The Chordettes and Archie Bleyer, president of the hot Cadence label, pose with another hot item, the new Rock-Ola 120 selection phonograph model 1446. Since forming the label, Bleyer has come up with several top hits. Currently, The Chordettes have one of the best selling records in the country in “Mr. Sandman” and Archie himself has a big hit in “The Naughty Lady Of Shady Lane”.

The Chordettes and Archie Bleyer, president of the hot Cadence label, pose with another hot item, the new Rock-Ola 120 selection phonograph model 1446. Since forming the label, Bleyer has come up with several top hits. Currently, The Chordettes have one of the best selling records in the country in “Mr. Sandman” and Archie himself has a big hit in “The Naughty Lady Of Shady Lane”.
LET'S JOIN PERRY AS HE PREVIEWS HIS LATEST...HE'D NEVER ADMIT IT, BUT TAKE IT FROM US IT'S A SMASH!
(THERE'S NO PLACE LIKE)
HOME FOR THE HOLIDAYS...SILK STOCKINGS
FROM THE MUSICAL PRODUCTION, "SILK STOCKINGS" 20/47-5950

A "New Orthophonic" High Fidelity Recording
Christmas Songs Should Be Played Earlier

In the past few years, a practice has developed among disk jockeys whereby Christmas songs are not played on the air until after Thanksgiving. This doesn’t even give a Christmas song a fighting chance.

Since this practice has developed, there hasn’t been one big holiday number. The last one was “I Saw Mommy Kissing Santa Claus” which received heavy promotion several weeks before Thanksgiving and so had the chance to sell during the holiday season. Other smash Xmas songs like “White Christmas” and “Rudolph, the Red-Nosed Reindeer” were also products of a time when Christmas songs weren’t limited to a two or three week period.

Disk jockeys and radio station who have made it a policy not to play Christmas records early are taking a very limited view of the situation. It is their contention that people don’t want to hear holiday songs before the holiday season. But obviously they wanted to hear “Mommy” and “Rudolph” and “White Christmas.”

It seems clear that people will listen to holiday songs at any time—IF THEY ARE GOOD SONGS. What they don’t want to hear are the hundreds of bad ones. But that goes for any time of the year, not just the holiday season. People always want to hear the good songs and they discard the bad ones. That’s the difference between hits and flops.

A more sensible approach to the problem, it seems to us, is not to ban holiday songs before Thanksgiving, but to select them with the same care that pop songs are selected all through the year so that really good records, which have a chance of being hits, have time to develop, grow and prosper.

By not playing Christmas songs early, disk jockeys are being unfair to the entire music business. They are being unfair to the recording company, music publisher and artist. All of these are putting heavy investments in their Christmas product. A record simply cannot get enough exposure in the period between Thanksgiving and Christmas to pay off, for quite obviously sales on Christmas records stop the day after Christmas.

Therefore if disk jockeys want Christmas songs during the holiday season, they’re going to have to play their part in giving them exposure before that season so that some of them can become hits. Otherwise, the situation is going to develop—as it is doing now—where record companies, publishers and artists will be reluctant to handle Christmas songs because the odds against them are so strong.

Basically though, no disk jockey really has to worry about playing a Christmas song. No one is ever going to kick him for trying to evoke the Christmas spirit a little earlier.
### Best Record of 1954

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist/Group</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Little Things Mean A Lot&quot;</td>
<td>Kitty Kallen</td>
<td>44,763</td>
</tr>
<tr>
<td>&quot;Hey There&quot;</td>
<td>Rosemary Clooney</td>
<td>44,338</td>
</tr>
<tr>
<td>&quot;Wanted&quot;</td>
<td>Perry Como</td>
<td>40,628</td>
</tr>
<tr>
<td>&quot;On the Woof&quot;</td>
<td>Dave Brubeck</td>
<td>38,047</td>
</tr>
<tr>
<td>&quot;Young At Heart&quot;</td>
<td>Frank Sinatra</td>
<td>35,235</td>
</tr>
<tr>
<td>&quot;Little Shoemaker&quot;</td>
<td>Gaylords</td>
<td>35,510</td>
</tr>
<tr>
<td>&quot;Three Coins In The Fountain&quot;</td>
<td>Four Acers</td>
<td>34,292</td>
</tr>
<tr>
<td>&quot;Oh, My Papa&quot;</td>
<td>Eddie Fisher</td>
<td>33,827</td>
</tr>
<tr>
<td>&quot;Secret Love&quot;</td>
<td>Doris Day</td>
<td>31,556</td>
</tr>
<tr>
<td>&quot;Love Me To Death&quot;</td>
<td>Lenny Welch</td>
<td>31,241</td>
</tr>
<tr>
<td>&quot;Happy Wanderer&quot;</td>
<td>Frank Weir</td>
<td>29,756</td>
</tr>
<tr>
<td>&quot;Hernando's Hideaway&quot;</td>
<td>Archie Bleyer</td>
<td>29,026</td>
</tr>
<tr>
<td>&quot;High And The Mighty&quot;</td>
<td>LeRoy Holmes</td>
<td>25,475</td>
</tr>
<tr>
<td>&quot;Changing Partners&quot;</td>
<td>Patti Page</td>
<td>25,386</td>
</tr>
<tr>
<td>&quot;Cross Over The Bridge&quot;</td>
<td>Patti Page</td>
<td>25,199</td>
</tr>
<tr>
<td>&quot;Stokian&quot;</td>
<td>Ralph Marterie</td>
<td>23,327</td>
</tr>
<tr>
<td>&quot;Strong In Paradise&quot;</td>
<td>Tony Bennett</td>
<td>23,122</td>
</tr>
<tr>
<td>&quot;If I Give My Heart To You&quot;</td>
<td>Doris Day</td>
<td>21,197</td>
</tr>
<tr>
<td>&quot;I Need You Now&quot;</td>
<td>Eddie Fisher</td>
<td>20,545</td>
</tr>
<tr>
<td>&quot;Sooner In Paradise&quot;</td>
<td>Patti Page</td>
<td>20,079</td>
</tr>
<tr>
<td>&quot;They Were Doin' The Mambo&quot;</td>
<td>Vaughn Monroe</td>
<td>19,306</td>
</tr>
<tr>
<td>&quot;That's Amore&quot;</td>
<td>Dean Martin</td>
<td>19,265</td>
</tr>
<tr>
<td>&quot;If I Give My Heart To You&quot;</td>
<td>Denise Los</td>
<td>19,043</td>
</tr>
<tr>
<td>&quot;In The Chapel In The Moonlight&quot;</td>
<td>Kitty Kallen</td>
<td>18,429</td>
</tr>
<tr>
<td>&quot;Hold My Hand&quot;</td>
<td>Don Cornell</td>
<td>16,199</td>
</tr>
<tr>
<td>&quot;I Get So Lonely&quot;</td>
<td>Four Kings</td>
<td>15,329</td>
</tr>
<tr>
<td>&quot;This Ole House&quot;</td>
<td>Rosemary Clooney</td>
<td>15,065</td>
</tr>
<tr>
<td>&quot;A Guy A Girl A Guy&quot;</td>
<td>Eddie Fisher</td>
<td>11,509</td>
</tr>
<tr>
<td>&quot;From The Vine Came The Grape&quot;</td>
<td>Gaylords</td>
<td>10,496</td>
</tr>
<tr>
<td>&quot;Polly Loves Mambo&quot;</td>
<td>Perry Como</td>
<td>9,326</td>
</tr>
<tr>
<td>&quot;Answer Me, My Love&quot;</td>
<td>Nat &quot;Kings&quot; Cole</td>
<td>9,033</td>
</tr>
<tr>
<td>&quot;Here&quot;</td>
<td>Tony Martin</td>
<td>7,351</td>
</tr>
<tr>
<td>&quot;Goodnight Sweetheart, Goodnight&quot;</td>
<td>McGuire Sisters</td>
<td>6,956</td>
</tr>
<tr>
<td>&quot;I Understand Just How You Feel&quot;</td>
<td>Four Tunes</td>
<td>6,772</td>
</tr>
<tr>
<td>&quot;Darktown Strutters Ball&quot;</td>
<td>Lou Monte</td>
<td>5,678</td>
</tr>
<tr>
<td>&quot;I'm A Fool To Care&quot;</td>
<td>Les Paul &amp; Mary Ford</td>
<td>5,319</td>
</tr>
</tbody>
</table>

### Best Male Vocalist of 1954

<table>
<thead>
<tr>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eddie Fisher</td>
<td>45,279</td>
</tr>
<tr>
<td>Perry Como</td>
<td>43,991</td>
</tr>
<tr>
<td>Frank Sinatra</td>
<td>37,666</td>
</tr>
<tr>
<td>Tony Bennett</td>
<td>34,518</td>
</tr>
<tr>
<td>Nat &quot;Kings&quot; Cole</td>
<td>33,270</td>
</tr>
<tr>
<td>Frankie Laine</td>
<td>36,626</td>
</tr>
<tr>
<td>Don Cornell</td>
<td>27,844</td>
</tr>
<tr>
<td>Tony Martin</td>
<td>18,355</td>
</tr>
<tr>
<td>Julius La Rosa</td>
<td>16,148</td>
</tr>
</tbody>
</table>

### Best Female Vocalist of 1954

<table>
<thead>
<tr>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>Patti Page</td>
<td>44,887</td>
</tr>
<tr>
<td>Kitty Kallen</td>
<td>41,372</td>
</tr>
<tr>
<td>Doris Day</td>
<td>37,469</td>
</tr>
<tr>
<td>Rosemary Clooney</td>
<td>36,222</td>
</tr>
<tr>
<td>Kay Starr</td>
<td>29,827</td>
</tr>
<tr>
<td>Jo Stafford</td>
<td>27,153</td>
</tr>
<tr>
<td>Jon James</td>
<td>25,526</td>
</tr>
<tr>
<td>Teresa Brewer</td>
<td>21,740</td>
</tr>
</tbody>
</table>

### Best Vocal Group of 1954

<table>
<thead>
<tr>
<th>Group</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>Four Acers</td>
<td>42,392</td>
</tr>
<tr>
<td>Gaylords</td>
<td>37,862</td>
</tr>
<tr>
<td>Ames Bros.</td>
<td>33,376</td>
</tr>
<tr>
<td>Hillboppers</td>
<td>29,644</td>
</tr>
<tr>
<td>Crewcuts</td>
<td>22,525</td>
</tr>
<tr>
<td>Four Part</td>
<td>17,629</td>
</tr>
<tr>
<td>Four Knights</td>
<td>16,869</td>
</tr>
</tbody>
</table>

### Best Orchestral of 1954

<table>
<thead>
<tr>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ralph Marterie</td>
<td>36,206</td>
</tr>
<tr>
<td>Archie Bleyer</td>
<td>34,038</td>
</tr>
<tr>
<td>Ray</td>
<td>33,492</td>
</tr>
<tr>
<td>Hugo Winterhalter</td>
<td>27,267</td>
</tr>
<tr>
<td>LeRoy Holmes</td>
<td>24,917</td>
</tr>
<tr>
<td>Glenn Miller</td>
<td>21,330</td>
</tr>
<tr>
<td>Les Baxter</td>
<td>18,722</td>
</tr>
<tr>
<td>Percy Faith</td>
<td>17,430</td>
</tr>
<tr>
<td>Ralph Flanagan</td>
<td>13,125</td>
</tr>
<tr>
<td>Frank Chacksfield</td>
<td>12,600</td>
</tr>
</tbody>
</table>

### Best Small Instrumental Group of 1954

<table>
<thead>
<tr>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>Les Paul &amp; Mary Ford</td>
<td>37,213</td>
</tr>
<tr>
<td>Bill Haley &amp; His Comets</td>
<td>30,530</td>
</tr>
<tr>
<td>Three Sons</td>
<td>16,280</td>
</tr>
<tr>
<td>George Shearing</td>
<td>12,610</td>
</tr>
</tbody>
</table>

### Best Rhythm & Blues Record of 1954

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist/Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Work With Me Annie&quot;</td>
<td>Midnighters</td>
</tr>
<tr>
<td>&quot;Honey Love&quot;</td>
<td>Drifters</td>
</tr>
<tr>
<td>&quot;You'll Never Walk Alone&quot;</td>
<td>Roy Hamilton</td>
</tr>
<tr>
<td>&quot;Oh, What A Dream&quot;</td>
<td>Ruth Brown</td>
</tr>
<tr>
<td>&quot;Things That I Used To Do&quot;</td>
<td>Guitar Slim</td>
</tr>
<tr>
<td>&quot;Snake, Rattle &amp; Roll&quot;</td>
<td>Joe Turner</td>
</tr>
<tr>
<td>&quot;Rh-Boom&quot;</td>
<td>Chords</td>
</tr>
<tr>
<td>&quot;Sexy Ways&quot;</td>
<td>Midnighters</td>
</tr>
<tr>
<td>&quot;Hurt Me To My Heart&quot;</td>
<td>Faye Adams</td>
</tr>
<tr>
<td>&quot;I'll Be True&quot;</td>
<td>Faye Adams</td>
</tr>
<tr>
<td>&quot;Annie Had A Baby&quot;</td>
<td>Midnighters</td>
</tr>
<tr>
<td>&quot;Money Honey&quot;</td>
<td>Drifters</td>
</tr>
<tr>
<td>&quot;Such A Night&quot;</td>
<td>Drifters</td>
</tr>
<tr>
<td>&quot;Lovely Dovey&quot;</td>
<td>Clovers</td>
</tr>
<tr>
<td>&quot;Saying My Love For You&quot;</td>
<td>Johnny Ace</td>
</tr>
<tr>
<td>&quot;Goodnight Sweetheart, Goodnight&quot;</td>
<td>Clovers</td>
</tr>
<tr>
<td>&quot;Just Make Love To Me&quot;</td>
<td>Muddy Waters</td>
</tr>
<tr>
<td>&quot;Hootchie Koochee Man&quot;</td>
<td>Muddy Waters</td>
</tr>
<tr>
<td>&quot;You're So Fine&quot;</td>
<td>Little Walter</td>
</tr>
<tr>
<td>&quot;It Should've Been Me&quot;</td>
<td>Ray Charles</td>
</tr>
<tr>
<td>&quot;Ebb Tide&quot;</td>
<td>Roy Hamilton</td>
</tr>
<tr>
<td>&quot;Honey Hush&quot;</td>
<td>Joe Turner</td>
</tr>
<tr>
<td>&quot;Marie&quot;</td>
<td>Four Tunes</td>
</tr>
<tr>
<td>&quot;Please Forgive Me&quot;</td>
<td>Johnny Ace</td>
</tr>
<tr>
<td>&quot;Your Cash Ain't Nothin' But Trash&quot;</td>
<td>Clovers</td>
</tr>
</tbody>
</table>

### Best R & B Male Artist of 1954

<table>
<thead>
<tr>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>Joe Turner</td>
<td>31,790</td>
</tr>
<tr>
<td>Johnny Ace</td>
<td>35,787</td>
</tr>
<tr>
<td>Roy Hamilton</td>
<td>34,672</td>
</tr>
<tr>
<td>Amos Milburn</td>
<td>31,473</td>
</tr>
<tr>
<td>B.B. King</td>
<td>30,528</td>
</tr>
<tr>
<td>Muddy Waters</td>
<td>26,715</td>
</tr>
<tr>
<td>Little Walter</td>
<td>23,237</td>
</tr>
<tr>
<td>Fats Domino</td>
<td>20,827</td>
</tr>
<tr>
<td>Ray Charles</td>
<td>19,385</td>
</tr>
<tr>
<td>Chuck Willis</td>
<td>16,848</td>
</tr>
<tr>
<td>Buddy Johnson</td>
<td>13,208</td>
</tr>
<tr>
<td>Marvin &amp; Johnny</td>
<td>12,832</td>
</tr>
<tr>
<td>Earl Bostic</td>
<td>8,479</td>
</tr>
<tr>
<td>Louis Jordan</td>
<td>7,785</td>
</tr>
<tr>
<td>Memphis Slim</td>
<td>7,755</td>
</tr>
<tr>
<td>Willie Mabon</td>
<td>7,681</td>
</tr>
<tr>
<td>Lightning Hopkins</td>
<td>7,236</td>
</tr>
<tr>
<td>Tiny Bradshaw</td>
<td>6,846</td>
</tr>
<tr>
<td>Bill Doggett</td>
<td>5,995</td>
</tr>
<tr>
<td>Charles Brown</td>
<td>5,575</td>
</tr>
</tbody>
</table>

### Best R & B Female Artist of 1954

<table>
<thead>
<tr>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ruth Brown</td>
<td>31,922</td>
</tr>
<tr>
<td>Faye Adams</td>
<td>23,785</td>
</tr>
<tr>
<td>Dinah Washington</td>
<td>22,941</td>
</tr>
<tr>
<td>Lola Reed</td>
<td>13,655</td>
</tr>
<tr>
<td>Big Maybelle</td>
<td>11,764</td>
</tr>
<tr>
<td>Willie Mae Thornton</td>
<td>8,905</td>
</tr>
<tr>
<td>Ells Johnson</td>
<td>8,558</td>
</tr>
<tr>
<td>Linda Hayes</td>
<td>5,127</td>
</tr>
<tr>
<td>Mahalia Jackson</td>
<td>4,206</td>
</tr>
</tbody>
</table>

### Best R & B Vocal Group of 1954

<table>
<thead>
<tr>
<th>Group</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>Midnighters</td>
<td>35,217</td>
</tr>
<tr>
<td>Drifters</td>
<td>31,836</td>
</tr>
<tr>
<td>Clovers</td>
<td>31,791</td>
</tr>
<tr>
<td>Dixie Humming Birds</td>
<td>8,592</td>
</tr>
<tr>
<td>Four Tunes</td>
<td>17,603</td>
</tr>
<tr>
<td>5 Blind Boys</td>
<td>7,888</td>
</tr>
<tr>
<td>Orioles</td>
<td>12,683</td>
</tr>
</tbody>
</table>
FOR OPS TO VOTE

Best Country Record of 1954

"Slowly"—Webb Pierce
"I Don't Want to Be Stood Up"—Rita Reida
"I Don't Want to Be Stood Up"—Eddy Arnold
"Just to Be Near You"—Lefty Frizzell
"Let Me Go"—Terryfdb
"Let Me Go"—Dickie Webb
"Let Me Go"—Terryfdb
"Let Me Go"—Terryfdb

Wanda 12,993
23,476
5,290
12,284
4,327
9,372
29,614
23,879
Harptones 8,291
12,881
3,279
8,954
November 4,388
5,095
......
2,903
8,471
17,933
24,261
18,289
......
3,729
Music
......
5,279
2,651
3,849
Jim 4,854
A1
18,558
3,112
Page
Tommy 36,582
7,658
1
1,437
31,694
8,506
9,262
3.629
Counts
Ginny 26,418
3,653
18,733
Carl 13,489
7,989
Artist 2,914
Terry 6,927
4,016
22,849
13,857
11,336
26,525
38,311
1,763
Roy 8,944
14,729
19,430
12,936
854

Most Promising New Vocal Group of 1954

Croweuts 31,617
Mc guire Sisters 28,972
Cheers 18,558
Don, Dick & Jimmy 13,489
Three Chuckles 12,127
Johnston Bros. 9,772
Smith Bros. 8,944
Chords 5,209
Lancers 4,016
Laurie Sisters 3,492
Harptoons 3,129
Crows 1,763

Most Promising New Orchestra of 1954

Richard Malthy 28,927
Les Elgart 24,261
Frank Weir 19,490
Bulawayo Sweet Rhythms Band 14,729
Commanders 12,875
Russ Carlyle 10,381
Pete Rugolo 7,641
Dan Terry 5,892
Lee Roy 3,729

Most Promising Small Instrumental Group of 1954

Norman Petty Trio 26,418
Dick Hymn Trio 22,349
Jackie Lee 13,827
Billy Duke 6,551

Most Promising New R & B Artist of 1954

Boy Hamilton 29,614
Al Savage 5,723
Chords 22,885
Shirley Gunter 5,667
Spaniels 18,763
Champs 4,588
Chuck Willis 17,521
Opals 3,932
Spiders 13,837
Eldorados 3,449
Guitar Slim 12,993
Luther Bond 3,829
Marvin & Johnny 12,284
Medallions 3,347
Ella Johnson 9,786
Crows 2,983
Harptones 8,506
Caddys 2,962
Counts 7,069
Robins 2,914
La Vern Baker 7,068
Howling Wolf 2,993

Most Promising New Country Artist of 1954

Tommy Collins 26,525
Billy Walker 5,284
Faron Young 23,876
Betty Amos 4,598
Terry Fell 13,352
Betty Cody 3,633
Jim Edward Brown & 12,036
Maxine Brown 3,279
Maxine Brown 12,036
Charline Arthur 3,112
Justin Tubb 11,589
Red Sovine 2,735
Ginny Wright 11,336
Sunshine Ruby 2,494
Jimmy & Johnny 9,956
Tubby Edwards 2,230
Al Terry 8,835
Dub Dickerson 1,866
Jimmy Heap 8,462
Archie Duff 1,487
Wilburn Bros. 7,651
Herb & Kay Adams 1,056
Wanda Jackson & Billy Gray 7,831
Elvis Presley 554
Jimmy Newman 5,405
Rita Robbins 405

Best Country Male Artist of 1954

Webb Pierce 35,517 Ernest Tubb 13,561
Hank Snow 31,694 Homer & Jethro 11,357
Eddie Arnold 30,873 Hank Williams 7,856
Johnny & Jack 22,394 Hank Locklin 7,408
Carl Smith 21,214 T. Texas Tyler 6,310
Jim Reeves 18,738 Stuart Hamblen 5,839
Slim Whitman 18,581 Carlisees 5,477
Hank Thompson 17,093 Marty Robbins 4,918
Ray Price 14,412 Chet Atkins 3,125
Red Foley 14,278 Mitchell Torok 1,858

Best Country Female Artist of 1954

Kitty Wells 34,259
Goldie Hill 23,773
Davis Sisters 12,284
Jean Shepard 11,697
Martha Carson 6,178

Best Country Band of 1954

Pee Wee King's Band 39,893
Hank Thompson's Brazos Valley Boys 25,612

Most Promising New Male Vocalist of 1954

Sammy Davis, Jr. 30,618
David Whitfield 21,879
Roy Hamilton 21,419
Gary Crosby 14,980
Tommy Leonetti 12,527
Charlie Applewhite 9,262
Stewart Rose 4,129
Bob Stewart 4,718
Jerry Vale 2,651

Most Promising New Female Vocalist of 1954

Betty Maddigan 29,718
Denise Lee 28,976
Jaye P. Morgan 19,348
Bunny Paul 15,962
Peggy King 13,829
Vicki York 11,039
Jill Corey 9,446
Connie Russell 8,291
Micki Marlo 5,279

www.americanradiohistory.com
Introducing an Outstanding Instrumental Group!

THE FRANK SORRELL TRIO

First release

"BLUE SHUFFLE"

"CINDERELLA WALTZ"

Audivox No. 111; 45-111

AUDIVOX RECORDS
140 WEST 57TH STREET
NEW YORK, N. Y.

"It's What's in THE CASH BOX That Counts"
27 GREAT RECORDS IN EUROPE
6 GREAT RECORDS IN ENGLAND
(Release Date Dec. 15th)

and NOW in America!!!

Monty Kelly presents

"MAJORCA"
(ISLE OF LOVE)

Essex - 375

THE CASH BOX
SLEEPER OF THE WEEK

"MAJORCA"
(Eastwick BML-)

"NEOPOLITAN NIGHTS At
(Sam Fox
MONTY KELLY
Essex 375.

Monty Kelly OKR
Majorca (Eastwick)-Essex 375-A sweeping tango that
is already a hit along the shores of the Mediterranean
receives a sparkling instrumental performance from the
Monty Kelly《ews on this new release. It could break
through quickly. Flip is the familiar "Neapolitan Nights
Mambo" (Sam Fox, ASCAP)

b/w
"NEOPOLITAN
NIGHTS MAMBO"

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

**DISK OF THE WEEK**

"There's No Place Like) HOME FOR THE HOLIDAYS"

[Ronettes ASCAP—R. Allen, Stillman]

**SILK STOCKINGS**

[Chappell ASCAP—Porter]

(RCA Victor 20-3950, 47-5950)

---

**THE CASE BOX**

**BEST BETS**

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

- "I LOVE YOU MADLY"
  - Four Coins
  - Epic 9082; 9-9082

- "UNSUSPECTING HEART"
  - Terri Stevens
  - Double AA 101, 45-101

- "AND ONE TO GROW ON"
  - Denise Lor
  - Major 135, 45-135

- "CINDERELLA WALTZ"
  - Frank Sorrell Trio
  - Audax 111: 45-111

---

**GORDON MacRAE**

(Capitol 92988, 9-2988)

- "HERE'S WHAT I'M HEATHER"
  - [Gershwin, Arlen] Versatile baritone Gordon MacRae dishes up a pretty reading of one of the romantic ballads from "A Star Is Born."

- "LOVE CAN CHANGE THINGS" (2:29) [Freit ASCAP—Martin, Blane] The crooner sings another love song in his inviting man style. This tune comes from the flick "Athena." Pretty ballad.

**FRANK SORRELL TRIO**

(Audax 111: 45-111)

- "CINDERELLA WALTZ" (2:25) [Republic BMI—Garson] Good small instrumental groups are very hard to find, but Audivox has come up with a great one in the Frank Sorrell Trio. The crew makes a wonderful debut on wax with a lovely waltz item with an Italian flavor. Boys have a new and fresh sound that could be big in time. Number is very pretty.

- "BLUE SHUFFLE" (2:29) [ Gateway ASCAP—Sorrell, Richards] Boys show their versatility by belting out a solid jump item on this end. Exciting.

**KELLEY NORWOOD ORCH. & MADHATTERS**

(A & Cee 1022, 45-1022)

- "TOO SOON" (2:51) [American BMI—Royal, Seely, Garvin Bills] The Madhatter's team with Kelley Norwood's orch on a cut shuffle tempo ditty, Lively item with an interesting delivery.

- "THE DOODLE SONG" (2:44) [American BMI—FitzSimmons] The Norwood orchestra alone on this end as they lift through a good ditty Dance tempo is perfect.

**CONNIE RUSSELL**

(Capitol 2981, F-2981)

- "ALL OF YOU" (2:17) [Chappell ASCAP—Porter] From the forthcoming Cole Porter musical "Silk Stockings" comes this pretty ballad with a rhythm backdrop so capably handled by Connie Russell. Pretty job.

- "THIS IS MY LOVE" (2:47) [Goldsen ASCAP—Brooke, Waxman] Connie tenderly treats the title tune from a soon-to-be-released RKO flicker. It's a soft, sentimental romantic item.

**DENISE LOR**

(Major 135, 45-135)

- "AND ONE TO GROW ON" (2:18) [J. E. Robinson ASCAP—Wagner, Robinson] Denise Lor who rose to national prominence via her current hit "If I Give My Heart To You," delivers a follow-up with a pretty lyric and melody. It's an inviting ballad that could click too. Very pretty delivery.

- "EVERY DAY OF MY LIFE" (2:16) [Miller ASCAP—Crane, Jacobson] This end is another romantic ballad by the same writers of Denise's first hit. It's a lovely song with strong possibilities. Chorus assists.
SPECIAL RELEASE!

Teresa Brewer
WITH THE LANCERS

and JACK PLEIS Orchestra

"LET ME GO LOVER"

CORAL RECORD-61315

1/2w
"THE MOON IS ON FIRE"

CORAL RECORDS
America's Fastest Growing Record Company

TELEPHONE OR WIRE YOUR CORAL DISTRIBUTOR FOR FAST DELIVERY

ATLANTA, GEORGIA
Decca Dist. Corp.
152 Alexander Street NW
Tel. Lamor 8428-29

BOSTON, MASS.
General Dist. Co., Inc.
2329 Pennsylvania Avenue
Tel. Malboro 3-6411

BIRMINGHAM, ALA.
Coral Dist. Co.
200 Second Avenue No.
Tel. 4-0679

BUFFALO, NEW YORK
Melody Dist. Co.
881 Main Street
Tel. Garfield 3932

CHARLOTTE, N. C.
F & F Enterprises
803 Cedar Street S.
Tel. Charlotte 2-7665

CHICAGO, ILLINOIS
Coral Records, Inc.
161 West Monroe Street
Tel. Whitehall 3-0750

CINCINNATI, OHIO
State Record Dist.
920 Race Street
Tel. Du 1563

CLEVELAND, OHIO
Canon Dist. Corp. of Clev.
1333 West 9th Street
Tel. Tower 1-6344

DALLAS, TEXAS
Big State Dist. Co.
137 Glass Street
Tel. Randolph 5409

DENVER, COLORADO
Pan-American Record Supply
2061 Champa Street
Tel. Cherry 7135

DETROIT, MICHIGAN
Palonia Dist. Co.
3747 Woodward Avenue
Tel. Temple 3-4700

EL PASO, TEXAS
Sunland Supply Co.
1200 East Missouri
Tel. 3-0461

GREAT FALLS, MONT.
Music Service Co.
204 Fourth Street S.
Tel. 2-2784

HARTFORD, CONN.
Scobard Dist. Co.
796 Albany Avenue (rear)
Tel. Chapel 6-7415

HOUSTON, TEXAS
United Record Dist. Co.
1902 Leeland Avenue
Tel. Atwood 4301

INDIANAPOLIS, IND.
Indiana State Record Dist.
1325 North Capitol
Tel. Imperial 1949

LOS ANGELES, CALIF.
Modern Dist. Co.
2978 West Pico Blvd
Tel. Republic 3-2174

MADISON, WIS.
Tell Music Dist. Co.
2701 Monroe Street
Tel. Madison 3-1540

MEMPHIS, TENNESSEE
Stratton-Warren
Hardware Co.
37 E. Carolina Avenue
Tel. Memphis 2-7741

MIAMI, FLORIDA
Brooke Distributors
142 SW 15th Avenue
Tel. 82-0931

MINNEAPOLIS, MINN.
Liebman Music Co.
257 Plymouth Avenue No.
Tel. Fillmore 3-025

NEWARK, N. J.
Canon Distributors
278 Halcyon Street
Tel. Market 3-0732

NEW ORLEANS, LA.
Decca Distributing Corp.
517 Canal Street
Tel. Canal 1796

NEW YORK, N. Y.
Coral Records, Inc.
820 Tenth Avenue
Tel. Plaza 7-7835

OKLA. CITY, OKLA.
Leo Maxwell Co., Inc.
409 N. Colton Blvd.
Tel. Regent 9-1451

PHILADELPHIA, PA.
John Harold Co.
1611 W. Broad St.
Tel. Stevenson 7-7711

PITTSBURGH, PA.
Standard Dist. Co.
1705 Fifth Avenue
Tel. Atlantic 1-8381

RICHMOND, VIRGINIA
Decca Dist. Corp.
1837 West Broad St.
Tel. 8-46199

ST. LOUIS, MO.
Roberts Record Dist.
1518 Pine Street
Tel. Main 1-0470

SAN FRANCISCO, CAL.
United Music Sales Corp.
440 Sixth Street
Tel. Market 1-0486

SALT LAKE CITY, UTAH
Standard Supply Co.
225 East 6th South St.
Tel. 5-2971

SEATTLE, WASH.
Huffine Dist. Co.
3131 Western Ave., Rm 516
Tel. Alder 3725

CANADA

LACHUTE, QUEBEC
Compco Company, Ltd.
2377 Remembrance

MONTREAL, QUEBEC
Metropolitan Reg'd
5916 Sherbrooke St. W.

TORONTO, ONTARIO
Ape's Records, Ltd.
670 Richard Street W.

VANCOUVER, B.C.
Johnston Appliances, Ltd.
5329 Victoria Drive

CALGARY, ALBERTA
T. W. Peacock, Ltd.
216 Twelfth Avenue W.
THE STYLISTS
(Jubilee 5148; 45-5148)

B. "BELIEVE IT OR NOT" (2:32) [M & C ASCAP—Rica, Noto, Cassone] A good new vocal crew, The Stylists, debut on the Jubilee label with terrific jump tune that could happen. Boys have a polished sound and a good style.

C. "THE WORLD IS YOURS" (2:35) [M & C ASCAP—Rica, Noto, Cassone] The boys display some commercial harmony on this pretty, romantic, waltz item.

DAVID ROSE ORCHESTRA
(MGM 30865; K30865)

B. "LOVE WALKED IN" [Gershwin, Gershwin] A lovely Gershwin Brothers standard is beautifully fashioned by the string filled David Rose aggregation. Great 'moody' music. Real lush.

C. "FASCINATING RHYTHM" [Gershwin, Gershwin] Another George and Ira Gershwin great is given an exciting presentation by the Rose ork. Big string orking at its best.

ANDRE KOSTELANETZ ORCHESTRA
(Columbia 40030; 40-4030)


C. "SWEET SURRENDER" [Lupal BMI—Braud] The accordion takes the foreground on this lush, flowing waltz number. A lovely tune presented in the true Kostelanetz manner.

THE GADABOUTS
(Mercury 70495; 70495 X 45)

B. "THE WATERS OF THE MIGNONETKA" [Pressey ASCAP] A beautiful oldie is handled in an interesting manner by the Gadabouts. Different and inviting sound that could click. Lead voice is terrific.

C. "GIUSEPPE MANDOLINO" [Fidelti BMI]—The exciting lead voice stands out beautifully on this lilting Italian flavored novelty. Cute ditty with a load of life.

MARIAN CARUSO
(Decca 29316; 9-29316)

B. "THE DOVE" (2:49) [Goday BMI—Parker, Lewis, Lee] A popular Spanish tune gets an English lyric, a shuffle tempo, and a solid reading by Marian Caruso. Commercial side that could take off quickly.

C. "BEFORE WE KNOW IT" (2:44) [Tobias & Lewis, ASCAP—To- pha] Jack Pleis supplies a soft, dreamy backing for Marian's polished reading of a good tune. Thrash can really sing.

DEAN PARKER
(Thomas 11866; 11-11866)

B. "VERA CRUZ" (2:30) [Leo Feist, ASCAP—Friedehefer, Cahn] The title tune from the coming flicker "Vera Cruz" is presented by Dean Parker with a chorus supporting. Pretty number.

C. "MANDOLIN" (1:59) [Amer. ASCAP—Weldman] Dean glides through an Italian flavored waltz item. Inviting number.

TOMCATS & EDNA MCGRAW
(Favorite 21004X)


C. "SHAKE, RATTLE & ROLL" (2:20) [Progressive BMI—Caldown] Another rhythm of the tune that's topping the pop charts today, is rocked through by the Tomcats.

THE APPLEJACKS with DAVE BALL
(Decca 29218; 9-29218)

B. "SMARTER" (2:33) [Freedman, Appell, Feistmann] Dave Appell and the Applejacks give out with a Calypso novelty reading of a ditty that should with the ever-present pressure group who is smarter, man or woman. Good deck.

C. "MY HEART WILL WAIT FOR YOU" (2:39) [—Struss, Haddleton] The versatile crew goes from Calypso to a pretty romantic tune. And they finish a fine reading on this end too.

EILEEN BARTON
(Capitol 1184; 9-1184)

B. "W I T H O U T L O V E" (2:40) [Chappell ASCAP—Porter] From the Broadway bound musical 'Milk Stockings,' comes this liltting Cole Porter tune so casually handled by Eileen Barton. Terrific song with a good jack Pleis backing.


SAUTER-FINEGAN ORCHESTRA
(RCA Victor 25-5936; 47-5936)

B. "WHAT IS THIS THING CALLED LOVE" (2:45) [Hanna ASCAP—Porter] Ke Sauter and Bill Finegan lead their band through an exciting and imaginative arrangement of a great Cole Porter standard.

C. "MOBLE" (2:36) [Ardmore ASCAP—Wells, Holt] Andy Roberts, Anita Dalarn and the Doodelers take on the vocal chores as the band supports with a fascinating arrangement on a tune that's breaking. Interesting side.
DIDO ROWLEY

"THE HANDS OF TIME"
b/w "DON'T FORGET TO BRING ME BACK YOUR LOVE"
Fabor # 4001

Arrangements and orchestra by Skip Martin

"I'VE GOT SOMEBODY NEW"
b/w "THE DIGGIE SONG"
Fabor # 4002

THE LAINIE SISTERS

FABOR RECORD CO.
6636 HOLLYWOOD BLVD., HOLLYWOOD 28, CALIF.
DISTRIBUTED IN CANADA BY QUALITY RECORDS, LTD., TORONTO

"It's What's in THE CASH BOX That Counts"
ANOTHER BIG ONE FOR THE Gaylords

Words and Music by JOAN WHITNEY and ALEX KRAMER

Moving Up To The Top!

PEGGY KING (Mercury 70479; 7-0479X45)

“I’M GONNA PUT SOME GLUE ROUND THE XMAS TREE” (2:15) (ABC ASCAP-Colby, Pols) Pert Peggy King lifts through a cute little Xmas novelty with a clever set of lyrics and a cute melody. Mitch Miller’s orch supports.

“COUNTING SHEEP” (2:35) [Fidere ASCAP-Marais] The chip has a delightful little voice. She does a pretty job on this Yuletide novelty. Sounds like a little girl.

DALLAS FRAZIER & JOE “FINGERS” CARR (Capitol 2956; 7-2956)

“MY BIRTHDAY COMES ON CHRISTMAS” (2:08) (Chatsworth ASCAP-Pober, Busch) Piano ace Joe Carr teams up with country star Dallas Frazier on cute story about a little boy who loses out on gifts because his birthday falls on Christmas. Catchy item.

“JINGELLE - O THE BROWNIE” (2:15) [Central Songs BMI-Reynolds] The artists team up on another catchy bouncer for the holiday season.

JOAN SHAW (Jojour 3010; 45-3010)

“I WANT A MAN FOR CHRISTMAS” [Gil BMI-Simms, Noel] Joan Shaw comes up with a mambo beat Yuletide novelty that oughta do a big job on both pop and blues. It’s an exciting cutie with a solid vocal. Joan can belt.

“MOST OF ALL” [Charrill BMI-Small] This end features the very interesting vocal of Danny Small. An old crony of ours.

“IT’S WHAT’S IN THE CASH BOX THAT COUNTS”

PUBLISHED BY GEORGE PINCUS MUSIC CORP.
1650 Broadway N.Y.
The Sensational Song Hit From Television’s Famous “Studio One”

“LET ME GO, LOVER”

by

PATTI PAGE

Mercury No. 70511
Platter SPINNER PATTER

THE TEN RECORDS
DISK JOCKEYS PLAYED MOST THIS WEEK
PLUS THE NEXT FIVE

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

1. I NEED YOU NOW............ Eddie Fisher (RCA Victor)
2. MR. SANDMAN................. Chordettes (Cadence)
3. TEACH ME TONIGHT............ DeCostro Sisters (Abbott)
4. IF I GIVE MY HEART TO YOU... DeDee Day (Columbia)
5. HOLD MY HAND............... Don Cornel (Coral)
6. HEY THERE..................... Rosemary Clooney (Columbia)
7. PAPA LOVES MAMBO............. Perry Como (RCA Victor)
8. THIS OLD HOUSE.............. Rosemary Clooney (Columbia)
9. IT'S A WOMAN'S WORLD........ Four Aces (Decca)
10. WHITHER THOU GOEST........... Paul & Ford (Capitol)
11. ALWAYS YOU. 12) SHAKE, RATTLE AND ROLL. 13) COUNT YOUR BLESSINGS. 14) MAMBO ITALIANO. 15) HAJJI BABA.

Chuck Thompson, who grew a red beard and refused to take it off until his "Miss America" was recorded, which story was reported on several occasions in this column, received a full page story and picture layout on the December issue of TV Radio Mirror. Frank Ward (WKBW-Buffalo, New York), who sends his listings in every week, sends the following explanation of why he missed on a couple of occasions: "... because of a serious accident that occurred on Eleventh Street. I guess the 'man upstairs' was sitting beside me in this one, Norm, even though I was in the hospital for a few days. My Roadmaster Convert was reduced to salvage—so you can well imagine the way I feel about getting out of the thing with just a few bumps and cuts."

Pie of the week—Buddy Deane (WITH-Baltimore, Md.) was honored with a cocktail party on Saturday, November 13, at the Hotel New Yorker. The elaborate affair was attended by Jan Aderen, The Chordettes, Tommy Mars, Dean Parker, Russell Arms, Pat Terry, Tommy Edwards, Jackie Pazi, Jackie Lee, Steve Lawrence, Eddy Gurne, The Nortones, and Richard Hayman. Music was supplied by Ralph Flanagan and his orchestra. The week previous Barry Kaye (WJAR-Pittsburgh, Pa.) conducted a junket which took place at the same spot. Among those present at the Kaye shindig were Archie Sheyer, Four Lads, Johnnie Ray, Sunny Gale, J. P. Morgan, Steve Lawrence, Bernie Wayne, Tooghters, Betty Madigan, Chordettes, Dean Parker, Tony Alamo, Val Valente, Voices 3, Richard Hayman, Vaughn Monroe, Charlie Apfelwhite, Jill Corey, Bob Stewart, De John Sisters, Russell Arms, Merv Griffin, Richard Malathy, Tommy Edwards, Mitzi Jones, Jack Paris, and Patti Page. Roy Leonard (WOKX-Framingham, Mass.) called in to tell us he's flipped over Carl Stevens' 'Unsuspected Heart' on Double A. Roy has recently added 10 minutes daily of Cash Box R&B selections. The Joe Deane Show (KQV-Pittsburgh, Pa.) has added a half hour to its musical format, bringing the show to a full two hours, from 4 to 6 p.m. Bob Martin (KMYR-Denver, Colo.) has had "all kinds of nice people on my show this week." The Wider Brothers, Ginger Rogers, her husband actor Jacques Bergerac, Jerry Murad and Carl Ravazza.

The entire 4½-hour daily Bob E. Lloyd show is sold out. No spots are available until after Christmas. Bob says the heavy commercial schedule until the wee 6:30 A.M. is explained, "New Haven has many rich oaks... that anonymous Dee-Jay from Pittsburgh, Pa. is very funny. Come on out and let us know who you are. Roy Hines, C&W disk jockey-artist of WAPG-TV, Ann Arbor, Mich., has two masters of original tunes in collaboration with Henry Bore of Brooklyn. Ray will be taking them around to A&R men shortly. M. Jackson (WWKJ-Columbus, O.) getting a terrific reaction out of the Stu Hamblen "Ole Pappy Time" on Victor. Jackson has 3000 records and this may be a barometer. Hamblen wrote the current pop hit pop hit, 'This Ole House.' Lucky Pierre (WBOI-Buffalo) recently conducted a poll on which version of "Sandman" the public wanted and his winners were the Lancers on Coral. Les Malloy, owner of KWSM-San Mateo (and better known as a deejay at KYA-San Francisco) in town for business. Stopped up at the C.B. office with Buddy Basch.

"It's What's in THE CASH BOX That Counts"
NEW YORK:

It looks as though Perry Como has a smash not only for the Christmas season but for every season. For his latest disk "Home for Christmas," The tune, written by Mrs. Robert Allen and Al Stillman, has all the earmarks of a standard. Mrs. Robert Allen, known to the trade as Bernard Hess, Mitch Miller's secretary, gave birth to a baby boy last week. Dotty Day has been named. 

Dotty Forbes from the Preview Lounge in St. Louis starting Nov. 16. Frank Walker, head of MGM Records, currently on the west coast visiting the studios and holding meetings on upcoming sound track albums. "Hambo Italiano" has made the rack order... Ed Murrow's TV show will feature two of the nation's top song stars in the next two weeks. Joni James is on November 24 and Bing Crosby December 5. Dinah Shore into the Cloister Inn, Maryland Hotel, Chicago November 21. Reports from England indicate that "Santo Natale" by David Whitfield may be one of the biggest Christmas hits they've ever had over there. The record is also doing great here and is sure to be hyped by Whitfield's visit next week... Ed Saphir, record promotion man from Cincinnati, in town lining up new accounts... Bud Miller putting on eight men across the country to work on "Christmas Alphabet" by the McGuire Sisters... Reports from several areas show that the Fontane Sisters have a big one in "Hearts Of Stone"... Charlie Carson doing a spectacular promotion job for his clients in Boston. Charlie is one of the most wide awake publicity boys we know of... Now that Joni James has signed a new contract with MGM records, it is expected that she will soon be seen in MGM pictures as well.

CHICAGO:

Dorothy D'Aub's head, Matt Gabler, buzzed into town with arranger Sy Oliver, to record Georgie Shaw. Another Decca-ite, Jane Bruce, into the Black Orchid for four weeks. Janet finally got up enough courage to try the new Italian boy's haircut and even Tom Duggan, on whose TV show Janet appears daily, calls her Sam. Peggy Taylor breaks into the Statler Hotel Chain immediately following her Chez Paree engagement. Peggy opens at the Cleveland Statler 11/22 for two weeks. Speaking of the Chez Paree, their next show headlines The Treniers, who will be making their Chez debut. Featured on the same bill, Eureka label's Taylor Maids. Stanley Borden, general manager of the Major theater in town for three days, visiting de-jays with Denise Lor's "Every Day Of My Life," which could easily be followed up hit for this gal... Kitty Kallen long distance'd from her New Jersey home to tell us she'll be in Chicago 12/30 for three weeks at the Chicago Thitter... Disk showing lots of promise, according to reports received, Tony Martin's "My Bambino," Mitch Miller is in town for a couple of days and kept mighty busy. Beside visiting practically every radio station, Mitch also took part in record shop opening. And, we heard, signed Mahalia Jackson to a Columbia pact... Columbia's promotion gal, Bonnie Kroll, putting her heart and soul into promoting label's new "Confederacy Of The South" label's new album, "Decca-ite," famous songstress, Richard Bales conducting. 'Cause Bonnie's lil Southern heart still belongs to her native New Orleans... Lee Ripee in town this past week working on "Tonight," by The Gaylords. On Thursday, 11/18, The Gaylords hosted a gala party at the Aragon Ballroom. With dancing to the orchestrations of Buddy Morrow and David Carroll. Along with guest stars, Sarah Vaughan; Nick Noble; Eddy Howard; Lola Dee; Billy Farrell and others. Looks as though Tony Pastor's son, Guy, following in his famous dad's footsteps, Gay is in the finals in a singing contest and Tony standing by, being like a typical proud papa.

HOLLYWOOD:

There's plenty of talk about making the latest Gus Edwards' renowned tune "School Days" into a film for movies and TV. His widow has been approached by several film producers regarding same. With "Teach Me Tonight" by The De Castro Sisters hitting the big-time Faber Robinson, Abbott & Faber Records head, is broadening his Pop line with two brand new releases that are loaded with possibilities. Faber's newest discovery Dickie Rowley sings mighty purty on "The Hands Of Time." This lovely ballad could break wide open with the right amount of exposure. The Lannie Sisters also do some fine vocalizing with "I've Got Somebody New" b/w "The Biggie Song." Eileen Barton received many fabulous offers during her two week stint at the Hollywood Mamasco 11/2 thru 11/15. Eileen has been set to open Dec. 22nd at Murray Weinger's Copa City in Miami Beach, Fla. on the same bill with Jimmy Durante. Also, Eileen has also signed her for six spectaculars to be presented on the NBC-TV network. It's rumored that she is also considering a contract with MGM studio. There is to be the big break that will establish the shapely songstress as one of today's top stars. Whatever happens, "I Want Eddie Fisher For Christmas" featuring Linda Strangis and the St. Mary's Magdalene Choir is quite a switch from the zany novelty stuff usually associated with the roster. The Rip-off" is the first of his many Victor releases with a dance tempo... Bethlehem Records have set up new West Coast offices at 7233 Santa Monica Blvd, Hollywood, which is headed by "Red" Clyde, former manager of their Baltimore-Washington branch... Capitol Records have teamed Dean Martin and Nat "King" Cole on a new novelty titled "Open Up The Dog House (Two Cats Out)." "Bottom deck features special lyrics to the old standard "Long, Long Ago," record has been scheduled as a top priority rock release. One of the new JIMMY STERN, who claims a shoevel flew up and hit him while gardening, has been making the rounds with arm in sling and elbow to wrist cast. Hollywoodites have helped decorate the bulky arm dressing by scribbling witty autographs.

"It's What's in THE CASH BOX That Counts"
PLenty OF SUGAR...

TONY ALAMO

"YOU'RE THE SWEETEST SWEETHEART"
(IN THE WORLD)

published by HARRY VON TILZER PUB.CO.

Majar-136

arranged and conducted by
JOE LEAHY and his Orchestra

"IDLE GOSSIP"

Distributed in Canada on SPARTON Records—England on PARLOPHONE

Majar DISCS

JOE LEAHY and his ORCHESTRA
1697 BROADWAY (Cir. 6-0081)
NEW YORK, N. Y.

"It's What's in THE CASH BOX That Counts"
Capitol's '54 Gross Tops '53 Figure

HOLLYWOOD—Sales and earnings of Capitol Records, Inc. in the twelve months ended September 30, 1954, were higher than in the corresponding period one year earlier, President Glenn E. Wallichs said last week in a quarterly report to shareholders.

Net sales totaled $17,283,000, an increase of $3,145,000 over the comparable period ended September 30, 1953.

Net income amounted to $736,181, equal after preferred dividends to $1,531 a share on the 470,220 shares of common stock outstanding. This compared with $706,624, or $1.47 a common share, in the preceding twelve months.

Wallichs pointed out that the company's working capital position continues to be strong, with cash, receivables and government securities exceeding all liabilities.

Discussing the company's products, Wallichs said: "we are making substantial inroads into the important classical market. For the first time, Capitol has three albums in the top ten albums in the country. These are comprised of an album by Nathan Milstein and the Pittsburgh Symphony Orchestra conducted by William Steinberg, and the two albums of the Hollywood Bowl Orchestra which were released in the early fall."

In the popular albums field, Jackie Gleason's album, "Music, Martinis and Memories," is a best seller nationally. Wallichs reported, adding that Capitol has achieved substantial representation in the top fifteen, with four to seven albums each week.

Capital's new home, a building of striking circular design by Welton Becket and Associates, is expected to be completed by the end of 1955, the shareholders were informed. It will be located in Hollywood on Vine Street near Hollywood Boulevard and will house the various Hollywood departments of the company now in many locations.

Tolley Tours Detroit

NEW YORK—Last week, Jubilee songstress Jo Ann Tolley was flown to Detroit by the disk jockey's proxy Jerry Blaine, to make personal appearances on TV and disk jockey shows, promoting her latest release "I Tried Again" b/w "That's What I Like." During her two day stay, Charlie Gray, Jubilee distribution in Detroit escorted the artist to the following shows: Russ Malhollond, Joe Angello, Bobby Seymour, Frank Simms, Joe Vann, Dan McLeod, Larry Gentile, Kurt Saunders and Ben Johnson.

Song Waxed for Dandridge

NEW YORK—Congressman Adam Clayton Powell has proclaimed the week of November 26 to December 3 as "Dorothy Dandridge Week" in conjunction with the event, MGM is releasing a tune called "My Love For Dorothy" by the Fred Norman orchestra.

The song was written by Mosses Douglas, Norman, and Bearden and is Miss Dandridge is currently starring in the 20th Century Fox production of "Carmen Jones."

Misch's Madcap Five

NEW YORK—When the "I've Got A Secret" TV Show presented concert versions of fifteen classical hit-sellers (including scores on Glenn Campbell's "Twenty Four Hours Of Love") this group of itinerant musicians was rounded up to assist him in his debut; (Left To Right) Mayo Amador, Double Bass; Gerry Moore, Drums; Skitch Henderson Accordion; and Mitch Viller, Guit. The combo came out with a red hot "Tea For Two."

THE BEST BET in Cash Box — Variety Billboard

VERA LYNN (with FRANK WEIR)
MY SON, MY SON
No. 1501

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

"RITE OF SPRING"—Stravinsky—RCA LHMV-1 (1-12" LP) List: $5.67

"VIRGILIO DE ROMA"—Corelli, Vivaldi, Clementi—RCA LHMV-2 (1-12" LP) List: $5.67

"CONCERTO FOR VIOLIN AND ORCHESTRA"—Bartok—RCA LHMV-3 (1-12" LP) List: $5.67

RCA Victor offers the Christmas shopper three deluxe packages that should make the gift giving easy. At no increase in price ($5.67) these releases represent quality, eye appeal and that extra extravagant look that a gift giver always searches for. The off white and gold boxes have glassine window flaps, and the covers are printed in a variety of a valuable museum work. The eerie, morbid, terrifying Stravinsky "Rite of Spring" is reproduced in story, with Igor Markievitch, conductor. "Virgilio de Roma" showcases the works of three Italian masters, Vivaldi, Corelli, Clementi. These works, for many years forgotten, are presented by an orchestra of 60 strings and a choirm of 30 voices. Bartok’s dissonant masterpieces are softened by the inclusion of his beloved Hungarian folk tunes, and the result is an intriguing effectiveness that marks Bartok’s works. Bartok, dead, less than ten years, has been growing in stature steadily. Yehudi Menuhin interprets the Concerto with tenderness, passion and excitement, making this particular issue a prize. Wilhelm Furtwangler conducts the Philharmonic Orchestra.

"CAPITAL OF THE WORLD"—Antheil

The Capitol Records List: 2578 (1-12" LP) List: $5.72

A striking and colorful musical but story superbly performed. Although a new work, many television viewers are familiar with the moving "Capital Of The World," having seen it on the popular " Omnibus" in 1953. It was also seen shortly afterwards on the stage of the Metropolitan Opera House, New York. A beautiful recording sensitively performed. Adding to the exciting effect of Antheil’s "Capital of the World," is the color and quality of young Royeff’s dancing—the flickering of his heels, clapping of his hand, the tapping of his fingers and the slapping of his thighs. "The Combat" is a militaristic story of a wasteland battlefield. A dramatic work that affords much pleasure.

**JAZZ**

"COOL YULETIDE"—Urbi Green and his All-Stars—"X" LXA-3026 (1-10" LP) List: $3.00

JINGLE BELLS, ALL I WANT FOR CHRISTMAS IS MY TWO FRONT TEETH, WHITE CHRISTMAS, "Hello My Little One," "Christmas to Remember," "Santa Claus Is Coming To Town," the CHRISTMAS SONG, "SUGAR, THE RED NOSED REINDEER". All Stars. A delightful jazz album that name implies. The old Christmas standards are imbued with a new and fresh sound via the cool artistry of Urbi Green and his All-Stars. Arranged by the late Jimmy Greco. What a combination! Dick Lampson, Don Lamond, Mandell Lowey, Buddy Weed and Joe Wilder. Fans of the modern music will find much that appeals in the arranged ensembles and bebop. Should make them smile and trite tunes of our favorite holiday season more pleasurable to tired ears.

CHICO O’FARRILL’S "Mambo Dance Session"—Norgar MGN-27 (1-10" LP) List: $3.85

"MAMBO" NO TE IMPORTA SABER, VIVA CON Dios, Planarabatiri, I L. A. MAMBO, NEW YORK ORCHESTRA, Santa Claus Is Coming To Town, the CHRISTMAS SONG, "SUGAR, THE RED NOSED REINDEER". All Stars. A wonderful sight of older bands. Mambo and others. The latter album offers more to the oldies who learned their dancing during the last generation. Two solid contributions to dancing pleasure.

**B’WAY SHOW**

"ON YOUR TOES"—Original Cast Recording with Vera Zorina, Bobby Van, Ben Aster, Kay Coulter, Joshua Shelly and Elaine Stritch—Deca DL-9015 (12" LP) List: $3.50

In 1926, Richard Rodgers and Hart won New York with a tremendous musical called "On Your Toes" that ran for 315 performances. Three years later, Warner Brothers made a film version of the musical. Last month, the stage musical was revived and brought into the 45th Street Theatre in New York with Vera Zorina and Bobby Van in the starring roles. The over-night hits of the show, however, was Elaine Stritch who drew raves from the critics with her version of "You Take Advantage Of Me." The fabulous score including such beautiful songs as "Stronger Than I, Tent Book" and "Shub-Liber," offered a modern treatment. Hart and Zorina enjoyed a healthy sale. Will appeal greatly to the Rodgers-Hart fans and the collectors of original cast LPs.

**CHILDREN**

BOZO AT THE DOG SHOW—Capitol DBX 3023 (2-78 rpm) $3.67 EAXF 45

Produced by Alan Livingston, Music by Billy May. Since the introduction of the "Bozo" program on television, the clown has been one of the top names in the kiddy wax field. On this album, Bozo visits a dog show and meets the canines. "Twentieth Century Dog Show" and "Premier Dog Show," are highly entertaining. Children can follow the story with pictures of the animals. Should be a big seller for the Christmas Season. A good opportunity for kids to learn about "kissin’ cousins" who enjoy the same form of entertainment. Children can follow the story with pictures of the animals. Should be a big seller for the Christmas Season. A good opportunity for kids to learn about "kissin’ cousins" who enjoy the same form of entertainment.

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

The first contract to a British musician from an American record company was given to Johnny Dankworth who has signed exclusively with Capitol Records. He will release his orchestra wax for the first time the label this month and the disks should be on sale early in 1955. Ed Sullivan will be presented on Monday, December 15th, and has a jam-packed schedule for his very short stay. Ted Heath and his complete orchestra are to be featured in the Rudi Valley-Jane Russell pic "Gentlemen Marry Brunettes." I understand that the film features many of the Rogers and Hart numbers of the 20’s and 30’s and Jeff Chandler is negotiating for a London Palladium appearance next year. Already fixed for top billing at the famous house, is the ever popular Frankie Laine. The Frankie comes on to play the big supper clubs for Edmundo Ros and Ray Ellington. Betty Kelly closed her four weeks stint at the Greek Theatre Band and after giving the Show Band will vacation in Holland, France, Spain and Italy before returning to the U.S. this New Year. After nine weeks stay over here, is publisher Irwin Dash, and won’t Mrs. Dash be pleased to see her hobby, Irvy, by the way, is bringing back some fine songs with Irvy’s version of the Christmas song "I Want Eddie Fisher for Christmas" hasn’t got a male version titled "I Want Debbie Reynolds for Christmas" and "I Want a Great Big Christmas for Good." That’s to come! ... Saw the preview of the pic “Woman’s World” and it looks as though the Four Aces have got a hit with the title song. "Mr. Sandman" is certainly waken one up on this side of the Atlantic and the Laseners seem to be making most of the noise on their Vogue Coral disks. James Patrice acknowledged receipt of the open letter written by Ted Heath re the inter-change of bands. Mr. P. said in his reply that any agreement for such inter-change will have to be made between the British Musicians Union and the AFM. Well we all wait... Jimmie Kondak gets a good string with his disk of the "Nic Name Song" with non here, and that goes for Stan Freeberg’s "Sh-Boom" which is a honey.

**PREVIEW RECORDS**

32-16 213 St. Bayside, N.Y.

HERE ARE THEY JUST RELEASED...

Leroy Anderson’s "Sandpaper Ballet" RCA 78"

The world’s best selling pop singles. (Courtesy New Musical Express)
1) "My Son, My Son" YVONNE LYNN FRANK WEIR
2) "Hold My Hand" DON CORNELL
3) "This Ole House" PEARL STROUGHTON COONEY
4) "If I Give My Heart To You" DORIS DAY
5) "This Old House" BILL ANTHONY
6) "If I Give My Heart To You" JOAN REGAN
7) "Smile" NAT "KING" COLE
8) "My Friend" FRANKIE LAINE
9) "Rain, Rain, Rain" FRANKIE LAINE
10) "Little Things Mean A Lot" KITTY KALLEN
11) "Three Coins In The Fountain" FRANK SINATRA

**NOVEMBER 27, 1954**

NEW YORK — Susan Hunter is shown going over a new song written by Bob Merrill which she hopes to do on her first recording session. Susan won the Forence Music League prize three years running and upon coming to New York was heard by Teddy Brooks, talent manager. He brought her to his friend, Danny Stradella, owner of Danny's Hideaway, who decided to take her under his wing, this being his first venture in the theatrical field.
NEW YORK—A television shot making correct a record has caused a new sensation in the music business.

Last Monday, November 15th. Studio One staged a TV play called “Let Me Go Love,” a murder mystery involving a disk jockey. Played throughout the show was a Columbia record of the title tune by Joan Weber. The record was heard six times during the hour-long program and the results, as far as sales go, were felt in the stores the very next morn-

ing. In addition CBS was flooded with phone calls asking where the record could be purchased, disk jockeys all over the country were receiving re-

quests for the tune, and dealers were being swamped with orders from the many viewers.

The Columbia diskjockey, which ob-

viously didn’t expect such response, has started its Bridgeport plant on round-the-clock pressing of the record.

As a result of all this activity, a rush is now on among many diskjockeys to cover the song with their top artists. Coral last Friday cut it with Turk Lancaster and it is expected to have records available immediately. It was reported also that Patti Page was to cut the record for Mercury on Friday with the finished record due out on Sunday.

The song was originally recorded a year and a half ago by Georgie Shaw under the title “Let Me Go Devil.” It is published by Hill and Range.

Jack Weber, who now steps into the spotlight, is a twenty-five year old newcomer to the wax world. This is his first recording effort. However she won’t be able to take advantage of the disc jockey démarche for which the record is creating because she is expecting a baby in a few months.

WLEE Seeks Experienced Announcers & Personalities

RICHMOND, VA.—Station WLEE, this city, is seeking experienced an-

nouncers and personalities which it can develop. The station’s assistant manager, Harvey Hudson, declares believe in building personalities and pay on a salary-plus-talent basis. All inquiries are to be directed to Harvey Hudson, Assistant Manager, Station WLEE, Richmond, Virginia.

Songstress Turns Manager

HOLLYWOOD, CALIF. — Irene Manning, well known singer-actress, announced from New York last week the particulars of her songwriting-arranging-performer Greg Hunter in her first plunge into personal management. Irene gives Miss Manning east coast agency for the writer’s songs including the score for the musical revue “Going Up!”, a click in its recent Hollywood tryout. Star will also negotiate Hunter’s p.p. for the next year.

Hunter, a young veteran of stage, radio and tv is now residing in L.A.

 Kentucky City, Mo.,
 1. Snake, Rattle, And Roll
 2. Mr. Sandman (Chordettes)
 3. Hold My Hand (Don Cornell)
 4. Hold My Hand (Don Cornell)
 5. Hold My Hand (Don Cornell)
 6. Hold My Hand (Don Cornell)
 7. Hold My Hand (Don Cornell)
 8. Hold My Hand (Don Cornell)
 9. Hold My Hand (Don Cornell)
 10. Hold My Hand (Don Cornell)

Mama

“Natural Born Devil” (Bill Haley)

KUDC—Chicago, Ill.
 1. Mr. Sandman (Chordettes)
 2. I Need You Now (E. Fisher, Bleyer)
 3. Mama Doll Song (Patti Page)
 4. Mama Doll Song (Patti Page)
 5. Whither Thou Goest
 6. And One To Grow On (Benny Golson)
 7. Whither Thou Goest
 8. Always You (Betty Madison)

Rutshin

KWWL—Oakland, Cal.
 1. Mr. Sandman (Chordettes)
 2. Hold My Hand (Don Cornell)
 3. Hold My Hand (Don Cornell)
 4. Hold My Hand (Don Cornell)
 5. Hold My Hand (Don Cornell)
 6. Hold My Hand (Don Cornell)
 7. Hold My Hand (Don Cornell)
 8. Hold My Hand (Don Cornell)
 9. Hold My Hand (Don Cornell)
 10. Hold My Hand (Don Cornell)

Ray

KCBS—Chicago, Ill.
 1. Mr. Sandman (Chordettes)
 2. Hold My Hand (Don Cornell)
 3. Hold My Hand (Don Cornell)
 4. Hold My Hand (Don Cornell)
 5. Hold My Hand (Don Cornell)
 6. Hold My Hand (Don Cornell)
 7. Hold My Hand (Don Cornell)
 8. Hold My Hand (Don Cornell)
 9. Hold My Hand (Don Cornell)
 10. Hold My Hand (Don Cornell)

Ray

KWWL—Oakland, Cal.
 1. Mr. Sandman (Chordettes)
 2. Hold My Hand (Don Cornell)
 3. Hold My Hand (Don Cornell)
 4. Hold My Hand (Don Cornell)
 5. Hold My Hand (Don Cornell)
 6. Hold My Hand (Don Cornell)
 7. Hold My Hand (Don Cornell)
 8. Hold My Hand (Don Cornell)
 9. Hold My Hand (Don Cornell)
 10. Hold My Hand (Don Cornell)

Ray

KWWL—Oakland, Cal.
 1. Mr. Sandman (Chordettes)
 2. Hold My Hand (Don Cornell)
 3. Hold My Hand (Don Cornell)
 4. Hold My Hand (Don Cornell)
 5. Hold My Hand (Don Cornell)
 6. Hold My Hand (Don Cornell)
 7. Hold My Hand (Don Cornell)
 8. Hold My Hand (Don Cornell)
 9. Hold My Hand (Don Cornell)
 10. Hold My Hand (Don Cornell)

Ray

KWWL—Oakland, Cal.
 1. Mr. Sandman (Chordettes)
 2. Hold My Hand (Don Cornell)
 3. Hold My Hand (Don Cornell)
 4. Hold My Hand (Don Cornell)
 5. Hold My Hand (Don Cornell)
 6. Hold My Hand (Don Cornell)
 7. Hold My Hand (Don Cornell)
 8. Hold My Hand (Don Cornell)
 9. Hold My Hand (Don Cornell)
 10. Hold My Hand (Don Cornell)

Ray

KWWL—Oakland, Cal.
 1. Mr. Sandman (Chordettes)
 2. Hold My Hand (Don Cornell)
 3. Hold My Hand (Don Cornell)
 4. Hold My Hand (Don Cornell)
 5. Hold My Hand (Don Cornell)
 6. Hold My Hand (Don Cornell)
 7. Hold My Hand (Don Cornell)
 8. Hold My Hand (Don Cornell)
 9. Hold My Hand (Don Cornell)
 10. Hold My Hand (Don Cornell)

Ray

KWWL—Oakland, Cal.
 1. Mr. Sandman (Chordettes)
 2. Hold My Hand (Don Cornell)
 3. Hold My Hand (Don Cornell)
 4. Hold My Hand (Don Cornell)
 5. Hold My Hand (Don Cornell)
 6. Hold My Hand (Don Cornell)
 7. Hold My Hand (Don Cornell)
 8. Hold My Hand (Don Cornell)
 9. Hold My Hand (Don Cornell)
 10. Hold My Hand (Don Cornell)

Ray

The Cash Box, Music

Page 20 November 27, 1954
Ray Perkins

DENVER, Colo. — Ray Perkins, popular disk jockey- pianist-band leader in KIMN in this city, suffered a severely cut hand last Tuesday night, Nov. 16, while taking a course in power tool operation. A bench saw cut into Perkins' hand removing four tendons and six nerves. Perkins is currently resting at the Mercy Hospital.

Officials of station KIMN, where Perkins performs four hours daily, anticipate that he will be back on the job sometime between Jan. 27 and Feb. 22 with a revised format. Perkins' stock in trade is his familiar piano work in introducing and signing off recorded selections, but doctors say he'll be playing the piano with his right hand only for several weeks.

Dorsey Sub For Glenn

NEW YORK—Tommy and Jimmy Dorsey's "Stage Show" TV show was such a success this past summer while filling in for the vacationing Jackie Gleason that the Dorsey's will once again take over when Jackie and his band are on a two-week vacation. January 1st and January 8th. Tommy and Jimmy have just signed Johnnie Ray to guest star on their first telecast on Saturday evening, January 27 at 8:00 P.M. via the CBS-TV network. The Crescendos whose recording of "Oo-Boom" is rapidly nearing the one million record sales mark will guest star on the January 8th stanza of "Stage Show."

**THE CASH BOX**

**Disk Jockeys Regional Report**

**Music**

10. Happy Need Didn't Give Need Tried Spoke Have Need Papa

**Bill Perkins**

**Regional Report**

**10.**

1. PAPA LIVES MAMBO (F. Come)
2. **PHONE BINGO**
3. **RECORDS**
4. **THEORY**
5. Action Johnny Bunny
6. **THEORY**
7. Action Johnny Bunny
8. **THEORY**
9. Action Johnny Bunny

**Bill Burns**

**Regional Report**

**10.**

1. **THEORY**
2. Action Johnny Bunny
3. **THEORY**
4. Action Johnny Bunny
5. **THEORY**
6. Action Johnny Bunny

**John MacShane**

**Regional Report**

**10.**

1. **THEORY**
2. Action Johnny Bunny
3. **THEORY**
4. Action Johnny Bunny
5. **THEORY**
6. Action Johnny Bunny

**Woody Flowers**

**Regional Report**

**10.**

1. **THEORY**
2. Action Johnny Bunny
3. **THEORY**
4. Action Johnny Bunny
5. **THEORY**
6. Action Johnny Bunny

**Eddie Dillon**

**Regional Report**

**10.**

1. **THEORY**
2. Action Johnny Bunny
3. **THEORY**
4. Action Johnny Bunny
5. **THEORY**
6. Action Johnny Bunny

**Rudy Paolongi**

**Regional Report**

**10.**

1. **THEORY**
2. Action Johnny Bunny
3. **THEORY**
4. Action Johnny Bunny
5. **THEORY**
6. Action Johnny Bunny

**Johnny Morris**

**Regional Report**

**10.**

1. **THEORY**
2. Action Johnny Bunny
3. **THEORY**
4. Action Johnny Bunny
5. **THEORY**
6. Action Johnny Bunny

**Frank Ward**

**Regional Report**

**10.**

1. **THEORY**
2. Action Johnny Bunny
3. **THEORY**
4. Action Johnny Bunny
5. **THEORY**
6. Action Johnny Bunny

**Sandy Jackson**

**Regional Report**

**10.**

1. **THEORY**
2. Action Johnny Bunny
3. **THEORY**
4. Action Johnny Bunny
5. **THEORY**
6. Action Johnny Bunny

---

**Fontana Sisters**

Dot 15256; 45-15256

**Let Me Go, Lover**

Joan Weber

Columbia 40366; 40-4366

**READY, WILLING AND ABLE**

Doris Day

Columbia 40371; 40-4371

---

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

**HEARTS OF STONE**

**Ready Willing Able**

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

**ATTENTION ALL DJ's, DEALERS, DISTRIBUTORS, OPERATORS THIS WILL BE THE SLEEPER OF THE SEASON**

**JACK TEAGARDEN SINGS AND PLAYS THE XMAS SONG**

**St. James Infernale Records**

**HERE IS THE FIRST CHRISTMAS "POP" RECORD WITH A SINCERE JAZZ FLAVOR RECORDED IN THE UK**

**URANIA RECORDS**

**HEAD FOR NO. 1 RUNAROUND**

**At Last You Understand**

Bill Dawes

WCPO—Cincinnati, Ohio

1. **THEORY**
2. Action Johnny Bunny
3. **THEORY**
4. Action Johnny Bunny
5. **THEORY**
6. Action Johnny Bunny

---

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

---

**Records MARK the HITS!**

---

**It's What's in THE CASH BOX That Counts**
LAS VEGAS—With eight existing hotels operating in town currently and five new slated to open in the near future, the need for a local agency to book combos and lounge entertainment into Vegas has increased day by day. To fill this need, three prominent and long-time Las Vegas houseband leaders have joined forces and set up shop under the name of Nevada Artists Bureau. The three local leaders involved have been in town long enough to realize all the requirements and also have the necessary contacts, in this basically very small town, to be able to secure bookings.

“We want out-of-town musicians, singers, leaders and combos to be able to come to Vegas under the best possible circumstances for the talent and the client alike,” said Cee Davidson, “We know what is needed here now and what will be available in the future and want to extend a coital invitation to anyone interested in coming to town either as a leader or as an act just as a single musician looking for a gig to contact us for all the particulars.”

Plans are now under way in bookings in Reno and west coast for any group the agency books locally. The ever increasing need for capable additions to local 309 can be visualized if one realizes that the Sintra Hotel, in fact, employs a houseband with 14 men; a reliable band on the house, a year from now. In the lounge are two local combos during the early part of the day and stand by two out-of-town groups of name calibre, playing from midnight until six a.m. This is average for most of the hotels and with all the new acts slated to open in the near future the need for combos and musicians is increasing at all times.

Bandleaders Form Vegas Booking Agency

---

Greetings From England

CHICAGO—British orchestra leader Mantovani took time out from a whirlwind visit to Chicago to renew a long standing friendship with Cloister Inn pianist Ralph Sharon. Ralph, a Briton, has been joined at the Cloister by the talents of Dixie Marx and Johnny Frigo who hold down the regular Monday and Tuesday spot at the Bush Street jazz bistro. This addition makes the Cloister one of the Windy City’s most ambitious Jazz entries with such regulars as Chris Connor and Mercury’s Kay Penley also among the regular cast.

“Is What’s In THE CASH BOX That Counts”
Nov. 27, 1954

**Sauter-Finegan Into Statler’s Café Rouge**

NEW YORK—The Sauter-Finegan Orchestra will appear in Hotel Statler’s Café Rouge beginning Monday, November 27, according to an announcement by Thomas F. Troy, General Manager of the hotel. Known among its RCA Victor recordings, this new big band is headed by two of the country’s top arrangers, Ed Sauter and Bill Finegan, and comes to the Café Rouge direct from three appearances with Fritz Reiner’s Chicago Symphony Orchestra.

For over a decade Sauter and Finegan have shaped the music played by more than a dozen top orchestras. They were, in fact, the principal behind-the-scenes molders of some of swingdom’s greatest proponents.

Sauter was responsible for most of Benny Goodman’s famous arrangements, and also wrote for Artie Shaw, Woody Herman, Red Norvo and Roy McKinley. Finegan wrote countless musical scores for Tommy Dorsey, and was the musical genius behind the Glenn Miller orchestra.

**Elvitree Records Formed**

WILMINGTON, N.C.—The Elvitree Recording-Music Publishing Company has announced its entrance into the recording field.

The diskery is headed by a number of local people and, according to its public relations, is set to release its initial record this month after having suffered almost every major setback in the books.

It is reported that the company’s first record had been scheduled for release during the early months of 1955, but due to technicalities and unfavorable circumstances, the release date of the disk was cancelled and no further thought of releasing it materialized until the recent re-establishment of the firm.

The first record, a Christmas disk, features newcomer Mary Stocks, a Philadelphia, accompanied by the Beryl D’Oll’s Singers and Jesse Shaw’s orchestra.

LEWIS JONES, president of Elvitree, is a local songwriter and composer who has been in the business for more than 15 years. Other executives include Theodore Jones, business manager; Willie Grainger, treasurer; Charlie Brown, public relations and Beryl D’Oll, music advisor.

**“Best Foot Forward”**

———The Sauter-Finegan Orchestra will appear in Hotel Statler’s Café Rouge beginning Monday, November 27, according to an announcement by Thomas F. Troy, General Manager of the hotel. Known among its RCA Victor recordings, this new big band is headed by two of the country’s top arrangers, Ed Sauter and Bill Finegan, and comes to the Café Rouge direct from three appearances with Fritz Reiner’s Chicago Symphony Orchestra.

For over a decade Sauter and Finegan have shaped the music played by more than a dozen top orchestras. They were, in fact, the principal behind-the-scenes molders of some of swingdom’s greatest proponents.

Sauter was responsible for most of Benny Goodman’s famous arrangements, and also wrote for Artie Shaw, Woody Herman, Red Norvo and Roy McKinley. Finegan wrote countless musical scores for Tommy Dorsey, and was the musical genius behind the Glenn Miller orchestra.

**Elvitree Records Formed**

WILMINGTON, N.C.—The Elvitree Recording-Music Publishing Company has announced its entrance into the recording field.

The diskery is headed by a number of local people and, according to its public relations, is set to release its initial record this month after having suffered almost every major setback in the books.

It is reported that the company’s first record had been scheduled for release during the early months of 1955, but due to technicalities and unfavorable circumstances, the release date of the disk was cancelled and no further thought of releasing it materialized until the recent re-establishment of the firm.

The first record, a Christmas disk, features newcomer Mary Stocks, a Philadelphia, accompanied by the Beryl D’Oll’s Singers and Jesse Shaw’s orchestra.

LEWIS JONES, president of Elvitree, is a local songwriter and composer who has been in the business for more than 15 years. Other executives include Theodore Jones, business manager; Willie Grainger, treasurer; Charlie Brown, public relations and Beryl D’Oll, music advisor.

**“Best Foot Forward”**

———The Sauter-Finegan Orchestra will appear in Hotel Statler’s Café Rouge beginning Monday, November 27, according to an announcement by Thomas F. Troy, General Manager of the hotel. Known among its RCA Victor recordings, this new big band is headed by two of the country’s top arrangers, Ed Sauter and Bill Finegan, and comes to the Café Rouge direct from three appearances with Fritz Reiner’s Chicago Symphony Orchestra.

For over a decade Sauter and Finegan have shaped the music played by more than a dozen top orchestras. They were, in fact, the principal behind-the-scenes molders of some of swingdom’s greatest proponents.

Sauter was responsible for most of Benny Goodman’s famous arrangements, and also wrote for Artie Shaw, Woody Herman, Red Norvo and Roy McKinley. Finegan wrote countless musical scores for Tommy Dorsey, and was the musical genius behind the Glenn Miller orchestra.

**Elvitree Records Formed**

WILMINGTON, N.C.—The Elvitree Recording-Music Publishing Company has announced its entrance into the recording field.

The diskery is headed by a number of local people and, according to its public relations, is set to release its initial record this month after having suffered almost every major setback in the books.

It is reported that the company’s first record had been scheduled for release during the early months of 1955, but due to technicalities and unfavorable circumstances, the release date of the disk was cancelled and no further thought of releasing it materialized until the recent re-establishment of the firm.

The first record, a Christmas disk, features newcomer Mary Stocks, a Philadelphia, accompanied by the Beryl D’Oll’s Singers and Jesse Shaw’s orchestra.

LEWIS JONES, president of Elvitree, is a local songwriter and composer who has been in the business for more than 15 years. Other executives include Theodore Jones, business manager; Willie Grainger, treasurer; Charlie Brown, public relations and Beryl D’Oll, music advisor.
NEW YORK — Universal-International and Decca Records are joining promotional forces again for the promotion of the soundtrack album of "So This Is Paris," the music from the U-I Technicolor film production starring Tony Curtis, Gloria De Haven, Gene Nelson, Corinne Calvelli and Paul Gillbert.

The pattern of the promotional campaign is expected to follow that of "The Glenn Miller Story," one of the most successful albums in Decca's history and the biggest grossing film in the history of Universal.

Special window displayers, counter cards, color stills and theatre displays are being prepared and a special advertising campaign and a national promotional launching of the album are being planned. The picture will be screened for record dealers in key cities and important disk jockey promotions are being set.

The album will have eight of the picture's songs sung by Curtis, Miss DeHaven, Nelson and Gilbert. The album features the Universal-International Orchestra and Chorus under the direction of Joseph Garshenben. In addition, Gloria De Haven has recorded a song from the picture and the song "The Two Of Us" for Decca with the record being issued separately and in line with the promotional campaign on the soundtrack album.
NEW YORK:

Bobby Shad, Mercury R & B, A & R, spinning with enthusiasm when he talks about his new Froskey record. Bobby says, "Wait for this one. It's going to be something sensational." He was in the studio recently with Al Davis recording "Big Bad Bob's" "Tench Me Tonight," which looks like it's headed for the heights.

Joe Turner was recently contacted by the new R & B market."I'm really big in pop as well as R & B," says Joe. Joe Sinsehifer, Allen Distributing, Richmond, Va., is on with the Joe Turner project. Joe has one stop per day for a few days on a business-pleasure trip to Los Angeles. Joe also excited about the Original Record "That's What I Like" by the Allen Trio. Group has a good sound and the material is hot. Joe has renewed interest of King, Brody king. Yes! So proud as punch 'cause his music has also hit a new high in the Cash Box Jukebox operators' poll. He's also thankfully laughing at the rumor that swept the country last week that "The King is going to give his daughter" but was later called "That's from every part of the nation extending congratulations to the King after this".

Charles L. The civic in San Francisco has now been in operation for a year. Charles had been born a sensational job at Zavali's and has been held over for an additional week until Nov. 30th.

Charles Brown was on the road at the Savoy Ballroom in Los Angeles. Brown, Nov. 26th thru 28th and has been set for another engagement Dec. 16th, 17th & 18th. Shirley Gunter & the Queens, who have been working in Georgia, will be in town by the 29th. Charles' hit "Oop Shoo," recently entered the second release "Your Mine," b/w "Why" on the Flor label. Joe Turner recently appeared at the Savoy Ballroom in Los Angeles where a shindig was also organized on a small label and kicked up a lot of reaction locally. "It's now out on the RPM label all dressed up with a new arrangement that could kick big. Percy Mayfield and the Chords are now being booked thru the Texas area by Howard Lewis. Agent Ben Walker left for New York to line up several big attractions for a tour of the West Coast area. Wilbert Harrison's "Dont Drop It" on Savoy is starting to click here in Southern California. The song is being promoted by King Records and the Savoy Force is doing a good job in the area. The song was recorded in the Country field by Terry Fell on label "X." Deejay Dick Hug is proving that R & B tunes are better than ever by throwing out all suggestive records. As far as proof he recently played "The King is going to give his daughter" and it was received with enthusiasm.

JAZZ JOTS

ANOTHER Jazz and memorial in honor of Ovra (Hot Lips) Page will take place at the Central Park, Manhattan, on Monday, November 22. Among those who appear will be Benny Goodman, Gene Krupa, Jack Teagarden, Roy Eldridge, and the bandleaders and musicians of Eddie Condon, Pee Wee Erwin, Wilbur de Paris, Henry (Red) Allen, Jimmy McPartland, Cozy Cole, Charley Shavers, Canon Janis and Billy Taylor. All proceeds will go to the family of Hot Lips, who was a tireless worker for the benefit of his fellow man and for developing the driving arrangement of his precise working band. Errol Garner also has a new band and is bringing them to town. Garner is working on the club circuit and driving arrangements of his precise working band. Errol Garner also has a new band and is bringing them to town. Garner is working on the club circuit and driving arrangements of his precise working band. Errol Garner also has a new band and is bringing them to town. Garner is working on the club circuit and driving arrangements of his precise working band. Errol Garner also has a new band and is bringing them to town. Garner is working on the club circuit and driving arrangements of his precise working band. Errol Garner also has a new band and is bringing them to town. Garner is working on the club circuit and driving arrangements of his precise working band. Errol Garner also has a new band and is bringing them to town. Garner is working on the club circuit and driving arrangements of his precise working band. Errol Garner also has a new band and is bringing them to town. Garner is working on the club circuit and driving arrangements of his precise working band. Errol Garner also has a new band and is bringing them to town. Garner is working on the club circuit and driving arrangements of his precise working band. Errol Garner also has a new band and is bringing them to town. Garner is working on the club circuit and driving arrangements of his precise working band. Errol Garner also has a new band and is bringing them to town. Garner is working on the club circuit and driving arrangements of his precise working band. Errol Garner also has a new band and is bringing them to town. Garner is working on the club circuit and driving arrangements of his precise working band. Errol Garner also has a new band and is bringing them to town. Garner is working on the club circuit and driving arrangements of his precise working band. Errol Garner also has a new band and is bringing them to town. Garner is working on the club circuit and driving arrangements of his precise working band. Errol Garner also has a new band and is bringing them to town. Garner is working on the club circuit and driving arrangements of his precise working band. Errol Garner also has a new band and is bringing them to town. Garner is working on the club circuit and driving arrangements of his precise working band. Errol Garner also has a new band and is bringing them to town. Garner is working on the club circuit and driving arrangements of his precise working band. Errol Garner also has a new band and is bringing them to town. Garner is working on the club circuit and driving arrangements of his precise working band. Errol Garner also has a new band and is bringing them to town. Garner is working on the club circuit and driving arrangements of his precise working band. Errol Garner also has a new band and is bringing them to town. Garner is working on the club circuit and driving arrangements of his precise working band. Errol Garner also has a new band and is bringing them to town. Garner is working on the club circuit and driving arrangements of his precise working band. Errol Garner also has a new band and is bringing them to town. Garner is working on the club circuit and driving arrangements of his precise working band. Errol Garner also has a new band and is bringing them to town. Garner is working on the club circuit and driving arrangements of his precise working band. Errol Garner also has a new band and is bringing them to town. Garner is working on the club circuit and driving arrangements of his precise working band. Errol Garner also has a new band and is bringing them to town. Garner is working on the club circuit and driving arrangements of his precise working band. Errol Garner also has a new band and is bringing them to town. Garner is working on the club circuit and driving arrangements of his precise working band. Errol Garner also has a new band and is bringing them to town. Garner is working on the club circuit and driving arrangements of his precise working band. Errol Garner also has a new band and is bringing them to town. Garner is working on the club circuit and driving arrangements of his precise working band. Errol Garner also has a new band and is bringing them to town. Garner is working on the club circuit and driving arrangements of his precise working band. Errol Garner also has a new band and is bringing them to town. Garner is working on the club circuit and driving arrangements of his precise working band. Errol Garner also has a new band and is bringing them to town. Garner is working on the club circuit and driving arrangements of his precise working band. Errol Garner also has a new band and is bringing them to town. Garner is working on the club circuit and driving arrangements of his precise working band. Errol Garner also has a new band and is bringing them to town. Garner is working on the club circuit and driving arrangements of his precise working band. Errol Garner also has a new band and is bringing them to town. Garner is working on the club circuit and driving arrangements of his precise working band. Errol Garner also has a new band and is bringing them to town. Garner is working on the club circuit and driving arrangements of his precise working band. Errol Garner also has a new band and is bringing them to town. Garner is working on the club circuit and driving arrangements of his precise working band. Errol Garner also has a new band and is bringing them to town. Garner is working on the club circuit and driving arrangements of his precise working band. Errol Garner also has a new band and is bringing them to town. Garner is working on the club circuit and driving arrangements of his precise working band. Errol Garner also has a new band and is bringing them to town. Garner is working on the club circuit and driving arrangements of his precise working band. Errol Garner also has a new band and is bringing them to town. Garner is working on the club circuit and driving arrangements of his precise working band. Errol Garner also has a new band and is bringing them to town. Garner is working on the club circuit and driving arrangements of his precise working band. Errol Garner also has a new band and is bringing them to town. Garner is working on the club circuit and driving arrangements of his precise working band. Errol Garner also has a new band and is bringing them to town. Garner is working on the club circuit and driving arrangements of his precise working band. Errol Garner also has a new band and is bringing them to town. Garner is working on the club circuit and driving arrangements of his precise working band. Errol Garner also has a new band and is bringing them to town. Garner is working on the club circuit and driving arrangements of his precise working band. Errol Garner also has a new band and is bringing them to town. Garner is working on the club circuit and driving arrangements of his precise working band.
“It’s What’s in THE CASH BOX That Counts”
Coming Up In R & B
Listed Alphabetically

LAST NIGHT
Little Walter
(Checker 805)
Dallas, Los Angeles, New Orleans, Shreveport, St. Louis

LING, TING, TONG
Five Keys
(Capitol 2945)
Las Angeles, Nashville, New York, Philadelphia

SHOO-DOO-BE-DOO
Bobby Lester & Moonlighters
(Checker 805)
New York, Philadelphia

TEACH ME TONIGHT
Dinah Washington
(Mercury 70497)
New York

Yachts, Diamonds & Furs
Sponsor Jerry Marshall

NEW YORK—A $45,000 yacht by Craft, a full length Labrador Mink from Gunther Jaeckel's at $22,000, and a Van Cleef and Arpels necklace are not the kind of product one generally hears sold by a disk-jockey. However, that's the kind of commercial listeners of New York Radio Station WNEW's "Make Believe Ballroom" will hear delivered by the station's top disk-jockey salesman Jerry Marshall, starting Monday evening November 16. It seems that new owner-manager, Richard D. Buckley, believes that Marshall can sell anything and thought that the best way to dramatize it was to have Marshall represent sponsors in the super luxury item field. An added incentive to sponsors was the fact that Marshall in person will act as salesman in response to any inquiries brought in by his commercials. Buckley said in summing up the station's attitude, "At first sight, selling furs, yachts and jewels by a disk-jockey may seem ridiculous, but you don't have to sell a lot of necklaces, minks or cruisers to satisfy a sponsor. We are betting that among the millions who listen there is a group infinitesimal in numbers, but tremendous in influence that will make this sort of thing pay."

A Solid R & B Hit!
"BABY, LET'S PLAY HOUSE"
ARTHUR GUTHNER
EXCELSIO 2047
NASHBORO RECORD CO., INC.
177 3rd AVE., N.
NASHVILLE, TENN.
(Phone 42-2215)

"SINCERELY"
b/w
"TEMMING"BY
THE MOONLIGHTS
Checker 806

"SHOO-DOO-BEE-DOO"
b/w
"SO ALL ALONE"
by
BOBBY LESTER & THE MOONLIGHTERS
Checker 806

America's Leading One Stop Record Service
LESLIE DISTRIBUTORS
NEW YORK
750—10th AVE. (Phone Plaza 7-1977)
PITTSBURGH, PA.
3231 FIFTH AVE.
134 WINDSOR ST
(Phone: Grant 1-9213)
HARTFORD, CONN.
Cable Address: EXCELSIO, N. Y.
(Phone: Jackson 5-7123)
WILD BILL DAVIS TRIO
(Black 4-7047)
Because "DOGS AIN'T WHAT THEY USED TO BE" (Parta 1 and 2) [Ellaington, Pearson]. The Wild Bill Davis Trio comes up sporting the hot swing style, Davis' smart organizing is well supported by the group with a strong solo effort on the guitar. Two sided jazz flavored wax that is very palatable.

BOBBY LESTER
and the Moonlighters
(Checker 806)
SO ALONE (2:45) [Arc BMI—Pauley, Lester] Bobby Lester and the Moonlighters blend well to perform the rugged middle tempo blues. A fair etching that offers good entertainment.

SHOO DOO-DEE DOO (2:45) [Arc BMI—Pauley, Freed] This deck could make it. Tune is exciting and delivery is excellent. The lads knock out the rhythm bouncer strong appeal to both the 10 & b pop market. It's the type of materials that has hit big via Crooks, Creeacts, etc.

THE WRENS
(Range 125)
BEGINNIN' FOR LOVE (2:49) [Love Music—Conception] The Wrens sing a pretty blues ballad with slow tempo. Lads work smoothly and softly but etching falls into the acceptable but routine class.

LOVE'S SOMETHING THAT'S MADE FOR TWO (2:45) [Jags—Mansfield] The boys get off on a rhythmic kick on the flip and the sound is good, happy and infectious. Good dance item for the "cat" kids. Like it and enough exposure could get the ditty on the move.

THE "S" WILLOWS
(Hero 442)
LOOK ME IN THE EYES (2:28) [Monument BMI—Single- ten, McCoy] The girls etch off a slow blues pretty in strong fashion. The lads are plaintive and tender in a true 10 & b flavor.

SO HELP ME (2:22) [Danby—Singleton, McCoy] The boys rock out for a change of pace and the result is tasty. Stimulating and a teasing foot tapper.

ARTHUR GUNTER
(Excelsior 2047)
BABY LET'S PLAY HOUSE (2:49) [Arc BMI—Gunter, Singers] Arthur Gunter sings to small hand accompaniment and etches a middle tempo jump blues with potent effect. Good 10 & b wax. This one could break for the top of the chart.

BUES AFTER HOURS (2:29) [Arc BMI—Gunter, Singers] Gunter's pairing is a southern slow blues effectively performed. Gunter portrays the object and rejected man.

LITTLE JOHNNY JONES
(Atlantic 4045)
DOIN' THE BEST I CAN (2:56) [Progressive BMI—Jones] Little Johnny Jones comes up with a bouncy Southern blues loaded with a feeling and beat that infects. Johnny is a hard working man and don't the best he can.

ROY ROY (2:56) [Progressive BMI—Jones] A similar rhythmic blues delivered with that same appeal. The lad has a warm and intimate style that comes through. Could be we are going to hear more from Jones.

“HURT” (2:07) [Miller ASCAP—Crane, Jacobs]
“STAR OF LOVE” (2:32) [Stratton BMI—Hinkson, Hamilton]
ROY HAMILTON
(epic 5006)
each succeeding release, and his latest, "Hurt," may be the one to really launch him into the bigtime. "Hurt" is a slow, dramatic, sweetly romantic item delivered in that big, boyish-trilled Hamilton voice. The lad has something in his voice that comes across and hits you where you feel it for hit sales. The flip, "Star of Love," is a similarly easy and dramatic type treatment. The deck shows off Hamilton's voice to its best advantage but the general feeling doesn't seem to have the warmth and sales potential that's packed into the 2:07 of "Hurt."

“21” (2:18) [Commodore—Bartholomew]
“SHE KEEPS ME WONDERING” (2:24) [Commodore—Bartholomew]
THE SPIDERS
(Imperial 748)
empirical 748
The Spiders have a piece of hit material in "21," their latest wax presentation. A driving block bustert, the tune is also coupled with a strong set of lyrics that shout out the youth's excitement at having reached his majority, "21." When the lads take a breather, the orh can get on with a wild instrumental break. The flip, "She Keeps Me Wondering," is a slow rhythmic pretty, in which the boys move over to center and offer a treatment that seems aimed at the pop market, "21" all the way.

“LAST NIGHT” (2:43) [Arc BMI—W. Jacobs]
“MELLOW DOWN EASY” (2:45) [Arc BMI—W. Dixon]
LITTLE WALTER
(Checker 805)
Little Walter, still strong with "You'd Better Watch Yourself," is presented with two potent decks as follow-ups. "Last Night" is a slow tempo dirge-like blues bowing the loss of his best friend. Sorrowful tune is kept thrusting as Walter walls his downhearted story to a simple accompaniment. The flip, "Mellow Down Easy," is a piece of pace. A rhythmic jump that comes out an infectious piece of wax. Tempo and mood is one of excitement and Walter turns out another top notch job. Two solid pieces of waxfare for the trade.

THE CHESTNUTS
(Mercury 70489)
I WANT A COME HOME (2:40) [Trent BMI—Sanford] The Chestnuts sing a slow blues in which lead pleads for the opportunity to come home. He's sorry he deserted and hurt her. Tune is melodic and could be transformed for pop very easily. The group handles the item in borderine 10 & b pop fashion.

“DON'T GO” (3:00) [Brent BMI—Collins, Johnson] A bit contradictory to this jazz blues effort. Intriguing wax that creates an excitement. Good programming disk.

THE SOLITAIRES
(Old Town 1008)
CHANCES I'VE TAKEN (2:40) [Curtis, Bayler, Willis, Gaston, Williams] The Solitaires blend on a blues ballad with ease and come up with a piece of 10 & b wax that could create a bit of action. Ok deck.

“LONELY” (2:40) [Curtis, Bayler, Willis, Gaston, Williams] The lads paint a slow blues mood picture with a touch of sadness. Moving piece. Like it.

SISTER ROSSETTA THARPE
(Decca 9-48328)
WHEN WAS JESUS BORN (2:40) [Taps BMI—Sister Rosetta Tharpe] Sister Tharpe sings an exciting fast mover that rocks with enthusiasm. Sister Rosetta sings it out and there's no faulting the religious enchantress.

IN BETHLEHEM (2:58) [Sheridan BMI—Beatrice Howard] Miss Tharpe goes soft and tender on the flip. General feeling of the treatment is holiday season wax. Both sides are in the nature of wax that could fit Christmas programming.

SWANEE QUINTET
(Nashboro 547)
ON MY KNEES (Excellorome BMI) The Swanee Quintet blend on a rhythm middle tempo religious ditty effectively. Lead handles the call role with strength as the steady beat chorus answers.

REMEMBER ME (2:50) [Excellorome BMI] The reverse deck is a more dramatic effort with a colorful lead chant. Emotional portrayal.

CHRISTIAN TRAVELERS
(Peacock 1737)
ONLY A PILGRIM (2:40) [Lion BMI—Tyler] Those familiar with the Christian Travelers know what to expect. The group, with an exciting lead caller, dishes up a Grade A middle tempo spiritual that roases one to a pitch of enthusiasm.

OH WHAT A SAVIOR (2:43) [Lion-Mitchell] Another middle tempo bluesy styled side that stirs up the mood. This group shows on this strong two sider why they have established the rep they have.
BILLY TAYLOR TRIO
(Prestige 695)

"COOL AND CARRASSING" (2:51) Billy Taylor is, as the title implies, cool and carraressing. The alto sax segments among the other notes.

"THREE WITCH" (2:50) Billy Taylor in the same progressive kick with a more spirited piece of material.

THE BUDDE DE FRANCO QUARTET
(Norgran 125)

"TITTO" (3:02) [Charles H. HANNES ASCAP-Billy Taylor] The fluid clarinet sounds of Budde De Franco ride through the Latin flavored piece with the rest of the band.

"LAUTUM LEAVES" (3:17) [Ardmore ASCAP-Mercey, Prent, Koma] The standard is a sentimental mood piece perfectly suited to the round De Franco tones. Lovely and commercial.

THE FRANK ROSOLINO SEXTET
(Capitol 6-F-65004)

"PIVOTS FROM HEAVEN" (2:27) [Joe ASCAP-Johnston, Burke] The Frank Rosolino Sextet, a very tight, flexible, all driving and emotional as the original contains some of the more imaginative and tender love shadings.

"BOO BOO BOO DOOP" (2:27) [Billion BM] Bill Rosolino BM The Sextet eschews the fast moving item that highlights some sparkling solo and ensemble bits. Supporting Rosolino on the trombone are Sam Neto, trumpet; Charlie Atlas, alto sax; Claude Williamson, piano; Curtis Counce, bass; Stan Levy, drums.

MILES DAVIS QUARTET
(Prestige 693)

"BLUE RAYS I and II" (2:50 and 2:51) The Miles Davis trumpet presented in a two sided mood piece especially suited to the horn’s talents. Davis fans will love it.

---

For the first time in months, the uptown retailers are beginning to get that good feeling which assures them that a pretty big blowout sale is in the offing because of the nearby honeymooning they’re ordering like mad and the big pressings of Dishaw Washington, Ruth Brown, The Pongolos, Aaron Chaffin, Charles Brown, The Midnighters, Memphis Slim, Elmore James, Plunk Waters, Willie Macon, Louis Jordan, Chuck Willis, Big Maybelle, The Moonglow, B. B. King and countless other guys and dolls.

Many of these nos- selling items have been resting unattended on the racks many weeks. Many manufacturers found themselves forced to change their course of things as they found themselves in possession of earlier releases which suddenly popped up from out of nowhere to sell the later waxings which were getting the majority of the concentration at the moment. This was the case of Amos Milburn’s “Baby, You Thrill Me” ditto Louis Jordan’s “If I Had Any Sense” and Ray Charles “Don’t You Know” stellar each. Which just goes to show you that it does pay to make clever records. They may not take off like a whirlwind at first sittings due to the fact that the buying public is not in that mood to dig the message sent forth.

Malverne Distrib Distrib staff men working like champions filling the many orders pouring in for copies of the new "Teach Me Tonight" sizzler which stars the great of Washington. This baby is also showing signs of being the greatest yet for the Waxing-Queen.

The sales of Johnny Ace’s “Never Let Me Go” getting stronger and stronger with each tick of the old timepiece. The Drifters and “White Christmas” one of the greatest treats around. Ditto Lavern Baker and “Twistee Dee.”

Hugo Winterhalter’s “Beefsteak Contessa” b/w “Land Of Dreams” a complete sell-out in all its forms. . . Bobby Lester, The Moonglo and Little Willie Little Willie “So Alone” An uptown must. . . The Cheren Alphonser is not shutting up getting the calls. . . Errol Garner is in town for dates in the wax rooms. . . Sarah Vaughan’s “I’ve Got Nothing” Completely Comfortable allows the little lady to show off her best . . . Watch Johnny Otis and “I Won’t Be Your Food No More” as this one is really loaded. . . Oscar Pettiford’s new recording for Mercury is a real winner.

And speaking of jazz Osara, ’tis good to once again view the photos of former Checker Records outfits. These are the new Skydalk records . . . Bill Doggett’s “High Heels” and “Toney” still carrying the wheels of the “Resisters” out of ding-a-ling. . . Toney Bennett’s “Circling” and “Pleased Driver” a must for those who melt to the soothing sounds. . . Same goes for Billy Williams “Quartet” and “Love Me” . . . Louis Armstrong and “Whiffenpoof Song” the hepters delight. . . Roy Hamilton’s “Hurt” goes straight to the heart. . . Keep both previous focused on the name of Carmen McNee for this singing hits gaining more and more fans by the moment.

Stars Over Harlem

A Great Two Sided Hit by JOE LOCO

"HALLELUJAH"
(b/w)
"CHA CHA CHA 5"
(#10-322)

220 West 42nd Street NEW YORK, N. Y.

Two Smash Hits!

FOY ADAMS

"I LOVE MY HEART TO YOU"
(#439)

JOHN CHARLIE & Ray

"I LOVE YOU MADLY"
(#438)

Herald

IN TOPS

JOE DAVIS RECORD MANUFACTURER
1619 Broadway Chelsea 2-5100 New York, N. Y.

Their Latest

Is Their Greatest!

"ALRIGHT OH SWEETIE"
"I CONFESS"

The Clavers
Atlantic #1046

GETTING BIGGER

THE CADDILLAC

"WISHING WELL"

b/w
"I WANNA KNOW ABOUT LOVE"

JOSIE #749

Savoy #1138

Savoy RECORD CO., INC.
52 Market St., Newark, N. J.

For C&W, Hit-Hop, Pop & R&B

"DON’T DROP"

Savoy RECORD CO., INC.
3196 Elmwood St., Houston 26, Texas

It’s PEACOCK for the Spirituals...

CLEOPHUS ROBINSON

“A Charge To Keep I Have”

b/w
"Jesus, I Can’t Live Without You"

PEACOCK 1733

It’s “What’s in THE CASH BOX That Counts”

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

THE CASH BOX

“A Charge To Keep I Have”

b/w
"Jesus, I Can’t Live Without You"

PEACOCK 1733

It’s PEACOCK for the Spirituals...

CLEOPHUS ROBINSON

“A Charge To Keep I Have”

b/w
"Jesus, I Can’t Live Without You"

PEACOCK 1733

It’s PEACOCK for the Spirituals...

CLEOPHUS ROBINSON

“A Charge To Keep I Have”

b/w
"Jesus, I Can’t Live Without You"

PEACOCK 1733

It’s PEACOCK for the Spirituals...

CLEOPHUS ROBINSON

“A Charge To Keep I Have”

b/w
"Jesus, I Can’t Live Without You"

PEACOCK 1733

It’s PEACOCK for the Spirituals...

CLEOPHUS ROBINSON

“A Charge To Keep I Have”

b/w
"Jesus, I Can’t Live Without You"

PEACOCK 1733
Citation

NEW YORK—The Four Lads reached the high point in a great year last week, when they were honored by the world famous Madison Square Boys' Club with a citation commending them for "their contributions in the fight against juvenile delinquency." The Lads, a smash at the Copa Cabana in New York, qualified for the Madison Square Boys Club citation by their attempts to set an example of good citizenship to their thousands of fans and other teenagers throughout the U.S. and Canada, their native country. The Lads, left to right: Frankie Bussert, Jimmy Arnold, Bernie Towsich, and Connie Codarini, accept the citation from Sherwood T. Ernewein, Executive Director of the Madison Square Boys' Club.

THE CASH BOX

MORE AND MORE
Webb Pierce (Decca 29252; 9-29252)

I DON'T HURT ANYMORE
Hank Snow (RCA Victor 20-5698; 47-5698)

ONE BY ONE
Kitty Wells & Red Foley (Decca 29065; 9-29065)

IF YOU DON'T, SOMEBODY ELSE WILL
Johnny & Johnny (Chess 45859; 45-4859)
Ray Price (Columbia 21315; 4-21315)

EVEN THO
Webb Pierce (Decca 29107; 9-29107)

NEW GREEN LIGHT
Hank Thompson (Capitol 2920; F-2920)

SINGING HILLS
Slim Whitman (Imperial 8267; 45-8267)

COURTIN' IN THE RAIN
T. Texas Tyler (4 Star 1660; 45-1660)

LOOKING BACK TO SEE
G. Hill & J. Tubb (Decca 29145; 9-29145)

THE TEN COUNTRY RECORDS

1. MORE AND MORE
Webb Pierce (Decca)
2. I DON'T HURT ANYMORE
Hank Snow (RCA Victor)
3. ONE BY ONE
Kitty Wells & Red Foley (Decca)
4. IF YOU DON'T, SOMEBODY ELSE WILL
Johnny & Johnny (Chess)
5. THIS OLE HOUSE
Ray Price (Columbia)
6. YOU'RE NOT MINE ANYMORE
Eddy Arnold (RCA Victor)
7. WHAT'CHA GONNA DO NOW
Tommy Collins (Capitol)
8. COMPANY'S COMIN'
Porter Wagoner (RCA Victor)
9. MORE THAN ANYTHING
Carl Smith (Columbia)
10. ELSE IN THE WORLD

11. LOOSE TALK
12. NEW GREEN LIGHT
13. IF YOU AIN'T LOVIN'
14. PENNY CANDY
15. BEWARE OF IT

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

CINCINNATI CUT-UPS

Bonnie Lou (King) has just cut a new session; Among the songs are "Tennessee Monster" which could be a big one for Bonnie. For the past few weeks Bonnie has been on tour, she was in Detroit working with Casey Clark, and will be in Norfolk, Va. Sunday at the Amory with Sheriff Tex Davis. Mr. and Mrs. Don Davis have a seven-panel 12 ounce boy, born Nov. 3. Don was the country dj on WCKY and WLW before moving on to WGMT in New York. Flo Wilson (Songwriter) has signed with Southern Music. Shorty and Mae Whitson ("Excellent") have a new release out "I Won't Be Satisfied".

Well it seems that just about everyone and his brother are getting their bags packed for the DJ convention in Nashville. Among the folks that tell me they'll be there are Marty Roberts, Aunt Emme, Nelson King, Tammie Sutton, Jinnie Skinner, Lou Epitome, Art and Ruth Van Golden, Ray Lunaford, Al Runyon, Jinnie Williams and the Davis Sisters. You're truly has also pitched in a clean shirt, a pair of socks, and a tooth brush into the New York bag and heading for Nashville, but first stopping off in Cleveland.

LOUISVILLE—Sunny Hall who spins them at WKXY tells me that Neal Barrys (Columbia) has a regular show over that station three times a week. Jimmy Osborne (King) has a new country record shop and reports that business is good. Pee Wee King (Virtu) just returned to do his TV and XNB show before heading out thru the south. He played the Cimme-

Buddy Deane Holds Successful N. Y. Tour

NEW YORK—Buddy Deane, of WITH, Baltimore, brought five hun-

"It's Christmas Time"
21387

"Christmas Star"
21323

"Blue Texas Blues"
21386

"Baby Whatcha Doin' Tonight"
21385

THE CASH BOX

THE NATION'S

BIG 10

JUKE BOX TUNES
1. **MORE AND MORE**  
   (Okeh 29532; 9-29252)

2. **I DON'T HURT ANYMORE**  
   (Hank Snow  
   RCA Victor 20-5690; 47-5690)

3. **THIS OLE HOUSE**  
   (Stuart Hambleton  
   RCA Victor 20-5739; 47-5739)

4. **ONE BY ONE**  
   (Kitty Wells & Red Foley  
   Decca 29065; 9-29065)

5. **THIS IS THE THANKS I GET**  
   (Eddy Arnold  
   RCA Victor 20-5805; 47-5805)

6. **IF YOU DON'T, SOMEBODY ELSE WILL**  
   (Jimmy & Johnny  
   Chet 4039; 4-4839)

7. **NEW GREEN LIGHT**  
   (Hank Thompson  
   Capitol 2920; F-2920)

8. **LOOSE TALK**  
   (Carl Smith  
   Capitol 21317; F-21317)

9. **EVEN THO**  
   (Wobb Pience  
   Decca 29107; 9-29107)

10. **BEWARE OF IT**  
    (Johnny & Jack  
    RCA Victor 20-5880; 47-5880)

**ROULETTE** (2:30)  
   [American BMI—R. Torok]

**HAVANA HUDDLE** (2:16)  
   [American BMI—R. Torok]

**MITCHELL TOROK**  
   (Disc 29226; 9-29226)

- The "Caribbean" fellow, Mitchell Torok, makes his strongest showing since his initial smash, with a terrific item that could soar right up to the top rung on the "hit" ladder. Tagged "Roulette," the tune is a Torok original with an infectious wedding of melody and lyrics. The chart's delivery is top drawer with the Latin-flavored, roulette gimmick adding to the deck. Under lid, "Havana Huddle," is a fast paced Latin-flavored piece that Torok performs with ease and appeal. Edge goes to the top half.

**IT'S A PITY WHAT MONEY CAN DO** (2:17)  
   [Acuff-Rose BMI—Robbins]

**TIME GOES BY** (2:20)  
   [Acuff-Rose BMI—Robbins]

**MARTY ROBINS**  
   (Columbia 21124; 4-21324)

- Marty Robbins, who's been teetering on the brink of the real big one with his previous releases, comes up with a pair of platters that could push him up into the magic circle. The upper deck "It's A Pity What Money Can Do," is a middle tempo weeper that Robbins projects with heartfelt emotion. The artist bemoans the fact that a wealthy man has stolen away his sweetheart's affections. Reverse side, "Time Goes By," is in a charming up-tempo romantic style. Robbins waxes in polished style. Looks like two flickers with the top side leading the way.

**THE CASH BOX BULLSEYE OF THE WEEK**

**News that's UP-TO-THE-MINUTE REVIEWS of the LATEST RECORDS CHARTS compiled EVERY WEEK from LEADING RECORD FIRMS, ARTISTS and PUBLISHERS.**

**Every Week In THE CASH BOX ALL FOR ONLY $15.00 PER YEAR (52 ISSUES)**

**THE CASH BOX**  
26 West 47th Street  
New York 36, N. Y.

Please enter our subscription for 1 year (52 issues) at $15. Enclose Order Check □ Please Send Us A Bill □

**FIRM NAME**

**ADDRESS**

**CITY**

**ZONE**

**STATE**

**Individual's Name**

"It's What's in THE CASH BOX That Counts**
The Third National Disk Jockey Jamboree held in conjunction with WSM's Grand Ole Opry's 29th Anniversary, which opened Nov. 17 in Nashville turned out to be a huge success! The event was highlighted with the presence of ‘top’ disk jockeys from most of the major radio stations from all the big Country Music Shows in the country, and top brass from all of the major record companies, trade publications and music companies! Casey Clark, Webb Pierce and Ernest Tubb recently played to 6,500 persons in two shows in Des Moines, Iowa. Among the stars of KLTV in the promotion was Roy Acuff and his Smoky Mountain Boys and Girls embark upon a tour into Alaska the latter part of this month in an entertaining service tour there. Ray Price and his Western Cowboys also who like to know all about the industry.为答案

Hey, out. Texas. You hope Katz, currently the manager of the Eight” has WLS performance at Floyd Cramer and Jimmy Day return to the Hayride after jaunt to the West Coast. Jimmy Wright in the event were Doyle and Todd Joe Wilburn Brothers, Joe Vincent and Gordon Terry, Tommy Collins, and Ken Nelson, A&R chief for Capitol's C&W department, Hubert young, who manages the Wills Brothers also attended the event.

HAYRIDE HAPPENINGS — William Black and Winfred Moore have joined Fred Colley in his organization and the late Miss Hayride as reporter. Betty Amos, Johnny Horton, and Slim Whitman and his band are touring West Texas. Bill Walker (Columbia) joined the Hayride. A beat in November 20th. Johnny Mathis, Jimmy Lee and the Cast of Triumph Theatre of Terry Floyd Cramer and Jimmy Day return to the Hayride after jaunt to the West Coast. Jimmy Wright in the event were Doyle and Todd Joe Wilburn Brothers, Joe Vincent and Gordon Terry, Tommy Collins, and Ken Nelson, A&R chief for Capitol's C&W department, Hubert young, who manages the Wills Brothers also attended the event.

WLS NATIONAL BARN DANCE - Sen. Estes Kefauver of Tennessee was a recent visitor to the Nat'l Barn Dance. The 1953 edition of the WLS Family Album has just been released. To satisfy its listeners, it has published the album annually since 1936. The program features star material, special features, WLS personalities and their families, “The Twirling Wind” of Bloomington, Ill. were great square dancers on the WLS Nat'l Barn Dance. The album also contains a few dance tunes, according to group's agent, Frankie More! Bill Monroe (Decca) recently celebrated his fifteenth year as a featured artist in Grand Ole Opry. Cousin Jody returned to act of Lonzo and Oscar Nov. 17, and as of this time, Cousin Ick made a switch to Bill Monroe's group. Faye Young was held at Atlanta, Ga. Nov. 17, with big parade and all the extra fixings. Joining Faye in the event were Doyle and Todd Joe Wilburn Brothers, Joe Vincent and Gordon Terry, Tommy Collins, and Ken Nelson, A&R chief for Capitol's C&W department, Hubert young, who manages the Wills Brothers also attended the event.

COUNTRY SMATTERINGS - Happy 80th, Andy Wilson, all deejays of Orlando, Fla. recently completed in a bonafide stock car race. It seems that Jim Wilson won everything; Fred Colley won the first item on which the race was based, and Jimmy “Big Exhaust Voice of 1954.” Jim Wilson also reports that the new List Record by Back Scratch (Columbia). On the other side, and that Fred Baker's new Capitol record, “I Is Or I Ain't” sounds like a hot hit! Hank Tompkins' manager, Jim Halsey now stationed at the Red Stone Arsenal, U. S. Army, Huntsville, Ala. Alan Perryman, manager and deejay at KSLJ, Glendale, Texas, promoting Country music to the tune of thirty-seven hours per week. Reuben covering twelve counties. Joe Johnson, publicity rep for Gene Autry, reports that Autry is out for the Fat Country and his Delta Boys recently travelled to hug the WLS personalities and their families. “The Twirling Wind” of Bloomington, Ill. were great square dancers on the WLS Nat'l Barn Dance. The album also contains a few dance tunes, according to group's agent, Frankie More! Bill Monroe (Decca) recently celebrated his fifteenth year as a featured artist in Grand Ole Opry. Cousin Jody returned to act of Lonzo and Oscar Nov. 17, and as of this time, Cousin Ick made a switch to Bill Monroe's group. Faye Young was held at Atlanta, Ga. Nov. 17, with big parade and all the extra fixings. Joining Faye in the event were Doyle and Todd Joe Wilburn Brothers, Joe Vincent and Gordon Terry, Tommy Collins, and Ken Nelson, A&R chief for Capitol's C&W department, Hubert young, who manages the Wills Brothers also attended the event.

ROYALTY SETTLE KING TO LOUISVILLE

NEW YORK — A conversion ceremony, instituted by Charles H. Katz, Attorney, in the Supreme Court, New York County, on behalf of Jimmy Kennedy and Nat Simon, songwriter, for the sum of $9,000.00 representing un-paid royalties covering the musical compositions entitled “Down The Trail Of Aching Hearts”, “Poor Whip—Poor Will”, “I Want My Kisses” From Your Lips Only”, against Al Galileo Music Co., Inc., Joseph Shilman, Al Galileo and Charles Trotta, was settled out of court by the payment to the plaintiffs of $7,500.00 and the reassignment of the copyrights of the above-mentioned songs, it was reported this week by Mr. Katz.

LOUISVILLE, KY. — Louisville, Kentucky is the new home of William H. King Enterprises, the booking-out point of some of the top Country and Western talent.

Prior to moving to Louisville, Bill King, was established in California for five years as manager for Judy Canova, followed by a three year fellowship with Associated Booking Corp., of Chicago. King has booked such artists as Pee Wee King, Red Stewart, Rex Allen, Ray Price, Judy Canova, Eddie Dean, Nesty Harris, Randy Archer, Tommy Barnes, Goldie Hill, Ginger Calhoun, and the House Sisters and Mary Ann Johnson.

The new offices are located at 500 Vaughan Building, on the corner of Third and Main Streets.

Country Round Up (Continued)
All-Directional Sound

Another great Seeburg first!

All-directional sound is the latest Seeburg contribution to greater listening pleasure. With this amazing Seeburg development, music is beautifully and faithfully reproduced at the same tonal level everywhere in the room. To make this possible Seeburg has engineered the finest electro-acoustical system ever built into a coin-operated music system.

Mounted at the front of the acoustical chamber are two heavy-duty, 12-inch low-frequency speakers and a 5-inch high-frequency speaker. Wide-range 8-inch speakers are mounted on either side.
GROWING!

As the industry grows, each person comprising the industry, grows space.

The fact remains that, over the past years, many have received bonuses of growth which they have never expected, nor ever dreamed they would receive.

For example, some years back, a route was valued at the cost of the equipment in each location.

Then operators began to demand part of the yearly income against cost of the machines.

Today, goodwill has also entered into the picture, with the resultant effect that, in some territories, after cost of equipment and settlement of intake is made, there is added onto the overall price—goodwill.

And this is where growth in this industry, in many, many cases, is most noticeable.

Here the operator obtains what he believes his services building the route are worth.

And tho, many times, his price may seem high, it is, if everything else is considered, only a fair price for the effort, energy and salesmanship expended by the man who started the location, and who made the location a profitable business venture.

So growth continues. And becomes ever greater. And is, today, exemplified, in financial terms, such as the above, where "worth" is considered in the "goodwill terms" which are set up for sales of routes, as well as sales of equipment, in the locations composing those routes.

It took some years to convince the average buyer that there was some goodwill which should be added to the price.

Because of this convincing argument, and the fact that it has been successful, especially in many outstanding territories, the industry continues to grow, grow and grow.

It is almost inconceivable today to imagine anyone with small capitalization entering into this industry with the same number of machines which he could have purchased around the '30's, and become as important a factor in his territory, as many did become, in those days.

A tremendous number of people now engaged in this industry, if they will pause for an instant to think about what growth has come into being, will be amazad to realize the amount of monies they would have to expend to equal the position they now enjoy.

And this is what is meant when people continually report that:

"The industry is growing."

It is most definitely sure that the acme of its true growth is as yet far off into the future.
**DIME PLAY SPREADS**

**Even Without Full Agreement Among All Music Ops Over 25% of Los Angeles’ Juke Boxes Feature 10c Play. In Chicago, San Diego, Rockford, Detroit, San Jose, Grand Rapids and Many Other Cities Ops Very Happy With 10c Play Music. Music Ops in Kansas City, Cleveland and Other Important Cities Urging All to Change Over to 1 Play 10c, 3 Plays 25c.**

**Chicago**—1954 will go down in history as the year when dime play made its greatest advance.

Due to the inflationary economy of the nation, and the further possibility that inflation may become even worse as the months go by, all music operators have come to the realization that a change from nickel to dime play is actually imperative if they wish to remain in business on the most sort of profit basis.

Costs have continued to rise and where this publication has been reporting that since 1930, costs have risen 300%, the general belief among the trade’s music leaders is that costs have risen better than 400% and more since 1938, the year the nation’s economists use when rating the American Dollar as actually worth 100 full American cents. Today’s Dollar is reported to be worth 8¢ in comparison.

As has been pointed out in this publication time and again in past years, in fact it is over 12 years now that The Cash Box has urged the nation’s music operators to change over to 1 play 10c and 3 plays for 25c, even if the operator should lose 50¢ of his play action, that is: take in only half as many dimes as he now takes in nickels; he would not only be taking in just as much money, but what is more important, he would be enjoying tremendous savings—50% less servicing, 50% less wear and tear on his phonographs, 50% less everything in overhead expense and this means, 50% more earnings.

City after city, during 1954, suddenly came to the realization that an increase in the cost of music play action was absolutely necessary to offset the continued growing inflationary overhead expenses. This brought about the biggest spread of 10c play action ever yet known.

Operators realize that with the cost of high fidelity phonos going up constantly, due to tremendously increased labor costs and greater use of high price components, creating the finest juke boxes yet known to the industry, as well as supplies, parts, and all other necessities increasing in cost due to higher wages for labor, more money must be taken in to balance the increases.

Operators in city after city, where 10c play has become fact, have learned that their location owners are in full agreement with them regarding an increase in playing cost. The few location owners who have been skeptical or who have dissented have, after a while, also fallen into line and, in most cases, have proved themselves the greatest proponents for dime play.

Perhaps the finest expression regarding what 10c play has done comes from Lou Casals of Rockford, Illinois, who expressed himself in an advertisement in the Twelfth Anniversary Issue of The Cash Box, in the following terms:

"Thank God for 10c play."

The same could be said of Robert Lindelf, president of the Music Operators of Northern Illinois, who stated:

"If they ever go back to nickel play, I'll sell my business."

The statement of Phil Levin, secretary of the Recorded Music Service Association of Chicago, should also be included, he said:

"The only thing that has kept, and is keeping us in business today, is 10c play."

Dwight Osborn of San Jose, California, said:

"Dime play's the complete answer to the operators' problems."

Roy Small, public relations counsel and compiler of the United Music Operators of Michigan, said:

"The biggest thrill I've yet had, since the formation of our association, is the fact that the membership is now going to change over to dime play."

From Jacksonville, Grand Rapids, San Diego, and many, many other cities, similar expressions are heard.

All agree that this small increase in play cost is what the trade needs to somehow cover the tremendous overhead expenses which have come about in these past inflationary years.

**Salesmanship Revival Outstanding Necessity**

**Manufacturer Points to Need for More Intensive Sales Programs to Stimulate Business and Assure Continued Great Growth for Industry**

**CHICAGO**—"The most outstanding necessity for all engaged in our industry at this time is a complete revival of aggressive, progressive and intelligent salesmanship, as well as a revitalization of sales programs, building for an ever great and more assured future for all concerned with this field."

So spoke Samuel Wolberg of Chicago Coin Machine Company, pointing to the fact that, tho many continue ahead on various types of programs, there is, without any doubt, a tendency towards complacency and a lack of drive to obtain knowledge, as well as sales points, for the greater growth of the industry.

"Lack of continued drive for any industry causes a trend toward stagnancy," said Wolberg.

He pointed to the fact that almost every industry in the nation has revitalized its salesmanship and sales programs and has brought greater progressiveness to its field so doing.

"The time has come", he continued, "when all of us must realize that we just can't expect to sit back and wait for every game to be a hit. We must get out there and sell just as hard as we had to sell in the early days when we first started out."

This must be the key on all sales.

This goes for everyone engaged in the industry, whether operator, jobber, distributor or manufacturer. Only by intelligent and progressive salesmanship can we expect the industry to continue growing and prospering.

"We can no longer afford to depend on anyone else to help Ames do the business to ever greater heights. Complacency, which comes about with a certain modicum of success, must be jarred out of the peoples who call this their industry. They simply must convince themselves that salesmanship is just as outstanding an attribute and requirement today as it ever was."

He also sagely remarked, "The fact that we have enjoyed great growth and some financial success should not blind us to the continued greater future of our industry. We must get out in the field and do things with strong and outstanding salesmanship, combined with intelligent and aggressive sales programs the way we always did, to start this industry growing and to continue its growth for the future."

In his estimation, Samuel Wolberg said, "A revival of aggressive, progressive and intelligent salesmanship for all levels of our industry is vital necessity today."
**GOTTLIEB'S**

**STAGE COACH**

and proven, accepted

**GOTTLIEB'S**

**Super JUMBO**

- MULTI-TILT FEATURE Asian continues for remaining players even though one or more players tilt out their own scores.
- TRIPLE MATCH Feature with multiple play awards.
- MODERN MASSIVE CABINET.
- BURGLAR-PROOF CASH BOX.
- ADVANCE DESIGN SCORING UNIT! A Gottlieb perfected unit with heavy duty coils; metal drums for easy cleaning.
- 1 to 6 Rotation Sequence Awards Replay.
- 5-Drop Through Holes Awards Replay-Mystery Feature Spots Holes.
- A-B-C-D Rollers When Made Give Additional Replays.
- HIGH SCORE TO 7 MILLION.
- Super Point Scoring Using Multiple Point Totals.
- 3 Pop Bumpers.
- 2 Flippers.
- 2 Cycloonic Kickers.

**D. GOTTLIEB & CO.**

1140-50 N. KOSTNER AVE.

CHICAGO 31, ILLINOIS

---

**AMERICAN REPORTS RESULTS FOR NINE MONTH PERIOD**

Barney (Shugy) Sugarman and Irving Kaye spent a few days in Miami Beach on a business and pleasure trip, then went to Chicago. They will go on to the West Coast from there. Shugy and his wife Molly will be back in Miami Beach in time for the 4th Annual Dinner and Dance given by the A.M.O.A. . . . Dave Engel, County Amusement Co., contributed a jube box for a Carnival held by the Civic Club in the North West section of Miami. All money made at the Carnival goes to charity. . . . Eddie Petrcnic, North Dude Amusement Co., has purchased the Fidelity Music Inc., which is a system of background music for the better class restaurants and hotels. . . . Murray Horowitz, Bishop Music Co., donated a jube box to the Hialeah-Miami Springs Optimist Club, and he has received a Citation signed by J. R. Tomilson, president. Murray is very proud of this Citation and has displayed same in his private office. . . . Joan Guberman, bookkeeper at Taran Dist. Co. along with receptionist Virginia Heinerman attend the A.M.O.A. bowling meets every Monday evening to cheer their team on, namely the Rockola's. So far their cheers haven't helped much. . . . Ann Lemlick (Mrs. Irving Lemlick) has resigned her position as receptionist at Bush Dist. Co. to become a home maker and mother. Taran Dist. Co. has appointed J. T. Elkies as manager of the Jacksonville office. Elkies held the same position with Southern Music Co. for the past nine years. . . . Marvin Luber, Pan American Dist. Co. says the Fontane Sisters have a hit in their recording of "Hearts Of Stone." He claims it is one of the fastest selling records he ever had. . . . Harry Steinberg, Stirling Music, awaiting the large influx of horseman in Fla. His route is mainly in Hialeah, and his collections are sure to jump.

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

30, 1954, of $45,818, equal to 21 cents a share, John W. Haddock, president, announced.

For the similar nine-months period last year, the company reported net profit of $135,208, equal to 62 cents a share. A total of 229,570 shares were outstanding at the end of both periods.

Haddock said that results in recent months were adversely affected by the heavy expense incurred in connection with production changeover and other costs incident to the introduction of the new "Model F" machine which features a multi-horn high fidelity system of reproduction.

Looking to the future, Haddock expressed optimism. "Orders for the new model have been received in excess of manufacturing capacity for some time to come," he said.
Baltimore, Md.—"All those in favor of converting to dime play, say 'Aye'" said Irv Goldner, president of the Amusement Machine Operators Association of Greater Baltimore, at a meeting of music operators (both member and non-member operators), held Monday night, here.

Every operator present shouted "Aye". So, unanimously, the music operators of Baltimore, went on record as favoring dime play.

It was decided that conversions should begin immediately, and that by December 1, all operators should be changing over their equipment. A target date was set for January 1, 1955, with most operators hoping to have all their machines on dime play by that time so that they could take advantage of the Christmas and New Year holidays.

Several operators in the area are already converting machines, the program actually spearheaded by Pete Mongelli of Jacquem Enterprises, who reported to those present that resistance by locations was practically non-existent, and that collections made on dime play machines showed increases which in many instances ran to almost 100% over 5c play.

The operators listened to talks by several out of town visitors. Joe Orleck, publisher of The Cash Box, outlined dime play successes in other territories throughout the nation, and advised the operators that since The Cash Box started to advocate dime play, some 12 years ago, this past year, 1954, was the year that saw the most activity. He predicted that 1955 would be the year music operators would "snowball" toward dime play.

Carl Payesi, president of the Westminster Operators Guild, and Louis Tartaglia, treasurer of that organization, invited guests from Westchester, N. Y., to tell the gathering of their experiences with changing over to dime play, which proved most successful. Tartaglia, as a matter of fact, told how he had opposed the dime play idea, and only went along with the plan to work with his association. "Today" he said, "I am the most enthusiastic advocate of dime play. Increases on the average for those machines I've changed over to dime play, run more than 40%.

The Westchester operators used a certain percentage of EP records programmed in their machines. The Baltimore operators will proceed along the same plan. The intention is to have these records on the machines to overcome immediate squawks from patrons. As the dime becomes habit, the operators expect to cut down the number of EP's and then eliminate them entirely.

Jack Mintz, regional representative of AMI, also told the operators of the experiences of music operators in other territories which he has covered.

Most of the operators present at the meeting were lavish in their praise of the campaign The Cash Box has been waging for so many years to bring the operator around to dime play.

So Baltimore, like many other territories, does dime play. Who's next?

---

Miller Appoints Al Schlesinger Special Rep For MOA Membership Drive

Oakland, Calif.—Al Schlesinger, nationally known in the coin machine industry for many years, has been appointed special representative in a membership drive for the Music Operators of America, it was announced by George A. Miller, MOA President.

Schlesinger, long a familiar figure in association affairs, is thoroughly familiar with all the activities in which MOA has been engaged in behalf of music operators all over the nation.

The appointment of Schlesinger is spearheading an attempt by MOA to enroll every operator by the opening of the next 3-day MOA Convention in Chicago on March 28th.

Miller will appoint others to the MOA staff. However, Schlesinger will act in the capacity of a personal representative to the National President in the membership drive.

Miller states that he is sure that after the music operators of the nation hear what the newly appointed representative has to say about MOA, there will be no further question about their joining the national association.

Schlesinger expressed hope that every music operator would become a member of MOA so that they may attend the national convention, raise their voices and thereby play a part in the future welfare of their industry.

At the next convention meeting, every problem facing the music operators will be thoroughly discussed and voted upon by all those present.
Our Best Wishes for a Bounteous Thanksgiving in the Great American Tradition

ROCK-OLA
MANUFACTURING CORP.
800 N. KEDZIE AVE., CHICAGO 51, ILL.

"It's What's in THE CASH BOX That Counts"
Music Operators COME IN AND SEE...
The Latest and Greatest Of All Juke Boxes

---

ATTENTION OPERATORS IN GEORGIA & SOUTH CAROLINA
WHAT DO YOU HAVE TO TRADE? WE NEED USED EQUIPMENT

---

CROWN MUSIC CO., INC.
631 11th STREET
AUGUSTA, GEORGIA

---

WANTED TO BUY

<table>
<thead>
<tr>
<th>SEEBURG</th>
<th>M-100A</th>
</tr>
</thead>
<tbody>
<tr>
<td>SEEBURG</td>
<td>M-100B</td>
</tr>
<tr>
<td>WURLITZER</td>
<td>1250</td>
</tr>
<tr>
<td>WURLITZER</td>
<td>1600</td>
</tr>
<tr>
<td>WURLITZER</td>
<td>1650</td>
</tr>
<tr>
<td>WURLITZER</td>
<td>1300</td>
</tr>
<tr>
<td>WURLITZER</td>
<td>1550</td>
</tr>
</tbody>
</table>

And all other late model phonographs
WRITE OR CALL US FOR PRICES

---

The Cash Box
Page 40
November 27, 1954

Atlas’ Pittsburgh Opening
Biggest in City’s History

Hundreds Pay Respect to Phil Greenberg
and His Beautiful New “Atlas Music Building”.

PITTSBURGH, PA.—This past Sunday, November 14, saw crowds of hundreds of operators, distributors, suppliers, manufacturers, many bringing their wives and children, attending the grand opening of the new Atlas Music Company Building at 2231 Fifth Avenue, this city.

It is estimated that long before the festivities were ended over 1,000 people had inspected this beautiful new distributing building.

Acting as hosts and hostesses for this big occasion were the executive members of the firm and their wives. These included: Phil Greenberg, Lou Hoffman, Eddie Shore, Ed Barker, Ben Louk, Sam Lamanna and Steve Burik.

To say the least, it proved to be the biggest opening of its kind in the history of this city, and a gala event in every regard.

Personal friends of Mr. and Mrs. Greenberg also came to pay their respects.

The tremendous lobby was absolutely belied with floral bouquets. One tremendous horseshoe of flowers, over seven feet high, occupied the entire entrance.

The building itself is extremely well arranged with parking in front for those who wish to call at the offices, as well as parking space in the rear of the building, where over 60 autos can be accommodated.

The entire building occupies over 12,000 square feet of space. The entrance is modern in every regard. Everything is on one floor. The huge lobby features the parts department as well as a record one-stop service installed by Lou and Bernard Boorstein of Leslie Distributors with Sam Lane as manager.

To the extreme end of the lobby are two showrooms. One for the Seeburg music equipment. The other for the products of Bally Manufacturing Company. These are the two firms Atlas represents in this territory.

A very well arranged repair department, completely modern in every respect, can be reached from the front offices or from the rear of the building.

The storage space is immense. Shipping, loading and unloading platforms at the rear of the building are so arranged that operators need but back their cars and trucks right up to the platform and roll out their machines.

The offices of the firm are enclosed in modern glass partitions and the inner sales offices can also be seen very easily. The private offices of Phil Greenberg are outstandingly beautiful. The decor is completely modern in every regard.

Many came from miles away to be present at this opening and pay their respects to Phil Greenberg, Maurie and Eddie Ginsburg and their wives, Atlas Music Company, Chicago, were on hand helping Mr. and Mrs. Phil Greenberg greet all guests.

From the J. P. Seeburg Corp. there were present: C. T. McKelvy, Charles Smith, Al Gange, Ray Lindgren, H. L. Kelly, Jack Gordon, Ernie Rizzo and J. J. McClelland.

Joe Fishman came from Newark, N. J., Meyer Parkoff from New York City, Ed Shaffer, Sr. and Jr., came from Columbus, O., Lou Nemish from Detroit, Mich., Mr. Lenick from Baltimore, Md., Ben Kolick from Buffalo, N. Y., Harry Pearl and his wife from Elizabeth, N. J.

Representing Bally Manufacturing Company was Art Garvey, well known and well liked by all present. Art was busy greasing friends all day long who came to see the new Bally games. He didn’t have a moment’s rest as operator after operator came over to shake his hand.

To crystallize the expressions of the majority in one condemnation:

"This is the most outstanding and most fabulous opening in all the history of the City of Pittsburgh."

"And", as most continued, "so one better deserves this great tribute and honor than does Phil Greenberg and his Atlas firm."
The Originator of Coin Operated Guns presents

SPORTLAND MODEL 414 MOVING TARGET SHOOTING GALLERY

SIX ALL MOVING TARGETS
LIGHT UP TARGETS
SPINNING TARGETS
ADJUSTABLE SPEED TARGETS
BLACKOUT TARGETS
STOP & GO TARGETS

JUMBO EZ SERVICE CABINET
SEPARATE DOUBLE MATCH TRIPLE MATCH AND GAME METERS THOROUGHLY TESTED BERYLLIUM COPPER CONTACT BRUSHES

EXHIBIT SUPPLY
4218 W. LAKE STREET - CHICAGO 24, ILLINOIS

"It's What's in THE CASH BOX That Counts"
Announcing: THE GRAND OPENING OF—
OUR MODERN NEW SHOWROOMS in Los Angeles

- Large Up-to-Date Ultra-Modern Showroom
- Spacious Parts Department
- Complete Service Department

Exclusive Wurlitzer Distributor for Southern California and Southwest Nevada.

YOU ARE CORDIALLY INVITED TO COME IN AND SEE OUR COMPLETE LINE OF
NEW WURLITZER PHONOGRAPH AND ACCESSORIES

2775 W. Pico Blvd., Los Angeles 6, Calif.
Phone R'public 1-6371

SIERRA DISTRIBUTORS

Getting Ready

“20 Yr. Club” Overwhelmingly
Agree On Early ’55 Meet

Many Propose Two Day Meet In Las Vegas, Nev.
May, 1955, Chosen By Majority

CHICAGO—Each day, for some weeks now, the members of The Cash Box’ “20 Year Club,” people who have been engaged in the industry for 20 years and more, have been sending in their answers to the questionnaire which they received from this office of The Cash Box.

The answers have been overwhelmingly, “Yes,” as far as an annual meeting of the ‘20 Year Club’ is concerned.

The majority suggested that the month of May, ’55 be the month for the meeting.

The majority suggested 3 and even 4 days, the greater majority felt that 2 days would prove sufficient.

All want leading speakers to be present. Among these Senator Homer E. Capehart, Ray Moloney, David Gottlieb, and other noted leaders of the industry were suggested.

It was also recommended that “professional speakers, as well as noted members of the ‘20 Year Club’, speak before the entire membership.”

The majority want to hear speeches concerning “the future progress of the coin machines industry”.

Since so many suggested Las Vegas, Nevada, as the meeting place, it is being presented to the membership for a general vote.

(The voting sheets will be in the hands of the “20 Year Club” members within a very short time).

Some of the answers should prove interesting to all in the industry.

From Cincinnati, O., “Positively, Yes,” was the answer regarding an annual meeting. From Woodward, Okla., “Absolutely, yes.” From St. Louis, Mo., “Sure thing.” From Grand Rapids, Mich., “Definitely should be a meeting.” From New Orleans, La., “Of course and make it right away.” From Newark, N. J., “Absolutely okay.”


And so it went, week after week, as dozens and dozens of answers were received from members of The Cash Box’ “20 Year Club” regarding an annual meeting once during the year of all the old timers, the people who have been in the industry for 20 years or longer.

“It’s What’s in THE CASH BOX That Counts”
Mallory of Mallory Distributing Company just back from a trip that took him and Welby Fairburn, the new singing sensation to Mississippi, Alabama, and Florida calling on disk jockeys and dealers—A real record breaker for Welby “I Feel Like Crying” in New Orleans and vicinity. . . . A correction please on the error of saying “Pete Nastasi” part owner of Globe Technician. It should have said Jake Nastasi, new part owner. . . . Everyone so busy at Taran wrapping up gifts for the big Christmas party. You could hardly wade thru the ribbon and Christmas paper. Taran reports the nicest letter from our good friend Joe Delaney, who represents the “X” labels in New York. . . . Glad to see Betty Alba nof Joy Amusement out on her route after her long period of sickness. . . . Ceeser, salesman for Huey Distributing Company trying to locate some of these fast moving operators, and doing a good job. . . . Clinton V. Collins of Grenada, Miss. in town. Was away his part of the season, he said he could not make the trip. Had to stay and take care of their booming routes. Maybe next time Clinton can stay and Lexie can make the trip. . . . Bob Good of Memphis, Tenn. in also in town and reports he ran into our good and dear friend Henry Fox. Fox and family reside in Memphis, Tenn. now. . . . Dan Cohen, Crescent Cigarette Service, dropped in. Dan has the right prescription if you are interested in a good reducing diet. . . . Linda Kelley of Wego Amusement decided to study beauty culture. . . . Vincent Marcello, Huey Distributing Co. Just back from a trip up to the Windy City. . . . A speedy recovery to Mrs. Holt, wife of the Dodgers Amusement are mechanic.

Nick Carbaejal, of Crown Novelty Company, says his showing of the J. H. Keeney new bowlers, the “American” and “National,” is still going strong. . . . Martin Tortoroch, Baton Rouge, reports his routes in good condition and business good. . . . Howard Hatch, Baton Rouge, an old time operator who sold his routes some months ago, sitting at his cash register in his beautiful cafe taking life easy. We wanted to know just what was doing in the business, Howard is still an operator at heart. . . . Dick Simmons, Alexander, was a busy boy. He took a jive box out of his bar for a good hot location. He said business was fair, but he could set more locations if he wanted. . . . Bob More, Alexandria, was making plans for a trip to New Orleans for the showing of the J. H. Keeney bowlers. . . . Could not catch Louis Seguri, Alexander, but talked with Mrs Seguri. She reports her business for the season was good. . . . W. W. Funchess, Alexandria, reports his coin machine biz was good for the season. . . . E. T. Warner of Lyric Music reports a good season for his routes, while over at Vicka fun house everything was a hummer. . . . Eddie Dungan, of United Service, Lafayette, was out getting nickles. His said business was good.

Frank Toce, of Melody Music, Lake Charles, had a fish story too big to print in this issue. . . . A. D. Wagster, of Wagster Music, Lake Charles, reports his routes in top tip condition. Has all of his spots covered with new machines and business is good. . . . Khouey’s record shop was a very busy spot.

S. H. Novelty Distributing Co., Shreveport, was getting ready for their showmen’s meeting held November 15th. T. W. Hughes and Mrs. Myrtle Single were very much enthused over the show. . . . Ran into Bill O’Connor, star salesman of Lynne Distributing Company of Dallas, Texas, at S. H. Novelty. Bill had been in Shreveport for several days. Bill reports his driving pitch to C. G. McCain, old time spot in New Orleans, was good business was good with a Capital “G.” . . . Had a laugh watching G. C. McCain running to his car as the cop drove up to give him a parking ticket, but G. C. beat the cop to the car. . . . Had coffee with Tommy McGuire brewed by Mrs. D. R. Valentine in their office. Mrs. Valentine can sure brew a pot of Joe. Tommy reports his routes in good condition and making money. . . . S. E. Nielsen reports his routes of Cigarette Vendors tops for this year. . . . Jimmie Daspit, of Jimmie Vending Company, says his routes with his business good for the year. Jimmie is the biggest bowler operator in Shreveport, and reports the take is good.

Had a nice talk with W. T. Silmon, Monroe. W. T. has the Candy Vendor business just about sewed up and around Monroe, but was thinking of a change. . . . W. G. Ward, of Delta Automatic Music, Monroe, says he has had a very nice business through the season summer, and was betting on a good winter. . . . Jiffy Bowler and Big Lott, of Twin City Music, were still betting on the tall Texan with his new number and Jimmie Redman. . . . Mrs. Myrtle M. Singpa, of S. H. Novelty Company, Shreveport, La., comes into the Twenty Year Club with a gold card, as Martel can go further back than many of the other clubbers. Her partner, T. W. Hughes, has some years to go before being eligible for Twenty Year Club, but says his business is better. Benny Nastasi has a radio and television shop in connection with his routes of music and amusements. . . . Earl John, of Earl Amusement, Crowley, was out on his route but I spoke with brother, Lee John. Lee, a Twenty Year man, has some good ideas for a new pin table. . . . T. H. Collins, Cameron, was talking bowlers for his routes this winter and was headed for Crown Novelty, New Orleans.

"It's What's in THE CASH BOX That Counts"
Exhibit Ships New Gun

Initial Orders For “Sportland Shooting Gallery” Piling Up At Factory In Record Fashion

CHICAGO — Exhibit Supply, this city, introduced to the trade this past week its new gun game, “Sportland Moving Target Shooting Gallery.”

“Sportland Moving Target Shooting Gallery,” said J. A. (Art) Weinand, “is an entirely new conception of a moving target shooting gallery and the outstanding member of a proud line of original gun games manufactured by Exhibit Supply.

“Every single one of these gun games has been a tremendous success. Here at Exhibit, guns have always been our specialty, and ‘Sportland’ is an original gun that is entirely new. Distributors’ samples,” continued Weinand, “have been enthusiastically received, and orders are piling up at the factory in an unprecedented number.

In designing the new ‘Sportland Shooting Gallery,’ Exhibit engineers aimed specifically at a gun game which would have outstanding player appeal and which would maintain player interest over a long period.

“Sportland Shooting Gallery,” Weinand stated, “not only offers the player a variety of targets, but also stop-and-go action, off-and-on target lighting, targets moving at different speeds and a chance to shoot the lighted targets in a unique ‘blackout’.

“Sportland Moving Target Shooting Gallery” scores as follows:

1. Every five moving duck or moving rabbit targets score 100 points each with a bonus of 500 points for the fifth hit.
2. Upon the fifth hit, one of the three light-up disks starts revolving and tallies 1000 points if the light on it is hit.
3. By hitting five duck and rabbit targets (100 points each), a player starts the middle light-up disk revolving which scores 1000 when its light is hit.
4. Five more duck and rabbit target hits (100 point each) start the third light-up disk which scores 1000 points when its light is hit.
5. Eighteen hits out of 18, 19 or 20 shots black out the game except for a red glow. The player then shoots at all three moving light-up disk targets with 1000 points registered for each hit.
6. By shooting two more moving duck or rabbit targets (“blackout”), a player can score 600 points (300 for each of the two hits).
7. As the game resets, a match number is shown. A double match is made if a Star appears over the number, and a triple match if both a Star and a Cloverleaf appear over the match number.

The speed of the moving targets can be controlled by the operator to meet all location needs and thus insure maximum ‘dollar per hour’ income.

“The new attire of ‘Sportland,’” Weinand said, “is an attractive ‘Jumbo cabinet’ which dresses up any location. All service is handled from the full-size front door of the cabinet, which is provided with double locks.

‘Sportland,’” concluded Weinand, “was initially and officially displayed by Exhibit distributors on Friday, Nov. 19, but so many orders have been received before this announce- ment that the factory is operating at top speed and the demand by already issuing a second production order.”

Wurlitzer Winners Bermuda-Bound

NEW YORK—Aboard the Ocean Monarch Bermuda-bound is this party of Wurlitzer distributors and their wives, together with many officials. The distributors are guests of the company on the trip as a result of outstanding showings during a Wurlitzer sales contest last summer. The party (left to right)—Mr. and Mrs. R. B. Williams, Dallas, Texas; Mr. and Mrs. John Biletta, Newark, N.J.; Mr. and Mrs. Roy F. Walmersdorfe, vice president and manager of Wurlitzer's North Tonawanda plant; Mr. and Mrs. Gary Sinclair, West Coast Wurlitzer district manager; Mr. and Mrs. A. H. Palmer, Jr., Wurlitzer advertising and sales promotion manager; Mr. and Mrs. C. A. Culp, Oklahoma City; Mr., Mrs. R. H. Bear, Wurlitzer phonograph sales manager; Mr. and Mrs. Stephen Vukelic, Buffalo, N.Y.; Mr. and Mrs. E. L. Smith, Lebanon, Pa.; Mr. and Mrs. William F. Mashek, Kansas City, Mo.
Sierra Distributors L.A. Branch to Open Dec. 1

The large ultra-modern showroom was planned to display the new Wurlitzer "1700" Hi-Fidelity phonographs to best advantage. Fluorescent lighting will be used through the display area to give special lighting effects.

The spacious parts and service departments will be stocked with Wurlitzer parts for both current and earlier phonograph models and every facility for keeping equipment in first-class condition is featured.

They will have in stock at all times a complete line of Wurlitzer phonographs, parts and accessories.

Copeland announced the following personnel which he has appointed—Ray H. Powers, sales manager and Jack Bulan sales representative. Bernard Joseph and Matt Norberg will staff the service department.

Walt Petoet, Field Service engineer for Rudolph Wurlitzer Co., came down from his home in San Francisco to help get the new showrooms organized. He will stay until after the official opening.

Copeland and Powers issue a cordial invitation to operators in the area to visit their showrooms at 2775 W. Pico.

New Auto Photo Studio to be Shown at NAAPPB in Chi Nov. 28 thru Dec. 1

LOS ANGELES, CALIF.—V. Van Nattan, sales manager for Auto-Photo Company, this city, announced this past week that they will hold a preview showing of the firm's new Model 11 Auto-Photo Studio at the NAAPPB Convention at the Hotel Sherman in Chicago, Nov. 28th thru Dec. 1st.

The new machine, completely new in design, is the result of almost two years of research and development by engineers of Keystone Engineering Company and Auto-Photo Company. It incorporates new revolutionary mechanical and electrical features as well as improved photo and developing techniques.

With the keynote on maximum photo production capacity on location the studio has been engineered to vend four high-quality miniature portraits every thirty seconds giving a total capacity of 100 prints per hour.

New electronic lighting stops all movement delivering a sharp, clear picture without distortion.

The smart, modern cabinet incorporating walnut, chrome and Kaliston Vinyl material was styled and designed by the firm of Clanning, Wallace & Gilson, industrial designers in Los Angeles.

Mr. Van Nattan stated, "I am confident that the features of new-improved automatic photography and the Model 11's location production capacity will extend the operators potential market, at least three fold." He added, "It offers operators and locations profit possibilities never before attainable."

FIRST Says "Thanks" with Thanksgiving Specials!

TARGET GUNS

BINGO 5-BALLS

First Variety

United SINGAPORE

First-Conditioned

BALLY

Surf Club $425
Ice Frolics 355
Palm Springs 355
Sunset Ranch 175
Ocean City 175
Beach Club 150
Palm Beach 145
Atlantic City 145

HAYNAV

RIO $255
MSC $255

KEENEY 4-PLAYER BOWLING CONVERSION for 22" Shuffleboard

New Only $75

SPORTLAND Model 414

MOVING TARGET SHOOTING GALLERY

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

The all-new model 11 Auto-Photo Studio

Check these features for greater profits and investment security:

- Continuous operation
- New beauty styling and finish
- Electronic lighting
- Engineered and built to last for years of profitable operation
- Potential gross receipts $30 per hour

Premiere Showing NAAPB Exposition
Hotel Sherman, Chicago
November 28 through December 1
Booth #142

Auto-Photo Co., Inc.
1452 S. San Pedro Street
Los Angeles 15 California

Y. Van Nattan, Sales Manager for Auto-Photo Company, this city, announced this past week that they will hold a preview showing of the firm’s new Model 11 Auto-Photo Studio at the Hotel Sherman, Chicago, Nov. 28th through Dec. 1st. The new machine, heralded as the greatest advance in automatic photography, incorporates many revolutionary new mechanical and electrical features as well as improved photo and printing techniques. Sales and exhibiting will be open around the first of December and he wishes to extend an invitation to all operators throughout Southern California to drop in and inspect their up-to-date showrooms, offices, parts and service departments. He also invites you to come and see their complete line of new Wurlitzer “1780” phonos, parts and accessories.

Ray Powers, who heads the sales organization, announced that Jack Dolan has been added to the sales staff.

DISTRIBUTOR NOTES:—As you read this column the official opening celebration & preview showing of new games at Minthorne Music Company’s new branch sales office will be over unless you receive an irregular notice. Just before going to press Frank Menconi told us that he was going to give away a FREE pin game to everyone present during the two day event Nov. 21 & 22. Now we all know that Frank is a well adjusted individual, has a sound mind and doesn’t suffer from hallucinations but this I just got to get Joe May Robinson and Al Bettelman now welcome those quiet and restful week-ends more than ever before after hectic weeks of fast and furious sales activity.

...Paul A. Laymon & Co.—Bob Brether, field engineer for Bally Manufacturing Co., spent several days in town after the Bally Service school Nov. 10th. He is busy with the big opening of the Bally on Burris St. to be held in a few days, and is helping the new girl Friday assisting Joe Durante in the Export Sales Department. She’s a newcomer to our country having been in the States only four months.

...Words to the wise:—No problem with Walter Huber of Huber Distributing Co., San Francisco, and Tom Sama, District Sales Representative for AMI, spent a couple of days in LA visiting all the old timers along coinrow. This was Huber’s first trip to our fair city in twelve years. Before going into business in the Bay area he was associated with the old Mapie Distributing organizations here, Walt Petec, Field Service Engineer for The Rudolph Wurlitzer Co., also came down from his home in San Francisco to help the boys at Sierra Distributing get organized. He will stay until after the official opening.

OPS JUTS:—Two out-of-state operators trekked in to take care of business along coinrow this past week. Al Wice came all the way in from Tucson, Ariz., and Frank Walker drove in from the boom town of Las Vegas. From California’s vast San Joaquin Valley came Phil Calhoone and Vernon Ephrom from Highwood, and John Bennett from Tall. San Diego was represented by Morry Sarver of Arcade Music Co. and Down Swain. In town from our county LA County communities were Walter Laymon of R & C Co.; Eldredge “Pop” Burris, Montebello and M. A. Olson from Inglewood, C. L. Andrews, Santa Ana, and Charley Iman, Balboa, also came in from Orange County.

COINROW DINGS:—At a recent meeting of The California Music Merchants Associations, LA Division, State President George A. Miller discussed plans for holding a statewide convention of music men in early spring. Everyone in charge of the plan was and agreed that they would discuss the matter further at their meeting next week. The state organization looks forward to forming an alliance of the operators of California and it is hoped that such a convention can be arranged. If a large turn-out could be assured there’s a possibility that George A. Miller and his board may be interested in participating in that event, should the convention be in the plans of the guest speakers.

California Music Company is ready for the coming Holiday Season. Upon entering the store, one is greeted by a big display of Christmas decorations, with a huge display of Yeuletide platters. Most of us think it’s too early to start thinking about Christmas decorations, but to the manufacturer this kind of attendance is welcome especially to the operators of California and it is hoped that such a convention can be arranged. If possible they should be held at their meeting next week. The state organization looks forward to forming an alliance of the operators of California and it is hoped that such a convention can be arranged. If a large turn-out could be assured there’s a possibility that George A. Miller and his board may be interested in participating in such an event, should the convention be in the plans of the guest speakers.

California Music Company is ready for the coming Holiday Season. Upon entering the store, one is greeted by a big display of Christmas decorations, with a huge display of Yeuletide platters. Most of us think it’s too early to start thinking about Christmas decorations, but to the manufacturer this kind of attendance is welcome especially to the operators of California and it is hoped that such a convention can be arranged. If possible they should be held at their meeting next week. The state organization looks forward to forming an alliance of the operators of California and it is hoped that such a convention can be arranged. If a large turn-out could be assured there’s a possibility that George A. Miller and his board may be interested in participating in such an event, should the convention be in the plans of the guest speakers.

Washington, D.C. — If you want to cash in this holiday season get those tunes on your Xmas NOW!!... Robert Bard, proprietor of Bard Distributing Co., has been getting ready for his busy Christmas season. He has been busy with the members of the Calif. Music Merchants Association were announced by Ben Lemon and Jimmy Coyle, Business Manager, this past week. They are Joe Linn and Peggy & Russ Fields.

“It’s What’s In The Cash Box That Counts”

www.americanradiohistory.com
chicago coin's FIREBALL
Another FIRST in Bowling Games!

Featuring...
"Flash-O-Matic" SCORING
WITH TRAVELING SCORE LITES IN FORMICA PLAYFIELD!

FOUR DRUM SCORING!
Players Skill Can Give Him Top
Score of 9600

TWO GAMES IN ONE!
Easily Adjustable from "Flash-O-Matic" to Advance Scoring!
Player by Timing His Shot When Highest Score is lit on the Formica Playfield Gets as Much as 800 for a Strike in Each Frame!
The Most Exciting and Fascinating Innovation in Bowling Games in Years!
Available in 10¢ — 3 for 25¢ Play.

The Cash Box Page 47 November 27, 1954

Chicago Coin Machine Company
1725 W. DIVERSEY • CHICAGO 14

Neb. Music Ops Meet Dec. 11 & 12

NORFOLK, N.B.—Boyd Worley of this city will act as host for the December 11 and 12 meeting of the Nebraska Automatic Phonograph Operators Association to be held at the Madison Hotel.

Arrangements are being made to present a juke box free to the YMCA Youth Center in this city while the meetings are under way.

The program being worked out for this two-day meet will be based on the importance of public relations.

Howard N. Ellis, Secretary of the association, advised, "The meetings are getting bigger each month. We believe that the turnout for the December 11 and 12 meeting will be the biggest yet held this year."

Lieberman Omaha Opening and Bally Service School

OMAHA, NEB.—Harold Lieberman, Lieberman Music Company, announced the grand opening of the Omaha office and salesrooms to be held on December 1 and 2. Lieberman, together with Harry Harris and Harold Klein of the Omaha office, invited all coin-machine men in the area to be there with their families to take part in the celebration. A buffet style dinner will be provided and plenty of refreshments will be available. Lots of fun is promised for the entire family.

In addition to the festivities, on the second day December 2, Bally engineers Bob Brether and Paul Calfa-mari will conduct the Bally Service School at the new Lieberman office. Operators and servicemen are urged to be on hand at the school as they

Rock-Ola Show in Richmond, Va.

RICHMOND, VA.—Operators from Richmond and all over the state of Virginia and Eastern North Carolina flocked to the Wertz Music Supply Company's showrooms on Sunday, October 25th, to view the new line of Rock-Ola phonographs, the new 120-selection High-Fidelity model and the recently introduced 60-selection High-Fidelity model, along with the 120- and 60-selection wall boxes.

Among the many operators and their friends who attended the showing were the following from Richmond: John H. Cameron, Universal Music Service; J. C. Godsey; Ed T. Williams; Milton and Joe Siehneimer.

Allen Distributing Company; Donald Miles; Mr. and Mrs. R. Ralph Willing; Robert Minor and Mr. and Mrs. Tom Minor, Min's Music; C. B. Corby and son; Fred Birdsong, Thomas H. Lacy; R. S. Jones; Mr. and Mrs. James A. Jones; and Neil V. Ruby.

From Norfolk came Howard Barton, W. T. Campbell, and Charles Johnson, all of Walker Music Company; Mr. and Mrs. H. B. Akers, Akers Music Company; Mr. and Mrs. H. N. Smith; and Mr. and Mrs. O. N. Hibbun. Others in attendance included C. George, Phoebeus, Va.; Phil Chess; Chess Record Co., Chicago, Ill., and M. B. Johnson, Rocky Mount, N. C.

The Wertz sales rooms were especially decorated for the event, and customers and friends had an occasion to visit with members of the Wertz sales and service staff.

"It's What's IN THE CASH BOX That Counts"
COMMERCIAL MUSIC CO., INC.  
★ DALLAS, TEXAS ★

EASTERN FLASHES

We traveled down to Baltimore to address a meeting of music operators on Dave play. We drove down with Carl Favis, president of the Operators Guild, and Lou Tartaglina, treasurer of the organization. Both these men related their successful experiences (none were unsuccessful) in converting to dime play. Jack Mitnick, AMI regional sales representative, told the gathering of his experience with dime play in the area he covers for his fac- tory. We were most happy to be able to see and talk with him. We will be away for a short while. Among them were Irv Goldner, Mac Kaminsky, Sam Weissman, Hy Lesnick, Mac Lesnick, Irv Blumenfeld, Harry Hoffman, George Goldman, Jack Berger, Pete Mengoli, and Bernie Rose ...

Faye Paul Tartaglina and his charming missus, Maria, leave for Hollywood, Fla., after the Thanksgiving holiday, leaving the five bookkeeping clerks, with the bar set, to run the biz. Mike Tartaglina, a top amateur golfer, by the way, will be in Miami soon, to take part in the Miami Open. This item should interest Mike. The Westchester County budget for 1955 proposes to spend $1,500,000 to build or buy two or more additional golf courses. . . . Meyer Parkoff, Atlantic N. Y., returns from opening a new store in Bridgeport, Conn. Atlantic Music Co. new bldg. . . . Jack Mitnick, regional rep for AMI attended a showing of the AMI model "F" phone in Providence, R.I., on Wed. & Thurs., Nov. 10 and 11, run by Louis Blatt of Atlantic Distributors, Boston. Jack and Blatt will hold another showing at Springfield, Mass., when the Western Mass. Music Guild meet on Tues., Nov. 25. Jack's missus Sadie celebrates a birthday, Thanksgiving day. If Jack still is only 29, guess Sadie is a few years younger. . . .

Found both Al's with heads deep in the work of Geno's Big Top Rufe Gallery at Albert Simon, Inc. They advise the "gallery" is going great guns and that they are hard put to keep up with orders. . . . Popping in and out of all the districts on Tenth Avenue was Tommy Greco of Greco Brothers, Glenside, New York, games and phonographs o.m. Tommy was passing out apples to all and sundry. He had brought them down with him to his trip to pick up some equipment. Each one was the size of an orange. Some were even in a haze at Runyon Sales with the staff shorthanded. No sooner did Tommy's tonic get back into harness after lunch than he was forced to stay out with a cold. Bossman "Shugy" Sgerman of out town, last heard from in Chicago, Morris Roof couldn't get off the phone long enough to grab a sandwich for lunch. . . . Mac Pollay on the street—and without his drums or horse. . . . Charlie Reiner, Seacoast Distributors, enthused over the three wonderful lines they have displayed on the floor. The new Rock-Oh Hi Fidelity went out as fast as they were received. The 130 selection amuse was sold right off the floor and the 50 selection was the only phonograph available for installation. The "Jukebox" was getting an amazing response and Reiner tells us the opportunities that present themselves are tremendous. Dave Stern also has taken on the Mills line of ice cream manufacturing machines and the Seacoast boys feel we ice cream stands that have mushroomed all around the New York area, most candy stores and ice cream parlors will be forced into the homemade and store test themselves. . . . Harry and Hymie Koeppel, Koeppel Distributing Co., busy cleaning things up as Hymie scheduled to go on the road again for used equipment. The brothers are doing a great job on plastic boxes and sides for Wurlitzer and Seeburg phonographs. . . . Mike and Joe Munves getting set up for the Park Show in Chicago on November 28, Joe, who handles the manufacturing part of the Munves line, is riding along with me machines. They will have a "MysticSwami" which is a Hindu in an oriental style cabinet. What Joe was about his "Swami" was anything unusual about. He replied: "Does any father think his brainchild is not unusual? This one has moving eyes, hands that move over a crystal ball, and is entirely animated." Munves will also show and bicycle built by an Automobile Racing Club and of a dozen machines called Mardi Gras Frolics. Among them will be one for people who want to "beat the other troubles people have today". Atlantic New York Corp., busy in conference and barricaded behind a bag of Tommy Greco's apples, calls out that business is fine and the Seeburgs are moving out of the shop on a steady basis. Joe Young and Young Distributing grabbing a fast cup of coffee as they chat with o.p.s in and out of the shop. Joe tells us sales on the Wurlitzer "1700" continue to be good.

When You Enter The Cash Box  "20 YEAR CLUB" TODAY

You Are Entering Full Recognition for these 20 Years Of Service Here. We Have Been 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.

Joe Orleck  
The Cash Box  
26 West 47th Street  
New York 36, N. Y.

Dear Joe:  
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

NAME

FIRM

ADDRESS

CITY ZONE STATE

"It's What's in THE CASH BOX That Counts"
Get up to 70% more play with the 2nd Coin feature of Williams

**COLORS**
- Second Coin STAR Feature
- Lures More Play and Extra Money into the Cash Box!!
- New STAR FEATURE lets player score from 5 up to 200 replays per game!
- Two Midget Playfields!
- 8 "Special" when lit Rollovers!
- 2 "Special" when lit Skill Holes!

**PLAYFIELD LOADED WITH ACTION!**

See Your Williams Distributor!

**GUN SALE!**

**CLOSEOUTS**

<table>
<thead>
<tr>
<th>GUN</th>
<th>SHOOTING GALLERY</th>
<th>375</th>
</tr>
</thead>
</table>

**RECONDITIONED**

<table>
<thead>
<tr>
<th>GUN</th>
<th>SHOOTING GALLERY</th>
<th>375</th>
</tr>
</thead>
</table>

**E.E. SHOOTING GALLERY**

Genco Rifle Gallery $325
Genco Sky Gunner $325
E.A. Gun $395
Shoo. Shooting the Bear $145
Sally Undersea Raider $125
Chicag Pistol $105
Eke Dale Gun $35

**TERMS: 1/2 DEPOSIT. BALANCE C.O.D. OR S.O.**

**CHICAGO CHATTER (Cont.)**

Don Moloney out this past week but Mac Brier just as full of pep as a young 2 year old. . . . Sam Stern and Harry Williams in deep conferences each day. From which they emerge with the biggest of big smiles. And to which Harry answers, "Just watch the Williams' factory." By the way, that painted sign on the side of this gorgeous, big, new building was repainted, but with a brand new design, conceived by Harry Williams. (Which also reminds: Harry, Victor Nature advised he would be in Chi to visit with you). . . . Ralph Sheffield went pensive hunting the other day. But his wife, Ruth, knowing what could result, had a big, big, big steak dinner ready for the little boy. And was Ralph so happy to plumb right in. In a word... Georgia (The G) Jenkins always puts it this way, "If you don't look, you don't see. What you don't talk about, you don't talk about."

HAPPY BIRTHDAY THIS WEEK TO: Vince Shay, Chicago; Sami Rabinowitz, Rumson, N. J.; Bill Whiteshine, Jacksonville, Fla.; Fletcher G. Fuller, Ocala, Fla.; James DeMarre; Highland, N. Y.; Harold C. Miller, Cedar Falls, Ia.; Harry Bank, New York City; Les Rieck, Chicago, Ill.; Desmond G. Fownter, Pontiac, Ill.; Jack Williams, Denver, Colo.; and Mrs. Sadie Hankin, Atlanta, Ga.

"It's What's in The CASH Box That Counts!"
Use This Convenient Form For Your Classified Ad

START HERE

PFRM.

ADDRESS

CITY

ZONE

STATE

TELEPHONE NUMBER

ENCLOSE YOUR CHECK—AIRMMAIL TO:

THE CASH BOX

26 WEST 47TH STREET, NEW YORK 36, N. Y.
FOR SALE

FOR SALE—1300 Machines, Pirates, Pitter, N. 3rd & Royal, Pittsburgh, PENNSYLVANIA. VENDING COMPANY, 1822 CARSON STREET, PITTSBURGH 3, PA. Tel.: Heimlock 1-9900.

FOR SALE—Gene Seiberg Pool $195; Kemmy 10 Player Team Bowler $165; AMI D-40 $35; AMI $45, Chrome $495; AMI E-120 wire, Wurlitzer 1500 $355; UNITED DISTRIBUTING F.O.B. CINCINNATI, OHIO 1995, 515 E. CENTRAL, WICHITA 2, KANSAS.

FOR SALE—De Luxe Shuffle Board 4 $124; Seeburg 112 $65; Rock-Ola 142 $65; Golder 162 $65; Williams $65; Piano $65; Royal $65; De Luxe $65; Century $65; All Nations $65; Universal $65; Twin Bowlers $35; Sheffield $35; Vending $35; Coin Operated with Stand $35; Holly Crane, like new, $250; 40 Records AMI Stepper $250; AMI $35; AMI Wall Box $6; 1500 Wurlitzer $450; Bright Lights $460; H.I. MUSIC, 1626 3rd AVENUE, MOLINE, ILLINOIS. Tel.: Moline 4-0700.

FOR SALE—Ready for location, AMI: A—1350 Bow, $240; B—1150—$385; B—500—$400; Super—$800; D—$849; Wurlitzer: 1040—$424; 1100—$549; 1400—$375; 1600—$540; 1800—$240; 5000—$540; Seeburg: 1483—$125; 1000—$390; 1004—$550; 1020—$350; 1048—$550; 1058—$595; Ocean Liner 16 Kiddy Ride, like new, $3525; 1/2 deposit, balance C.O.D. INTERBOWLES, F.O.B., 625 TENTH AVENUE, NEW YORK, N.Y. Tel.: Judson 2-2563.

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. STARK DISTRIBUTORS, 1811 MAIN ST., DALLAS, TEXAS.

FOR SALE—30 A.B.T. Challengers rebubl. at factory, also 26 Peanut Vendors trade for late Pin Balls or Shuffle Alleys or sell. FENNELS, 1325 ANN STREET, EAST LANSING, MICH.

FOR SALE—who likes to sell? Write Lites $75; Brite Spot $95; Spot Lite $90; Beach Club, Dude Ranch, Palm Springs, write. ALLIED DISTRIBUTING COMPANY, 736 MILWAUKEE AVENUE, CHICAGO, ILLINOIS.

FOR SALE—Can you afford 92¢ per week to get ahead and stay ahead of all competition? For only 92¢ per week you can have a 40-word ad in this section plus a free full year's (52 weeks) subscription to The Cash Box. "The Bible of the Coin Machine Industry." Send your Check for $48 today plus your first 40-word ad to: THE CASH BOX, 26 W. 47TH ST., NEW YORK 36, N.Y. (Phone JU 6-2460).

FOR SALE—Coin Counters, Coin Sorters, Coin Counting Machines, Coin Changers, Coin Wrappers, Parts and Supplies. We carry a complete line of these products. GLOBE DISTRIBUTING COMPANY, 1625 N. CALIFORNIA AVE., CHICAGO 47, ILL. Tel.: ArmRite 6-0780.

FOR SALE—Attention wholesale buyers: AMI E-60's and 1200's, like new. Call us, let us know your needs. OPELAND DISTRIBUTORS, 900 NORTH WESTERN, CHICAGO, ILLINOIS. Tel.: FO-3456.

FOR SALE—Music and amusement machines: All models, all makes; lowest CASH BOX prices for "as is" but working condition. Slightly higher when shop conditioned. A dependable, national brand, reliable firm: THE CORDON STOUT CO., PIERRE, S.D.

FOR SALE—United Bowlers—Royal $215; Glover $145; Cascade $135. WILLIAMSMITH DISTRIBUTING COMPANY, 2131 WEST 45TH STREET, DETROIT 8, MICH. Tel.: 3582.

FOR SALE—Seeburg 112 $65; De Luxe Shuffle Board $50; De Luxe Shuffle Board $50; Seeburg Shoot-the-Ball $65; De Luxe Shuffle Board $65; HIGGINS DISTRIBUTING CO., 631 W. CALIFORNIA, OKLAHOMA CITY, OKLA. Tel.: Rgent 6391.

FOR SALE—Reconditioned—like new. Bally Victory Bowlers $350; Bally Champion Bowlers $400; Seeburg Coin Hunt $350; Bally Dor- Win's $325; Bally Yacht Clubs $185; Wurlitzer Model $700; Un. Shuffle Target $840; One Broken Down Accountant (write), DICKSON DISTRIBUTING COMPANY, 631 W. CALIFORNIA, OKLAHOMA CITY, OKLA. Tel.: Rgent 6391.

FOR SALE—De Luxe Shuffle Board 4 $124; Seeburg 112 $65; Rock-Ola 142 $65; Golder 162 $65; Williams $65; Piano $65; Royal $65; De Luxe $65; Century $65; All Nations $65; Universal $65; Twin Bowlers $35; Sheffield $35; Vending $35; Coin Operated with Stand $35; Holly Crane, like new, $250; 40 Records AMI Stepper $250; AMI $35; AMI Wall Box $6; 1500 Wurlitzer $450; Bright Lights $460; H.I. MUSIC, 1626 3rd AVENUE, MOLINE, ILLINOIS. Tel.: Moline 4-0700.

FOR SALE—All machines 20% off Bradner's, C.B. Ray & Company. 1051, 1100, 1200, Rockolas 1422, 1426, AMI Model C Seeburg 146, AMI Model C Seeburg 146, AMI Model C Seeburg 146, AMI Model C Seeburg 146, or write: DIXON DISTRIBUTING COMPANY, P.O. Box 2666, YOUNGSTOWN, OHIO.

FOR SALE—Records!!! 5 per week, mixed: ball, tit, race, wrestling, & others. Free Trials. G. S. D., 1311 CHICAGO AVENUE, JACINTH CREEK, ILLINOIS. Tel.: AM 4-0183.

FOR SALE—Gong Islands $60; Dale Good $50; De Luxe $50; Shuffle Pinball $50; Knockout Pinball $25; Spark Plug $30; Frolow $35; World Series $35; AUTOMATIC MUSIC CO., 703 MAIN ST., BRIDGEPORT, 750.

FOR SALE—Rally Bullets: III FI $35; King Club $47; Frolick $95; Palm Springs $375; Dude Ranch $360; Victory $325; Beach Clubs $325; Beauty $265; Frolick $175; Atlantic City $149; Sport Spot $105; Coney Island $149; Bright Spot $90; Bright Lights $75; United Green $175; Keene's Line $35; United A-B-C 845; Genco Golden Nugget 90; Genco Jampaying 90; MONROE MANUFACTURING, CHINA EXCHANGE INC., 2423 PAYNE AVE., CLEVELAND 14, OHIO. Tel.: Superior 1-6600.

FOR SALE—1 mechanical condition Wurlitzer 48 sel phonographs model 1630 @ $75; 1400 @ $75; 1250 @ $239; 3000 21 sel phonographs model 1080 @ $95; 1015 @ $295; Wurlitzer Company, 15374 HARDING STREET, CARLS- BAD, CALI. Tel.: Oceangate 1531.

FOR SALE—Gene Shulaf Pool $275; Gene Shulaf Pool $275; Gene Shulaf Pool $275; Hot Pops $20; Geno Invader Guns $290; Seeburg Shoot-the-Ball $110; Phsle Shuffle Board $110; WILLIAMS DISTRIBUTING CO., 6231 N. CALIFORNIA AVE., PORTLAND 8, OREGON. Tel.: Almonds 8621.

FOR SALE—Evans Constellation $225; toppings in box: Bally, M. S. Hunt $85; De Luxe Bowler $125; AMI A, B, C, D and a complete line of United Bingo, Rock-Ola, Door knob, Slottin, SHUFFLE DISTRIBU- TORS, 3135 LINE STREET, ST. LOUIS 3, MISSOURI. MAIN STREET, KANSAS CITY, MISSOURI (W.Topton 3382).

FOR SALE—To our Canadian Friends: Write for list of B-S balls and Shuffle Alleys, low prices. Sample: United De Luxe 6-Player Shuffle Alley 80 and Shell B-S Ally 80. WESTERN DISTRIBUTORS, 1226 SW 16TH AVENUE, PORTLAND 5, OREGON. Tel.: Atwater 7365.

FOR SALE—The best buy in used Bally Bingo Games. Just buy one a few days with letter and more and be glad you did. Your machines will be cleaned, checked, and will be recondi- tioned. 1/3 deposit with all orders. Write or call: ALAN SALLS, INC., 357 MARKE ST., WHEELING, W. VA. Tel.: Wheeling 5472.

FOR SALE—America’s finest recon- ditioned machines equipped with the latest in sound, lights, and music accessories. Everyone of our re- conditioned machines are reconditioned for the most beautiful condition regardless of price. Tell us what you need. Get our full line list. JACINTH CREEK DISTRIBUTING CO., 216 PURITAN AVENUE, DETROIT 21, MICH. Tel.: University 4-0773.
MISCELLANEOUS

NOTICE—These 3 telephone numbers are important to you: The Cash Box, New York City, Hudson 6-2640; The Cash Box, Chicago, Ill., Dearborn 2-0045; The Cash Box, Holly- wood, Calif., Hollywood 5-1702.

NOTICE—We are exclusive national and export distributors for the new sensational home non-coin operated juke box "Jukelette". Great appeal! Perfect for bar, restaurant, speakeasy and saloon. SEEACO DISTRIBUTING COMPANY, 3570 N. York Ave., Chicago, Ill. 3rd floor, No. 1. Tel.: Bigelow 3-3524 or 594 Tenth Ave., New York, N. Y. (Tel.: Blyman 9-6848.)

NOTICE—Juke Box Operators—Trade your used juke boxes for cigarettes. We will sell or trade all types cigarette machines. (We are a large wholesale used machine distributor, reconditioned.) New milk vendors, Cold Smoke and Vendo ice cream machines. BRUCE MUSIC AND VENDING SERVICE, 1602 PIERRE AVE., SHREVEPORT, LOUISIANA.

NOTICE—Bingo Operators! Stop making those futile telephone calls for used machines. We have a large wholesale used machine distributor, reconditioned, and we buy used machines. Tel.: 5-7549.

NOTICE—Are you having trouble keeping Plaxiglas clean on your juke boxes? Our Moito does the job—16 oz. bottle $3.55. For distributor price and territory, contact SEECO DISTRIBUTING CO., 3570 N. York Ave., Chicago, Ill. 3rd floor, No. 1. Tel.: Bigelow 3-3524 or 594 Tenth Ave., New York, N. Y. (Tel.: Blyman 9-6848.)

THE CASH BOX

36 West 47th Street, New York 6, N. Y.

Page 52  November 27, 1954  www.americanradiohistory.com
Did you ever stop to think that every musical instrument worth its salt is a HORN? The inside of the piano cabinet, the pipes of an organ, the hollow body of a violin, all the wind instruments, for ages have in their very shapes and makeup been horns. A horn is the simplest and most efficient means of expanding sound so that people can hear it with true fidelity to the sound at its source.

AMI is the first manufacturer to treat a juke box cabinet as a musical instrument instead of just an enclosure for the record changer and other components. This eliminated the old system of inexpensive, easy-to-make, simply baffled loudspeakers. It required turning almost one half of the cabinet into an actual horn—a bass horn equivalent to more than NINE 12 inch speakers—it seemed impossible—and yet it was done in creating the great new Model “F.” And with another horn in the cabinet at ear level for the highs. No wonder the whole music world cheers the advent of the “F,” for here is a juke box that is a true High Fidelity instrument, proudly conveying to the public the great personal art of the top performers, beyond all criticism even by the performers themselves.

ENTER THE NEW ERA IN AUTOMATIC MUSIC

Every “F” Operator
Is a Virtuoso in His Own Right!

AMI Model “F”
120, 80, 40 Selections

Coloramic Cabinets for the New AMI Sonoramic Sound

The Most Beautiful Cabinet in the History of Automatic Music Now Comes to You in Your Choice of 8 Vivid, Exciting Colors

AMI Incorporated

General Offices and Factory: 1500 Union Avenue, S. E., Grand Rapids 2, Michigan

Licensee: Jensen Music Automates
—building the IMA-AMI Juke Box sold through Oscar Selsbye A/S, 5 Palaisgade, Copenhagen K., Denmark

"It's What's in THE CASH BOX That Counts"
This Week’s Used Machinery Quotations

How To Use “The Confidential Price Lists”

(Also Known As the “C. M. L. (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 Confidential Price Lists” can easily feature the market prices as they are quoted. “The Confidential Price Lists” acts 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. Same prices do not change for months. “The Confidential Price Lists,” rather than show a low 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 costs of reconditioning. “The Confidential 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 Confidential Price Lists should be read as follows: First price listed is lowest price quoted for the week; second price listed is highest price quoted.

EXPLANATION

1. Prices UP
2. Prices DOWN
3. Prices UP and DOWN
4. No change from Last Week
5. No quotations Last 2 to 4 Weeks
6. No quotations 4 Weeks or Longer
7. Machines Just Added

Great Activity

SEEBURG

1465, ‘46, Standard, 20 Sel., 78 RPM 35.00 19.99
1463, ‘46, Master with Remote Attach., 20 Sel., 78 RPM 35.00 11.95
1475, ‘47, Standard, 20 Sel., 78 RPM 45.00 12.99
1473, ‘47, Master with Remote Attach., 20 Sel., 78 RPM 95.00 33.00
1485, ‘48, Standard, 20 Sel., 78 RPM 65.00 17.05
1483, ‘48, Master with Remote Attach., 20 Sel., 78 RPM 100.00 27.99
1483M, ‘48, Light Cab, Master with Remote Attach., 20 Sel., 78 RPM 175.00 59.99
1483MA, ‘49, 100 Sel., 78 RPM 375.00 149.95
2M1483B, ‘51, 100 Sel., 45 RPM 525.00 175.00

TOTAL NO. TOTAL VALUE

PHONOGRAPHs (Cont.)

3. 1015, ‘47, 24 Sel., 78 RPM 100.00 130.00
4. 1080, ‘46, Colonial, 24 Sel., 78 RPM 65.00 99.00
5. 10PH, ‘50, Colonial, 24 Sel., 78 RPM 125.00 150.00

TOTAL NO. TOTAL VALUE

WURLITZER

1015, ‘47, 24 Sel., 78 RPM 100.00 130.00
1080, ‘46, Colonial, 24 Sel., 78 RPM 65.00 99.00
10PH, ‘50, Colonial, 24 Sel., 78 RPM 125.00 150.00

TOTAL NO. TOTAL VALUE

Manufacturers and date of game’s release listed. Code: (B) Bully; (C) Chicago Coin; (Ex) Exhibits; (Ev) Evans; (Ge) Gene; (G) Gottlieb; (K) Keeny; (Un) United; (Wm) Williams.

4 1/2 ABC (Un 3/51) 15.00 5.00
4 Across the Board (Un 3/52) 50.00 15.00
4 All Bals (Got 6/48) 15.00 5.00
4 Alice (Got 8/48) 19.50 6.00
4 All Star Basketball (Got 1/52) 20.00 9.00
4 Aquadeque (Un 4/49) 10.00 5.00
4 Arabian Knights (Got 12/53) 175.00 85.00
4 Arcade (Wm 11/51) 45.00 15.00
4 Arizona (Un 4/50) 10.00 5.00
4 Army-Navy (Wm 10/53) 65.00 11.50
4 Atlantic City (B 5/52) 10.00 5.00
4 Baby Face (Un 12/48) 10.00 2.00
4 Banjo (Ex 3/48) 10.00 2.00
4 Bank-A-Ball (Got 5/45) 15.00 5.00
4 Barnacle Bill (Got 8/48) 10.00 2.00
4 Basketball (Got 10/49) 15.00 5.00
4 Beach Club (B 2/53) 275.00 155.00
4 Beauty (B 11/52) 220.00 95.00
4 Be Bop (Ex 3/50) 10.00 2.00
4 Bermuda (CC 11/47) 15.00 5.00
4 Big Hit (CC 7/52) 55.00 25.00
4 Big Top (Ge 2/49) 10.00 2.00
4 Black Gold (Ge 3/49) 10.00 2.00
4 Blue Skies (Un 11/51) 15.00 5.00
4 Bolero (Un 12/51) 45.00 9.00
4 Bomber (Got 12/53) 20.00 5.00
4 Bone Head (Got 11/48) 10.00 2.00
4 Boston (Wm 5/49) 15.00 2.00
4 Bowling Champion (Got 2/49) 15.00 2.00
4 Bowl League (Got 8/47) 10.00 1.95
4 Blvd. Lights (B 5/51) 40.00 15.00
4 Bright Spot (B 5/51) 25.00 9.00
4 Broadway (B 6/51) 45.00 10.00
4 Buffalo Bill (Got 5/49) 20.00 8.00
4 Buccaneer (Got 10/48) 10.00 2.00
4 Build Up (Ex 2/48) 10.00 2.00
4 Bumble & Bumble (Got 3/49) 15.00 5.00
4 Cabana (Un 3/53) 190.00 15.00
4 Camell Caravan (Got 6/49) 15.00 3.00
4 Campus Express (Ex 2/50) 15.00 2.00
4 Canasta (Ge 7/50) 55.00 14.50
4 Caravan (Wm 6/52) 55.00 15.00
4 Carnival (B 7/48) 20.00 5.00
4 Carolina (Un 3/49) 15.00 5.00

TOTAL NO. TOTAL VALUE
### Number of Each Machine Owned

#### Value of Machines Here

<table>
<thead>
<tr>
<th>Machine Name</th>
<th>Quantity</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arabian (Got 7/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 2/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 1/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 4/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 3/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 5/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 6/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 7/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
</tbody>
</table>

### Pinball Games

#### Price

<table>
<thead>
<tr>
<th>Machine Name</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arabian (Got 7/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 2/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 1/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 4/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 3/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 5/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 6/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 7/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
</tbody>
</table>

### Games

<table>
<thead>
<tr>
<th>Game Name</th>
<th>Quantity</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arabian (Got 7/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 2/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 1/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 4/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 3/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 5/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 6/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 7/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
</tbody>
</table>

### Pinball Games

#### Price

<table>
<thead>
<tr>
<th>Machine Name</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arabian (Got 7/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 2/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 1/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 4/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 3/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 5/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 6/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 7/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
</tbody>
</table>

### Games

<table>
<thead>
<tr>
<th>Game Name</th>
<th>Quantity</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arabian (Got 7/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 2/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 1/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 4/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 3/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 5/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 6/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 7/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
</tbody>
</table>

### Pinball Games

#### Price

<table>
<thead>
<tr>
<th>Machine Name</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arabian (Got 7/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 2/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 1/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 4/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 3/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 5/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 6/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 7/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
</tbody>
</table>

### Games

<table>
<thead>
<tr>
<th>Game Name</th>
<th>Quantity</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arabian (Got 7/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 2/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 1/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 4/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 3/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 5/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 6/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 7/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
</tbody>
</table>

### Pinball Games

#### Price

<table>
<thead>
<tr>
<th>Machine Name</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arabian (Got 7/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 2/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 1/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 4/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 3/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 5/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 6/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 7/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
</tbody>
</table>

### Games

<table>
<thead>
<tr>
<th>Game Name</th>
<th>Quantity</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arabian (Got 7/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 2/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 1/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 4/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 3/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 5/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 6/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 7/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
</tbody>
</table>

### Pinball Games

#### Price

<table>
<thead>
<tr>
<th>Machine Name</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arabian (Got 7/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 2/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 1/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 4/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 3/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 5/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 6/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 7/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
</tbody>
</table>

### Games

<table>
<thead>
<tr>
<th>Game Name</th>
<th>Quantity</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arabian (Got 7/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 2/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 1/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 4/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 3/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 5/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 6/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
<tr>
<td>Arabian (Got 7/51)</td>
<td>15</td>
<td>29.00</td>
</tr>
</tbody>
</table>
### Number of Each Machine Owned

#### Value of Machines Here

<table>
<thead>
<tr>
<th>Machine Type</th>
<th>Quantity</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bingo Machine</td>
<td>4</td>
<td>350.00</td>
</tr>
<tr>
<td>Pinball Game</td>
<td>6</td>
<td>250.00</td>
</tr>
<tr>
<td>Slot Machine</td>
<td>8</td>
<td>420.00</td>
</tr>
<tr>
<td>Laser Game</td>
<td>2</td>
<td>175.00</td>
</tr>
<tr>
<td>Video Game</td>
<td>3</td>
<td>200.00</td>
</tr>
<tr>
<td>Virtual Reality</td>
<td>1</td>
<td>250.00</td>
</tr>
</tbody>
</table>

---

### Pinball Games (Cont.)

<table>
<thead>
<tr>
<th>Machine Type</th>
<th>Quantity</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bally Shuffler</td>
<td>4</td>
<td>20.00</td>
</tr>
<tr>
<td>Bally Speed</td>
<td>6</td>
<td>20.00</td>
</tr>
<tr>
<td>Bally Shuffle</td>
<td>8</td>
<td>20.00</td>
</tr>
<tr>
<td>Bally Baseball</td>
<td>12</td>
<td>20.00</td>
</tr>
<tr>
<td>Bally Shuffle Plan</td>
<td>12</td>
<td>20.00</td>
</tr>
<tr>
<td>Bally Champion</td>
<td>20</td>
<td>15.00</td>
</tr>
<tr>
<td>Bally Pinball</td>
<td>30</td>
<td>15.00</td>
</tr>
<tr>
<td>Bally Trophy Bowl</td>
<td>30</td>
<td>20.00</td>
</tr>
<tr>
<td>Bally Ace Bowler</td>
<td>30</td>
<td>20.00</td>
</tr>
<tr>
<td>Bally Horse-Shoes</td>
<td>30</td>
<td>20.00</td>
</tr>
<tr>
<td>Bally Pin Player</td>
<td>30</td>
<td>20.00</td>
</tr>
<tr>
<td>Bally A-Ball Special</td>
<td>20</td>
<td>20.00</td>
</tr>
</tbody>
</table>

---

### Shuffles (Cont.)

<table>
<thead>
<tr>
<th>Machine Type</th>
<th>Quantity</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>4-Chi Coin 10th Frame</td>
<td>12</td>
<td>225.00</td>
</tr>
<tr>
<td>2-Chi Coin Crown</td>
<td>30</td>
<td>215.00</td>
</tr>
<tr>
<td>2-Chi Coin Champion</td>
<td>25</td>
<td>150.00</td>
</tr>
<tr>
<td>2-Chi Coin Shuffle</td>
<td>30</td>
<td>125.00</td>
</tr>
<tr>
<td>2-Chi Coin Alley</td>
<td>25</td>
<td>125.00</td>
</tr>
<tr>
<td>2-Chi Coin Express</td>
<td>25</td>
<td>125.00</td>
</tr>
<tr>
<td>2-Chi Coin Slugger</td>
<td>25</td>
<td>125.00</td>
</tr>
</tbody>
</table>

---

### Number of Each Machine Owned

<table>
<thead>
<tr>
<th>Machine Type</th>
<th>Quantity</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bingo Machine</td>
<td>4</td>
<td>350.00</td>
</tr>
<tr>
<td>Pinball Game</td>
<td>6</td>
<td>250.00</td>
</tr>
<tr>
<td>Slot Machine</td>
<td>8</td>
<td>420.00</td>
</tr>
<tr>
<td>Laser Game</td>
<td>2</td>
<td>175.00</td>
</tr>
<tr>
<td>Video Game</td>
<td>3</td>
<td>200.00</td>
</tr>
<tr>
<td>Virtual Reality</td>
<td>1</td>
<td>250.00</td>
</tr>
</tbody>
</table>

---

### Total

<table>
<thead>
<tr>
<th>Category</th>
<th>Quantity</th>
<th>Total Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>CASH</td>
<td>6</td>
<td>600.00</td>
</tr>
<tr>
<td>CASH</td>
<td>6</td>
<td>600.00</td>
</tr>
<tr>
<td>CASH</td>
<td>6</td>
<td>600.00</td>
</tr>
<tr>
<td>CASH</td>
<td>6</td>
<td>600.00</td>
</tr>
<tr>
<td>CASH</td>
<td>6</td>
<td>600.00</td>
</tr>
<tr>
<td>CASH</td>
<td>6</td>
<td>600.00</td>
</tr>
<tr>
<td>CASH</td>
<td>6</td>
<td>600.00</td>
</tr>
<tr>
<td>CASH</td>
<td>6</td>
<td>600.00</td>
</tr>
</tbody>
</table>

---

### Summary

- **Bally Shuffler**: 20 each, $20.00 each
- **Bally Speed**: 20 each, $20.00 each
- **Bally Shuffle**: 20 each, $20.00 each
- **Bally Baseball**: 20 each, $20.00 each
- **Bally Shuffle Plan**: 20 each, $20.00 each
- **Bally Champion**: 10 each, $15.00 each
- **Bally Pinball**: 10 each, $15.00 each
- **Bally Trophy Bowl**: 10 each, $20.00 each
- **Bally Ace Bowler**: 10 each, $20.00 each
- **Bally Horse-Shoes**: 10 each, $20.00 each
- **Bally Pin Player**: 10 each, $20.00 each
- **Bally A-Ball Special**: 10 each, $20.00 each
- **Bally Shuffler 10th Frame**: 12 each, $225.00 each
- **Bally Shuffler Name Bowl**: 1 each, $124.00 each

---

### Additional Listings

- **United 2-Player Express**: 25 each, $35.00 each
- **United Twin Shuffle Alley**: 25 each, $35.00 each
- **United Rebound (8/50)**: 30 each, $35.00 each
- **United 2-Player Rebound (9/50)**: 30 each, $35.00 each
- **United Twin Shuffle-cade (12/50)**: 35 each, $60.00 each
- **United 5-Player (1/51)**: 45 each, $50.00 each
- **United DeLuxe 6-Player (6/51)**: 50 each, $110.00 each
- **United 6-Player Super (3/25)**: 60 each, $125.00 each

---

### Total

<table>
<thead>
<tr>
<th>Category</th>
<th>Quantity</th>
<th>Total Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>CASH</td>
<td>6</td>
<td>600.00</td>
</tr>
<tr>
<td>CASH</td>
<td>6</td>
<td>600.00</td>
</tr>
<tr>
<td>CASH</td>
<td>6</td>
<td>600.00</td>
</tr>
<tr>
<td>CASH</td>
<td>6</td>
<td>600.00</td>
</tr>
<tr>
<td>CASH</td>
<td>6</td>
<td>600.00</td>
</tr>
<tr>
<td>CASH</td>
<td>6</td>
<td>600.00</td>
</tr>
<tr>
<td>CASH</td>
<td>6</td>
<td>600.00</td>
</tr>
<tr>
<td>CASH</td>
<td>6</td>
<td>600.00</td>
</tr>
</tbody>
</table>

---

### Notes

- **Bally Shuffler**: 20 each, $20.00 each
- **Bally Speed**: 20 each, $20.00 each
- **Bally Shuffle**: 20 each, $20.00 each
- **Bally Baseball**: 20 each, $20.00 each
- **Bally Shuffle Plan**: 20 each, $20.00 each
- **Bally Champion**: 10 each, $15.00 each
- **Bally Pinball**: 10 each, $15.00 each
- **Bally Trophy Bowl**: 10 each, $20.00 each
- **Bally Ace Bowler**: 10 each, $20.00 each
- **Bally Horse-Shoes**: 10 each, $20.00 each
- **Bally Pin Player**: 10 each, $20.00 each
- **Bally A-Ball Special**: 10 each, $20.00 each
- **Bally Shuffler 10th Frame**: 12 each, $225.00 each
- **Bally Shuffler Name Bowl**: 1 each, $124.00 each

---

### Conclusion

The cash box page details the inventory and value of various machines, including pinball games, shuffles, and other types of arcade games. The total value of the machines is calculated, and specific machine types and quantities are listed with their respective values.
## Manufacturers New Equipment

Products listed here are currently in production. Prices are manufacturers' list prices, F.O.B. factory.

### AMI, INCORPORATED

<table>
<thead>
<tr>
<th>Model</th>
<th>1970s &amp; 1980s Photograph</th>
<th>AMI 100 Photograph</th>
<th>W 350-1000 Wall Box</th>
<th>W 125-1200 Wall Box</th>
<th>HS 120 Hideaway</th>
<th>HS 120 HS-250 Hideaway</th>
<th>AMIVOG Speaker</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>395.00</td>
<td>995.00</td>
<td>99.00</td>
<td>775.00</td>
<td>875.00</td>
<td>27.50</td>
<td></td>
</tr>
</tbody>
</table>

### AUTO-PHOTO CO.

- **Auto-Photo** $2,550.00

### BALLY MFG. CO.

- **Champion** $795.00
- **Variety** $700.00
- **Mutoscope** Jet-Bowler (With Match Feature) Model Jet-118, 10c a play $755.00 Model Jet-225, 10c a play, 3 plays for 25c 775.00
- **Rocket-Bowler** (Without Match Feature) Model Rocket-118, 10c a play 710.00 Model Rocket-225, 10c a play, 3 plays for 25c 730.00

### CHICAGO COIN

- **Fireball Bowler** (Without Match Feature) Single Chute $685.00 Double Chute 765.00
- **Frogster** (Without Match Feature) Single Chute $685.00 Double Chute 705.00
- **Holidays** (With Match Feature) Single Chute 789.50 Double Chute 795.00

### EXHIBIT SUPPLY

- **Speedball Moving Target Shooting Gallery** $615.00
- **Junior Jet Ride** 395.00
- **Big Bronco** 99.50
- **Rudy Rogers’ Trigger** 1,047.50
- **Rudolph Red Nosed Reindeer** 725.00
- **Rudolph Red Nosed Reindeer With Music** 775.00
- **Pearl Tree Trees** 725.00
- **Pearl The Rabbit With Music** 725.00
- **Twist The Rabbit** 725.00
- **Rashida** 725.00
- **Space Patrol, New Style** 1,047.50
- **Sea Shell** 725.00
- **Vacuform Card Vendor** 231.50

### GENCO MFG. & SALES CO.

- **Big Top Rifle Gallery** (With Match Score and Free Play Feature) $675.00

### D. GOTTLEBERG & CO.

- **Deluxe Joint** (With Match Score and Free Play Feature) $595.00
- **Stage Coach** 392.50

### INTERNATIONAL MUTO. CORP.

- **Drive Yourself (new Drive-a-mobile)** $765.00
- **Photomat ‘54** 2,100.00
- **3D Art Parade, B-6 show model** 905.00
- **3D Art Parade, 6 show model** 935.00
- **Universal Post Card Vendor** 60.00

### J. H. KEENEY & CO., INC.

- **Deluxe Sportman** (With Match Feature) $990.00
- **Sportsman** (Without Match Feature) 660.00
- **American Frisbee** With Match Feature Single Chute 690.00 Double Chute 710.00
- **National Bowler Without Match Feature Single Chute 650.00 Double Chute 670.00
- **Electric Changer Vendor** 285.00
- **Coin Changer Model** 301.50

### ROCK-O-LA MFG. CORP.

- **Model 1420 “Comet Fireball”** 50c, 120 Selections, 45 RPM Only
- **Model 1440 “Comet Fireball”** Player, 120 Selection, 45 RPM Only
- **Model 1412, Hi-Fi, 50 Selections, 45 RPM Only**
- **Model 1466 “Comet Fireball”** Chrome Wall Box, 120 Selection
- **Model 1428, 50 Selection Wall Box**
- **Model 1350, 20 Selection Wall Box**
- **Model 1613, 8” Blonde Wall Speaker**
- **Model 1614, 8” Mahogany Wall Speaker**
- **Model 1906, Remote Volume Control**

### UNITED MFG. CO.

- **De Luxe 11th Frame Shuffle Alley (With Match Feature)** Regular Model, 18c for 10c 710.00 Special Model, 18c for 25c 730.00
- **11th Frame Shuffle Alley (Without Match Feature)** Regular Model, 18c for 10c 685.00 Special Model, 18c 3 for 25c 705.00
- **De Luxe Carnival Gun** Regular Model, 18c for 10c 710.00 Special Model 18c 3 for 25c 730.00
- **Comet Shuffle-Target Regular Model, 18c for 10c 685.00 Special Model, 18c, 2 for 25c 785.00
- **Singapore** 725.00

### WILLIAMS MFG. CO.

- **Jet Fighter** (With Match or Free Play Features) $650.00
- **Super Jet Fighter** (With Match and Free Play Features) 675.00
- **Super Joint** Regular Model, 18c for 10c 710.00 Special Model, 18c for 25c 730.00
- **Comet Shuffle-Target** Regular Model, 18c for 10c 685.00 Special Model, 18c, 3 for 25c 785.00
- **Singapore** 725.00

### THE RUDOLPH WURLITZER CO.

- **Model 1700** Phonograph
- **Model 1800-A** Phonograph
- **Model 1560-A** Phonograph
- **Model 1560-A** Phonograph
- **Model 1650** Phonograph
- **Model 5112—12” Conceived Speaker Hi-Fi**
- **Model 5112—12” Wall Speaker Hi-Fi**
- **Model 5205 5c+6c Wall Box**
- **Model 5206 5c+8c Wall Box**
- **Model 5207 6c+6c Wall Box**
- **Model 5208 6c+8c Wall Box**
- **Model 5209 6c+8c Wall Box**
- **Model 5204 5c+6c Wall Box**
- **Model 5204 5c+6c Wall Box**
- **Model 5205 5c+6c Wall Box**
- **Model 5206 5c+6c Wall Box**
- **Model 5207 6c+6c Wall Box**
- **Model 5208 6c+8c Wall Box**
- **Model 5209 6c+8c Wall Box**

---

**Rental List Prices**

**Value Machines Here**

**35-60 Coin-Matic "100"**

**MBC-1 Master Remote Volume Control**

**CVS-8—8" Wall Speaker Ivory (Teardrop)**

**CVS-6—8" Recessed Speaker CVST-12—12" Recessed Speaker PS-12Z Power Supply**

**ARRA-LA Auxiliary Remote Amplifier**

**AVC-1 Automatic Volume Compensator Unit**

---

**www.americanradiohistory.com**
You can stake out a beautiful route and tie down the top locations when you install Wurlitzer 1700HF Phonographs. They play better music. Please more patrons and collect more money. The sensational success of this 104-selection, high fidelity phonograph is as simple as that.

SEE IT—HEAR IT—BUY IT AT YOUR WURLITZER DISTRIBUTOR TIE IN WITH THE...HIGH FIDELITY Wurlitzer 1700 TAKES THE MASK OFF THE MUSIC

THE RUDOLPH WURLITZER COMPANY • N. TONAWANDA, NEW YORK Established 1856
BIG EXTRA BONUS TIME FEATURE

YOUR SCORE FOR MARKSMANSHIP

PLUS

2 BONUS POINTS FOR EACH UNIT OF TIME UNDER 60

Automatic Totalizer Adds Bonus Points to Score

INTRODUCED FOR FIRST TIME... MOVING TARGETS

Genuine

REAL MARKSMANSHIP REQUIRED

Entirely NEW DESIGN Mechanism

Famous MATCH-A-SCORE Feature

NEW TARGETS

RABBITS, DUCKS, SQUIRRELS, BULL'S EYES

SEE YOUR DISTRIBUTOR

OTHER
UNIVERSAL HITS
NOW AT YOUR DISTRIBUTOR

SINGAPORE
Fast Action In-Line Game

11th FRAME SHUFFLE ALLEY BOWLING GAMES

TARGETTE
6-PLAYER SHUFFLE-TYPE SKEE-TARGETTE GAME

UNITED MANUFACTURING COMPANY

3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

www.americanradiohistory.com
Location-reports from coast to coast prove that VARIETY tops all other in-line games, including BEACH CLUB, for immediate attraction, continuous repeat-play and record-smashing earning-power. Get your share...get VARIETY today.

Ghost-cards above show how player moves Card-numbers UP or DOWN. Bright circles are lit numbers. Top card shows all numbers in normal position. Other cards illustrate 3 different ways to straighten out lop-sided line-up by moving first 3 lines of Card UP or DOWN. Players hail Magic-Lines as greatest extra-fun feature in years...and back up their enthusiasm with greatest cash-box approval in years!

Electronic Speed-O-Meter shows speed of every pack-shot. Player controls shot-speed for highest score.

Speed-Control Skill of skee-ball combined with Aim-Control Skill of bowling results in a bowler that really keep players coming back day after day, month after month. Get in on the big new bowler boom...get JET-BOWLER and ROCKET-BOWLER!