4/52)	20.00	40.00	5. Starfire (Wm 1/57)	210.00	225.00
4. Manhattan (Un 4/55)	50.00	130.00	4. Starlets (Un 12/55)	65.00	140.00
4* Marathon (Got 10/55)	165.00	225.00	5. Star Pool (Wm 10/54)	50.00	100.00
5. Marble Queen (Got 8/53)	45.00	85.00	5. Stars (Un 6/52)	25.00	40.00
5. Mermaid (Got 6/51)	15.00	30.00	4. Starlite (Wm 3/53)	30.00	50.00
4. Mexico (Un 3/54)	25.00	100.00	5. Struggle Buggies (Wm 12/53)	30.00	60.00
4* Miami Beach (B 9/55)	90.00	125.00	2* Sun Valley (B 7/57)	525.00	575.00
2* Miss America (B 2/58)	499.50	550.00	4* Super Circus (Got 10/57)	295.00	410.00
4. Monaco (Un 8/56)	155.00	245.00	4. Super Jumbo (Got 10/54)	225.00	265.00
4. Mystic Marvel (Got 3/54)	90.00	125.00	4. Super-Score (Wm 9/56)	139.00	225.00
4. Nevada (Un 8/54)	25.00	80.00	4* Surf Club (B 3/54)	30.00	70.00
5. Niagara (Got 12/51)	20.00	35.00	4. Surf Rider (Wm 12/56)	195.00	250.00
4* Night Club (B 4/56)	175.00	225.00	5. Sweepstakes (Wm 1/52)	30.00	45.00
5. "9" Sisters (Wm 1/54)	50.00	100.00	4. Sweet-Add-A-Line (Got 7/55)	125.00	175.00
5. Olympics (Wm 5/52)	20.00	30.00	5. Tahiti (Un 8/53)	25.00	70.00
5. Palisades (Wm 7/53)	35.00	60.00	4. Target Roll (B 1/58)	200.00	295.00
5. Palm Beach (B 7/52)	15.00	65.00	4. Three Deuces (Wm 8/55)	120.00	155.00
4* Palm Springs (B 11/53)	30.00	80.00	4. Thunderbird (Wm 5/54)	69.00	125.00
4. Parade (B 6/56)	175.00	235.00	4. Tim-Buc-Tu (Wm 1/56)	125.00	165.00
4. Paratrooper (Wm 8/52)	20.00	40.00	5. Times Square (Wm 4/53)	35.00	65.00
4. Perky (Wm 11/56)	165.00	225.00	4. Toreador (Got 6/56)	170.00	260.00
4. Peter Pan (Wm 4/55)	95.00	145.00	4. Tournament (Got 8/55)	165.00	235.00
4. Piccadilly (Wm 5/56)	150.00	250.00	4. Triple Play (Un 8/55)	55.00	140.00
5. Pin Wheel (Got 11/53)	50.00	85.00	4. Tropicana (Un 1/55)	45.00	110.00
4* Pixie (Un 10/55)	55.00	120.00	4. Tropics (Un 7/53)	25.00	50.00
4. Playtime (Un 10/57)	290.00	375.00	4. Twenty Grand (Wm 12/52)	25.00	45.00
4. Poker Face (Got 9/53)	50.00	85.00	4. Twin Bill (Got 1/55)	120.00	150.00
5. Quartet (Got 2/52)	40.00	55.00	4* Variety (B 9/54)	45.00	75.00
4* Queen of Hearts (Got 12/52)	40.00	95.00	4. Wishing Well (Got 9/55)	125.00	175.00
5. Quintet (Got 3/53)	40.00	60.00	4* World Champ (Got 8/57)	175.00	260.00
4. Race The Clock (Wm 5/55)	65.00	165.00	4* Wonderland (Wm 5/55)	95.00	125.00
4. Rainbow (Got 12/56)	175.00	245.00	4. Yacht Club (B 6/53)	20.00	60.00
4. Regatta (Wm 11/55)	80.00	150.00	5. Zingo (Un 10/51)	20.00	45.00
4* Register (Got 10/56)	225.00	315.00			
4. Rio (Un 11/53)	20.00	60.00			
5. Rodeo (Un 2/53)	35.00	50.00			



5. Bally Victory Bowler (5/54)	55.00	100.00	4. Ge. Shuffle Target (7/51)	10.00	25.00
5. Bally Champion Bowler (5/54)	60.00	100.00	4. Ge. Shuffle Pool (11/53)	30.00	75.00
5. Bally Jet Bowler (8/54)	65.00	120.00	4. Ge. Match Pool (2/54)	50.00	60.00
5. Bally Rocket Bowler (8/54)	65.00	125.00	4. Genco Skill Ball 2 Player (11/56)	95.00	235.00
5. Bally Mystic Bowler (12/54)	65.00	130.00	6 Player (2/57)	119.00	285.00
5. Bally Magic Bowler (12/54)	65.00	140.00	5. Gottlieb Bowlette (3/50)	10.00	20.00
5. Bally Blue Ribbon (3/55)	140.00	200.00	5. Keeney Super DeLuxe League Bowler (3/52)	25.00	40.00
5. Bally Gold Medal (3/55)	150.00	200.00	5. Keeney High Score League (5/52)	25.00	45.00
4. Bally ABC Bowler (7/55)	240.00	350.00	5. Keeney Team (10/52)	25.00	50.00
4. DeLuxe model	245.00	350.00	5. Keeney Club (4/53)	25.00	100.00
4. Bally Congress (7/55)	275.00	350.00	5. Keeney Domino (5/53)	30.00	110.00
4. DeLuxe model	275.00	355.00	5. Keeney Carnival (5/53)	40.00	115.00
4. Bally Jumbo Bowler (9/55)	275.00	355.00	5. Keeney Pacemaker (9/53)	40.00	125.00
4. Bally King Pin Bowler (9/55)	275.00	355.00	5. Keeney Mainliner Bowler (1/54)	45.00	130.00
4* Bally ABC Bowling Lane (1/57)	425.00	550.00	5. Keeney Bonus (3/54)	45.00	140.00
4. Bally Strike Bowler (11/57)	650.00	750.00	5. Keeney Diamond Bowler (5/54)	70.00	155.00
4* Bally All Star Bowler (12/57)	275.00	395.00	5. Keeney Bikini (6/54)	75.00	160.00
5. ChiCoin Match Bowler (6/52)	25.00	50.00	5. Keeney Century (6/54)	90.00	170.00
5. ChiCoin Bowl-A-Ball (10/52)	30.00	60.00	5. Keeney American (9/54)	90.00	175.00
5. ChiCoin Match Bowl-A-Ball (11/52)	30.00	65.00	5. Keeney National (9/54)	90.00	180.00
5. ChiCoin 10th Frame Special (12/52)	30.00	65.00	5. Keeney Speedlane (4/55)	125.00	200.00
5. ChiCoin Name Bowler (1/53)	30.00	70.00	5. United 6-Player Super (3/52)	20.00	35.00
5. ChiCoin 10th Frame Double Score Bowler (2/53)	30.00	75.00	5. United 4-Player Official (5/52)	20.00	35.00
4. ChiCoin Crown (4/53)	30.00	85.00	5. United 6-Player Super (7/52)	20.00	45.00
5. ChiCoin Crown, Giant Pins (4/53)	35.00	90.00	4. United 10th Frame Star (9/52)	20.00	50.00
5. ChiCoin Triple Score (6/53)	35.00	90.00	5. United Manhattan 10th Frame (9/52)	20.00	55.00
5. ChiCoin Gold Cup (7/53)	30.00	95.00	5. United Manhattan (9/52)	30.00	60.00
5. ChiCoin High Speed Crown (7/53)	30.00	100.00	4. United 10th Frame Super (10/52)	30.00	65.00
4. ChiCoin High Speed Triple Score (8/53)	30.00	100.00	5. United Cascade (2/53)	30.00	75.00
4. ChiCoin Advance (10/53)	30.00	100.00	4. United Clover (2/53)	30.00	75.00
5. ChiCoin King (10/53)	35.00	110.00	5. United Liberty (2/53)	30.00	75.00
5. ChiCoin Criss Cross Bowler (12/53)	40.00	120.00	5. United Classic (6/53)	25.00	75.00
4. ChiCoin Super Frame (3/54)	45.00	125.00	4. United Olympic (6/53)	30.00	75.00
4. ChiCoin Starlite (5/54)	55.00	150.00	5. United Royal (9/53)	30.00	80.00
5. ChiCoin Feature (7/54)	60.00	155.00	5. United Imperial (9/53)	25.00	85.00
4. ChiCoin Holiday (9/54)	70.00	165.00	5. DeLuxe model	35.00	90.00
5. ChiCoin Flash (10/54)	70.00	170.00	5. United Chief (11/53)	40.00	100.00
4. ChiCoin Playtime (10/54)	95.00	175.00	5. United Leader (11/53)	45.00	100.00
5. ChiCoin Fireball (11/54)	95.00	190.00	5. DeLuxe model	45.00	115.00
4. ChiCoin Thunderbolt (12/54)	100.00	210.00	5. United Team (1/54)	45.00	115.00
4. ChiCoin Triple Strike (2/55)	100.00	210.00	5. DeLuxe model	50.00	120.00
4. Chi Coin Arrow (2/55)	125.00	220.00	4. United League (1/54)	50.00	125.00
5. ChiCoin Criss Cross Targette (1/55)	35.00	110.00	5. DeLuxe model	50.00	130.00
5. DeLuxe model	40.00	120.00	5. United Ace (5/54)	55.00	135.00
5. ChiCoin Bonus Score (4/55)	150.00	210.00	5. DeLuxe model	55.00	140.00
5. ChiCoin Big League (5/55)	160.00	220.00	5. United Rainbow (5/54)	55.00	145.00
4. ChiCoin Hollywood (5/55)	175.00	225.00	5. United Banner (8/54)	65.00	145.00
4. ChiCoin Blinker (8/55)	175.00	250.00	5. DeLuxe model	65.00	150.00
5. ChiCoin Score-A-Line (9/55)	175.00	255.00	4. United Shuffle Targette (8/54)	65.00	155.00
5. ChiCoin Bowling Team (10/55)	175.00	265.00	5. DeLuxe model	65.00	160.00
5. ChiCoin Miami Shuffle (10/56)	35.00	125.00	5. United Speedy (8/54)	65.00	165.00
4* ChiCoin Bowling League (2/57)	425.00	545.00	4. Un. 11th Frame (10/54)	65.00	165.00
4. ChiCoin Ski-Bowl (11/57) 6 Player	129.50	275.00	5. DeLuxe model	65.00	170.00
5. ChiCoin Classic Bowling League (7/57)	565.00	595.00	4. United Comet Targette (11/54)	70.00	170.00
4. ChiCoin TV Bowling League (11/57)	595.00	650.00	5. DeLuxe model	75.00	175.00
			4. United Mercury (12/54)	80.00	175.00
			5. DeLuxe model	80.00	180.00
			4. United Mars (1/55)	90.00	185.00
			4. DeLuxe model	95.00	190.00
			4. Un. Lightning (2/55)	95.00	190.00
			5. DeLuxe model	95.00	195.00
			5. United Venns (3/55)	95.00	195.00
			5. DeLuxe model	100.00	195.00
			5. United Clipper (5/55)	100.00	195.00
			5. DeLuxe model	100.00	195.00
			4. Un. Derby Roll (5/55)	100.00	195.00
			5. DeLuxe model	100.00	195.00
			5. Un. 5th Inning (6/55)	100.00	220.00
			5. DeLuxe model	100.00	230.00
			4. United Capitol (6/55)	140.00	235.00
			5. DeLuxe model	140.00	240.00
			4. Un. Super Bonus (9/55)	160.00	245.00
			5. DeLuxe model	165.00	250.00
			5. Un. Top Notch (10/55)	270.00	325.00
			5. Top Notch Special	270.00	325.00
			4. Un. Regulation (11/55)	270.00	335.00
			5. DeLuxe model	275.00	335.00
			4* United Bowling Alley (11/56)	425.00	535.00
			4. United Royal Bowler (12/57)	595.00	725.00
			4. Wms. Roll-A-Ball (12/56) 6 Player	125.00	265.00

UPRIGHT ELECTRONIC SCORING F. P. GAMES

4. Big Tent (Ke 12/56)	250.00	325.00	4. Hunter (Ga 5/55)	215.00	235.00
4. Circus (Au 5/56)	235.00	265.00	4. Skeet Shoot (Ga 1/57)	275.00	375.00
5. County Fair (Au 3/57)	265.00	325.00	4. Super Big Tent (Ke 6/57)	275.00	395.00
4. Gun Smoke (Ga 5/56)	285.00	325.00	4. Super Hunter (Ga 6/57)	395.00	425.00



KIDDIE RIDES

5. Bally Champion Horse	295.00	450.00	4. Capitol See Saw	125.00	290.00
5. Bally Moon Ride	125.00	250.00	5. Chicago Coin Super Jet	125.00	295.00
4. Bally Space Ship	150.00	350.00	4. Chicago Round The World Trainer	295.00	395.00
5. Bally Speed Boat	165.00	295.00	4. Decco Merry-Go-Round	175.00	350.00
4. Bert Lane Merry-Go-Round	200.00	350.00	4. Decco Space Ranger	125.00	300.00
4. B. L. Miss America Boat	225.00	275.00	4. Exhibit Big Bronco	295.00	350.00
5. Bert Lane Fire Engine	325.00	435.00	5. Exhibit Mustang	295.00	350.00
5. Capitol Donald Duck	250.00	350.00	2. Exhibit Sea Skates	125.00	225.00
4. Capitol Elsie	250.00	375.00	4. Exhibit Space Patrol	150.00	350.00
4. Capitol Palomino Horse	250.00	375.00	4. Scientific Television	195.00	275.00
			5. Texas Merry-Go-Round	200.00	295.00



ARCADE EQUIPMENT

5. ABT 6 Gun Rifle Range	475.00	575.00	5. Keeney Sub Gun	40.00	120.00
5. Air Football	195.00	225.00	5. Keeney Texas Leaguer	20.00	40.00
4. Air Hockey	175.00	210.00	4. Ke. Sportsman (11/54)	125.00	170.00
4. Amus. Boomerang	30.00	75.00	5. DeLuxe model	130.00	175.00
5. Bally Big Inning	40.00	75.00	5. Keeney Ranger (3/55)	185.00	225.00
5. Bally Heavy Hitter	30.00	50.00	4. DeLuxe model (3/55)	190.00	230.00
5. Bally Rapid Fire	50.00	75.00	5. Mills Panorama Peek (11/54)	175.00	275.00
4. Bally Undersea Raider	50.00	75.00	4. Muto. Atomic Bomber	65.00	125.00
2* Bally Bulls Eye Shooting Gallery (9/55)	160.00	275.00	4. Mutos. Ace Bombers	85.00	140.00
4. Capitol Midget Movies	75.00	150.00	5. Mutoscope Dr. Mobile (Prewar)	65.00	150.00
4. Champion Hockey	40.00	100.00	4. Mutos. Fly Saucers	80.00	125.00
4. ChiCoin Basketball Champ	75.00	150.00	5. Mutos. Photo (Pre-War)	100.00	250.00
5. ChiCoin 4-Player Derby	95.00	150.00	4. Mutos. Photo (DeLuxe)	145.00	325.00
4. ChiCoin Goalee	30.00	85.00	4. Mutoscope Silver Gloves	120.00	195.00
5. ChiCoin Hockey	45.00	65.00	5. Mutoscope Sky Fighter	50.00	135.00
4. ChiCoin Midget Skee	60.00	125.00	4. Mutos. Voice-O-Graph 35¢	145.00	300.00
4. ChiCoin Pistol	30.00	75.00	4. Mutoscope K. O. Champ	150.00	295.00
4. ChiCoin Home Run, 6 Player (3/54)	60.00	125.00	4. Mutos. Drive Yourself	395.00	485.00
4. Super model	85.00	150.00	4. Mutoscope Rock n' Roll (7/56)	30.00	100.00
4. ChiCoin Twin Hockey (5/56)	150.00	250.00	4. Mutoscope Bang-O-Rama (4/57)	175.00	195.00
4. ChiCoin Steam Shovel (5/56)	85.00	155.00	5. Philadelphia Toboggan Skee Alley	375.00	395.00
4. Evans Bola Score	30.00	65.00	6. Quizzer	40.00	55.00
4. Evans Bat-A-Score	35.00	95.00	4. Scientific Basketball	20.00	75.00
4. Evans Ski Roll	35.00	60.00	4. Scientific Batting Pr.	30.00	95.00
4. Evans Super Bomber	50.00	95.00	4. Scientific Pitch 'Em	45.00	145.00
4* Exhibit Dale Gun	25.00	85.00	4. Seeburg Bear Gun	50.00	160.00
4. Exhibit Gun Patrol	40.00	95.00	5. Seeburg Shoot the Chute	40.00	80.00
5. Exhibit Jet Gun	40.00	110.00	4. Seeburg Coon Hunt	75.00	150.00
4. Exhibit Space Gun	40.00	100.00	4. Set Shot Basketball	100.00	200.00
5. Exhibit Pony Express	40.00	100.00	4. Telequiz	65.00	110.00
4. Exhibit Silver Bullets	40.00	100.00	5. United Team Hockey	20.00	50.00
4. Exhibit Six Shooter	35.00	100.00	4. United Jungle Gun	75.00	135.00
4. Exhibit Vitalizer	40.00	75.00	5. DeLuxe model	75.00	140.00
4. Exhibit Shooting Gal. (6/54)	45.00	100.00	4. Un. Carn. Gun (10/54)	100.00	165.00
4. Exhibit Star Shooting Gallery (9/54)	75.00	140.00	5. DeLuxe model	110.00	155.00
4. Exhibit Sportland Shooting Gallery (11/54)	90.00	150.00	4. Un. Bonus Gun (1/55)	165.00	220.00
5. Exhibit "500" Shooting Gallery (3/55)	100.00	195.00	5. DeLuxe model	170.00	225.00
4. Ex. Treasure Cove Shooting Gallery (6/55)	200.00	225.00	4. United Super Slugger (7/55)	195.00	265.00
4. Ex. Jungle Hunt (3/57)	225.00	350.00	4. Un. Star Slugger (4/56)	215.00	275.00
4* Ex. Ringer Ball (11/56)	35.00	100.00	2* Un. Pirate Gun (10/56)	270.00	350.00
2. Exhibit Pop Gun Circus (9/57)	395.00	495.00	4. Wilcox-Gay Recordio	30.00	55.00
5. Genco Sky Gunner	60.00	125.00	5. Wms. DeLuxe Baseball (4/53)	45.00	100.00
5. Genco Night Fighter	70.00	140.00	4. Wms. Pennant Baseball (12/53)	50.00	115.00
4. Ge. 2-Player Basketball	100.00	225.00	5. Wms. Super Pennant Baseball (12/53)	50.00	120.00
4. Genco Rifle Gal. (6/54)	95.00	165.00	4. Williams Super Star Baseball (12/53)	50.00	125.00
4. Genco Big Top Rifle Gallery (6/54)	175.00	225.00	5. Williams Major League Baseball (2/54)	65.00	160.00
4. Super Model (12/55)	275.00	310.00	4. Wms. All-Star Baseball (2/54)	90.00	160.00
5. Genco Wild West Gun (2/55)	150.00	250.00	5. Williams Big League Baseball (2/54)	100.00	160.00
4. Genco Sky Rocket Rifle Gallery (5/55)	150.00	225.00	4. Williams Jet Fighter (10/54)	100.00	220.00
4. Genco Champion Baseball (9/55)	139.00	235.00	4. Williams Safari (2/54)	175.00	260.00
2. Genco Quarterback (10/55)	95.00	200.00	5. DeLuxe model	180.00	265.00
4. Genco Hi-Fly Baseball (5/56)	150.00	255.00	5. Wms. Polar Hunt (3/55)	200.00	295.00
4* Genco State Fair Rifle Gal. (6/56)	225.00	275.00	4. Wms. Sidewalk Engineer (4/55)	95.00	150.00
4* Genco Davy Crockett (10/56)	220.00	295.00	4. Wms. King Of Swat (5/55)	135.00	195.00
2* Genco Circus Rifle (3/57)	325.00	395.00	4* Wms. Four Bagger (4/56)	225.00	295.00
4. Genco Motorama (10/57)	325.00	495.00	4. DeLuxe model	245.00	310.00
4. Jack Rabbit	40.00	75.00	4* Wms. Crane (10/56)	95.00	150.00
4. Jungle Joe	40.00	55.00	4. Wms. Peppy The Clown (12/56)	175.00	295.00
4. Keeney Air Raider	40.00	120.00	4. Wms. 1957 Baseball	325.00	395.00
			4* Wms. Ten Strike (12/57)	325.00	425.00
			2. Wms. Ten Pins (12/57)	325.00	400.00

Manufacturers New Equipment

Products listed here are currently in production. Prices are manufacturers' list prices, F.O.B. factory. Where no prices are listed, the manufacturers have not authorized price publication.

AMI, INC.

Model I-200, 200 Selec. Phono.	
Model I-120, 120 Selec. Phono.	
Model I-100, 100 Selec. Phono.	
Model IAR-200 Selective-play Hideaway	
Model IBB-200 Continuous-play Hideaway	
Model WQ-200	
Model 200 Selec. Wall Box	
Model WQ-120	
Model 120 Selec. Wall Box	
Bargrip Wall Box Bracket	
Recessed Ceiling Speaker	
Wall Speaker	
Corner Speaker	

AUTO-BELL MFG. CO.

Play Ball, Counter Game	
Circus Days	
(Upright Electronic Scoring F.P. Game)	

AUTO-PHOTO CO.

Model 14 Studio	\$3,245.00
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BALLY MFG. CO.

Cypress Gardens (In-Line Game)	\$ 887.00
Big Inning (Baseball Game) Standard Model, equipped with Dime-A-Game Coin Chute	605.00
Free-Play Model, equipped with Double Coin Chute, Player's Choice of Dime-A-Game, 3-for-25¢	625.00
Space Gunner	725.00
Trophy Bowler	
11 Foot	\$1,299.00
14 Foot	1,315.00
18 Foot	1,365.00
4 Foot Sections, Each	50.00
Skill Roll	415.00
All-Star DeLuxe Bowler	640.00
All-Star DeLuxe Bowler (Free Play Model)	665.00
All-Star Super DeLuxe Bowler (Match Play Model)	665.00
ABC Super DeLuxe Bowler (6 Player, Puck Type) 8 1/2 Foot	775.00
Toonerville Trolley	835.00
Bike (Kiddie Ride)	835.00
Model T (without Record Changer)	705.00
Model T (with Record Changer)	755.00
The Champion (With new all-metal cabinet)	835.00

CHICAGO COIN MACHINE

Rocket Explorer Regular Model	
Replay Model	
Batter Up	
Rocket Shuffle Regular Model	
Replay Model	
Two Player Model	
Commando Machine Gun	

EXHIBIT SUPPLY CO.

Card Vendor, with base	
Single Column	
Double Column	

J. F. FRANTZ MFG. CO.

Kicker & Catcher (Counter Game)	
ABT Challenger Pistol (Counter Game)	
ABT Guesser Scale	
ABT Rifle Sport (Shooting Gallery)	
Aristo Scale	

GAMES, INC.

Double Shot (Upright Electronic Scoring F.P. Game)	
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GENCO MANUFACTURING

Space Age	
Horoscope Fortune Teller	
Gypsy Grandma Fortune Teller	

D. GOTTLIEB & CO.

Picnic (2 Player, 5-Ball)	
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IRVING KAYE CO., INC.

Super Hockey (6 Ft.)	\$ 349.95
Super Jumbo Hockey (8 Ft.)	400.00
Melody Tower	149.95
El Dorado—6 Pocket Pool	495.00
Competitor—Super Deluxe—6 Hole Pool	395.00

J. H. KEENEY & CO., INC.

League Leader (Baseball Game)	
DeLuxe Big Tent (Upright Electronic Scoring F.P. Game)	
Snack Vender	
Soup Vender	
DeLuxe Hot Coffee Vender	
DeLuxe Hot Coffee & Hot Chocolate Combo Vender	
Various models of above	

ROCK-OLA MFG. CORP.

Model 1465, 200 Selec. Phono.	
Model 1458, 120 Selec. Phono.	
Model 1462, 50 Selec. Phono.	
Model 1464, 120 Selec. Wall Type Phono.	
Model 1947, Remote Volume Control for Model 1464 Phono	
Model 1450, Playmaster, 120 Selec. Phonograph	
Model 1617, Hi-Fi Wall Speaker	
Model 1927, Remote Volume Control with Cancel Button 50¢ Coin Chute Available For All Models	
Dual Credit Unit Available for 200 Selec., Model 1465	

THE SEEBURG CORP.

Model 201, 200 Selec. Phono.	
Model 161, 160 Selec. Phono.	
Model 101, 100 Selec. Phono.	
D3WA—Wall-O-Matic 200 Selec. MRVC-3—Master Remote Volume Control	
HFCV2-8—High Fidelity Wall Speaker	
HFCV3-8—High Fidelity Corner Speaker	
HFCV-12—High Fidelity Recessed Speaker	
PS6LZ—Power Supply	
HFAI-3—Power Amplifier	
Cigarette Vender Model 800E1	

UNITED MFG. CO.

Shooting Star Regular Model	\$ 930.00
Replay Model	980.00
Midget Bowling Alley 6 Foot	900.00
Bonus Bowling Alley, 6-Player 13 Foot	1,490.00
16 Foot	1,520.00
Bonus Bowling Alley available in 25¢ play. Also available, 2 plays—25¢ with credit unit. Prices on Request.	
Eagle Shuffle Alley (6 Player, Puck Type) 8 1/2 Foot	\$ 995.00
DeLuxe Eagle Shuffle Alley (Match-A-Score Model) 8 1/2 Foot	1,080.00

UNITED MUSIC CORP.

UPB-100, 100 Selec. Phono.	
UPA-100, 100 Selec. Phono.	
Corner Speaker	
Wall Speaker	
Recessed Ceiling Speaker	
(All speakers are 8" Super Perma-Magnetic with Step-Switch Volume Control.)	

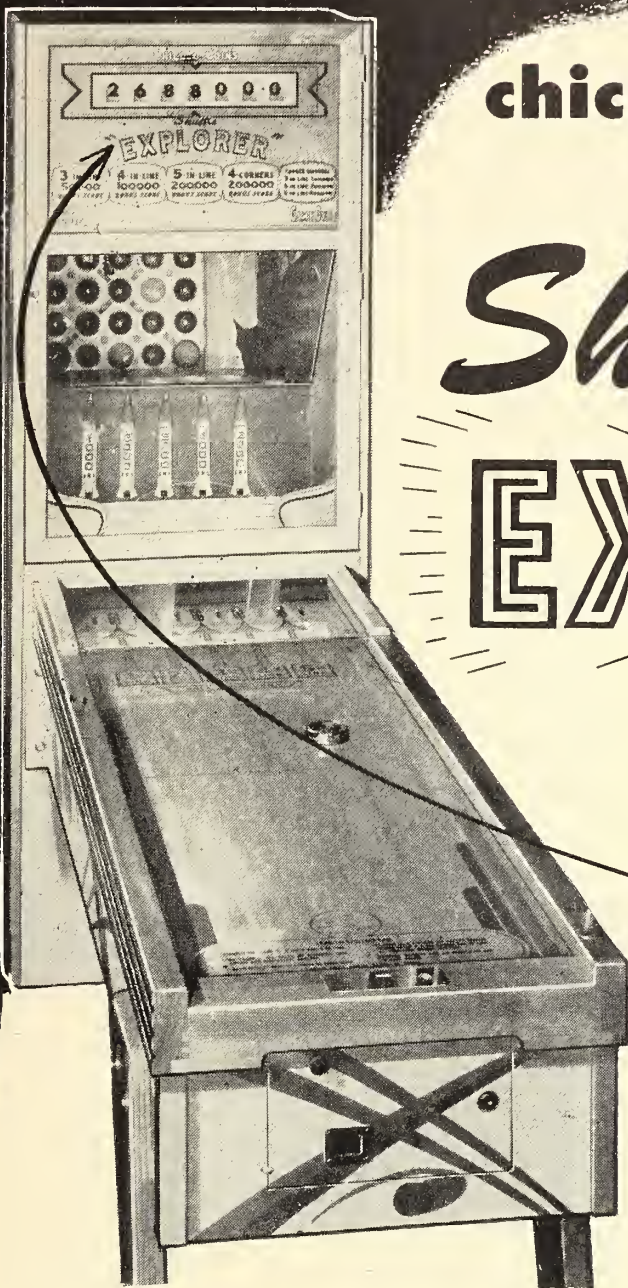
WILLIAMS MFG. CO.

Short-Stop	
Satellite (Single Player, 5-Ball)	
Jumbo Ten Strike 6-Player	

THE WURLITZER CO.

Model 2200, 200 Selec. Phono.	
Model 2204, 104 Selec. Phono.	
Model 2250, 200 Selec. Phono.	
Model 5250 Wall Box, 200 Selec.	
Model 5207, Wall Box, 104 Selec., 3-Wire	
Model 257 Stepper, 104 Selec.	
Model 5115 Hi Fi Corner Speaker, 4" 5" Matched Cones	
Model 5116 Hi-Fi Corner Speaker, 8" Heavy Duty with Extending Range	

Another WINNER...



chicago coin's
NEW

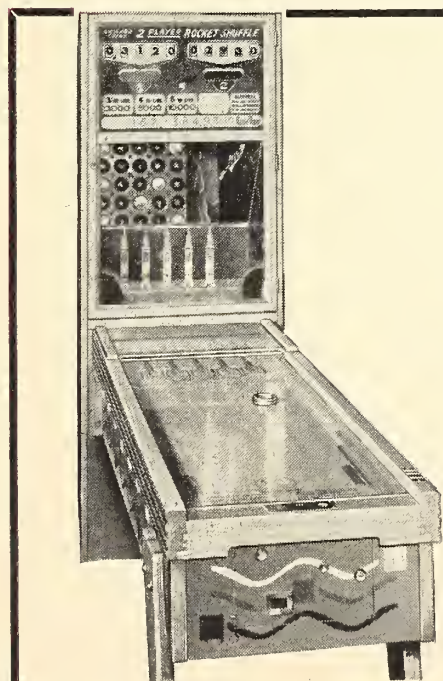
Shuffle EXPLORER

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

CHICAGO DYNAMIC INDUSTRIES, INC.
President

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

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



Still Going Strong! chicago coin's

2-PLAYER ROCKET SHUFFLE

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

SEE IT AT YOUR DISTRIBUTORS!

chicago coin machine

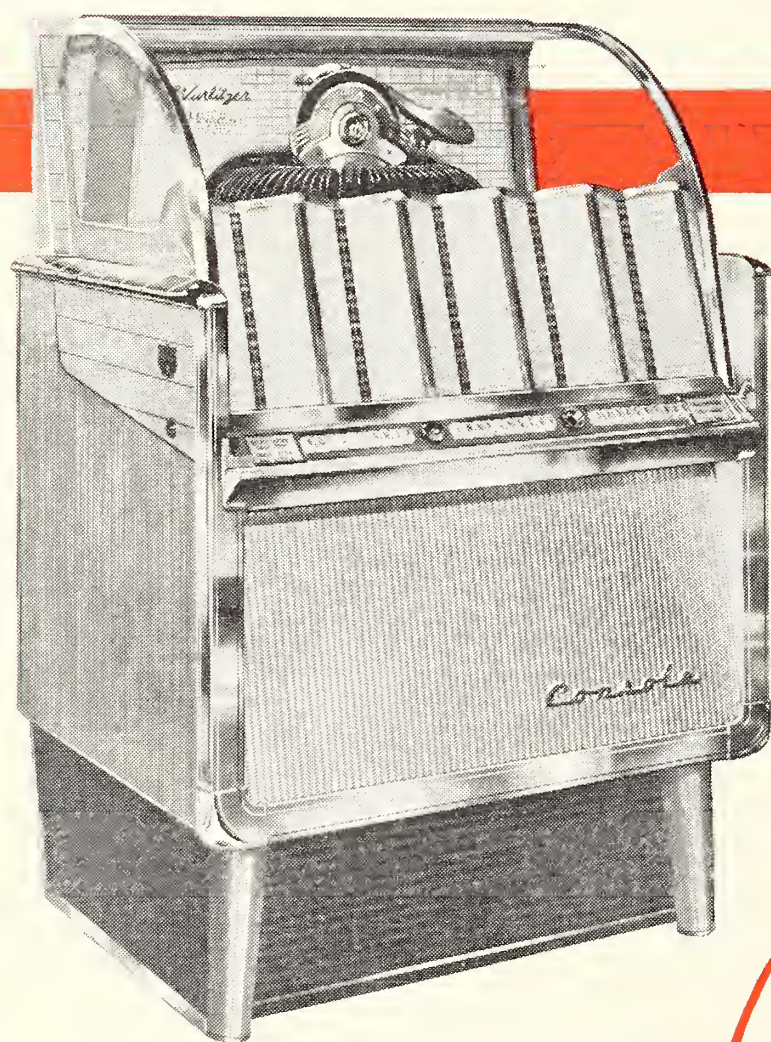
1725 W. DIVERSEY BLVD., CHICAGO 14, ILLINOIS

Division of
Chicago Dynamic
Industries, Inc.

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

Clearly

IN THE TOP CLASS



The Wurlitzer Console was created for one purpose — to out-earn any phonograph ever built.

In thousands of locations it is fulfilling that purpose.

Exciting lo-boy styling . . .
 Fabulous hi-fi tone . . . 200 selections . . .
 50-cent play all the way . . .

These are only a few of many features that put this console phonograph in a class by itself.

WURLITZER

Console

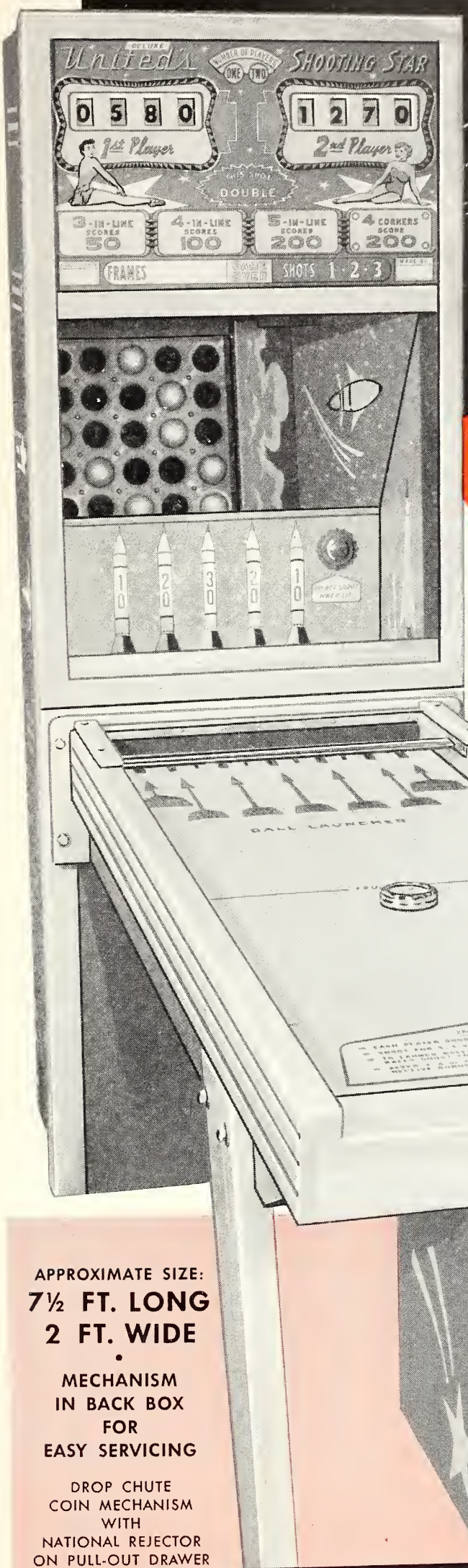
PHONOGRAPH

200 and 104-Selection Models

THE WURLITZER COMPANY, NORTH TONAWANDA, N. Y. Established 1856

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

UNITED'S NEW DE LUXE



HI-SPEED PLAY
 MEANS MORE COINS PER HOUR
2 PLAYERS
 alternate
 only 5 times

1 OR 2
 CAN PLAY

3 SHOTS
 PER FRAME
3 FRAMES
 PER GAME
 CAN BE OPERATED AS
2 OR 3 FRAME GAME

RED LIGHT
 SIGNALS
 WHEN
 TO SHOOT

3-DIMENSIONAL
 SHUFFLE-TYPE
 GAME

LAUNCH-ALL-BALLS
 FEATURE

CAPTIVE-BALL
 IN-LINE
 SCORING

10¢ PLAY
 REGULAR AND
 DELUXE MODELS

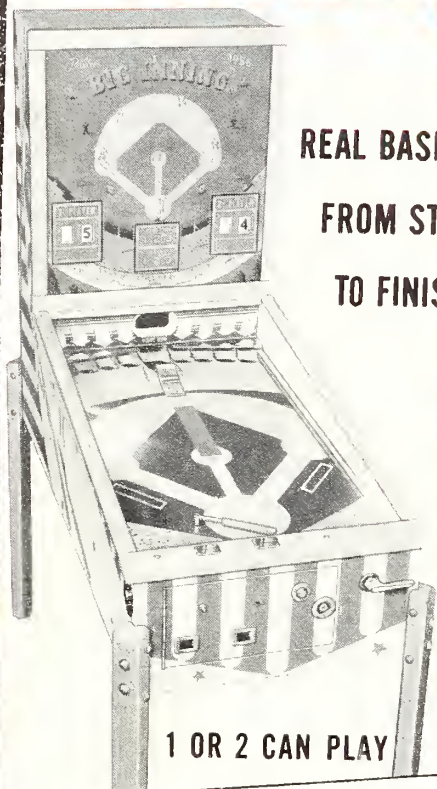
APPROXIMATE SIZE:
7½ FT. LONG
2 FT. WIDE
 MECHANISM
 IN BACK BOX
 FOR
 EASY SERVICING
 DROP CHUTE
 COIN MECHANISM
 WITH
 NATIONAL REJECTOR
 ON PULL-OUT DRAWER

 **UNITED MANUFACTURING COMPANY**
 3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

SEE YOUR
 DISTRIBUTOR

YOU CAN BANK ON A *Bally* GAME

Big Inning



REAL BASEBALL
FROM START
TO FINISH!

1 OR 2 CAN PLAY

EXCLUSIVE NEW RELIEF PITCHER

gives "average" player opportunity to show his hitting skill, keeps "experts" busy out-guessing the pitch, insures thrilling tight baseball game every second of play

NEW DOUBLE-PLAY FEATURE
WITH CHANGING TARGET VALUES
INSURES REAL BASEBALL THRILLS

Trophy Bowler

New streamlined easy-to-install cabinet. New quiet alley. New foul-light protects equipment from abusive play. New extra husky pins. 4-inch rubber or hard ball. Popular 7-10 pick-up. Official bowling scores. 1 to 6 can play.



Choice of
DIME-PLAY
or
2-FOR-QUARTER

11 ft.
14 ft.
18 ft.

CYPRESS GARDENS

4 MAGIC SQUARES
PLUS MAGIC LINE
CORNER SCORES
TRIPLE DECK
ADVANCING SCORES
EXTRA BALLS



NEW

STOP and
SHOP*

SCORE BOOSTER

NEW

NEXT GAME MAGIC INSURES REPEAT-PLAY

Ball in Ballyhole, when Ballyhole is lit on backglass, gives player Magic Squares A, B, C, D and Magic Line E on first coin of next game . . . strongest repeat play insurance ever built into pinball.



Player may stop shooting in middle of game and "shop" for higher scores by playing extra coins to advance scores.

See your *Bally* distributor
for other top money-makers

ALL-STAR DE LUXE BOWLER
SUPER BOWLER
ABC DE LUXE BOWLER
SKILL ROLL
SPACE-GUNNER
BALLY KIDDIE-RIDES

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