David Whitfield, who flashed across the American disk horizon with his smash London recording of "Cara Mia", follows through with another hit for the holiday season, "Santo Natale". Whitfield, who is one of England's top singers, makes his first American appearance Sunday, December 12, when he arrives in this country to sing on the Ed Sullivan show.
it's here!
TONY MARTIN'S
great new hit!

ALL OF YOU
(from "SILK STOCKINGS")

VERA CRUZ
(from the movie "VERA CRUZ")

20/47-5946

on the charts!
JAYE P. MORGAN

BILLBOARD BEST SELLER
THAT'S ALL
I WANT FROM YOU
Jaye P. Morgan . . . . . . . 20/47-5896

A "New Orthophonic" High Fidelity Recording
RCA VICTOR
FIRST IN RECORDED MUSIC

www.americanradiohistory.com
"The Cash Box" Is The Retailer's Best Friend

A few weeks ago, The Cash Box inaugurated a new feature with the hope that it would prove useful to the music trade in general, and record retailers in particular. That feature was The Cash Box "Sure-Shots."

We felt the need for such a feature was apparent and that we had the sources of information to make it absolutely accurate.

Our hopes have been fulfilled.

The response to "Sure-Shots" from all over the trade has been overwhelming. Week after week we have been the very first to show which records are beginning to make noise even before they are reported on the charts. And in almost every single case, the records which made our "Sure-Shots" have then gone on to make our other charts.

The value of this feature is self-evident. Not only does it give the record company, publisher and artist an early indication of how their record is doing, but for the retailer, in particular, it has proved to be invaluable. For to the retailer it gives the most important information of all—an indication of how to order.

In the past year, retailers have found many of the new features in The Cash Box exactly what they had been looking for. The "Sure-Shots" is just one of them. In addition there have been reviews, charts and news which have proven to be just as valuable.

And all this information and help which The Cash Box has been able to give to retailers has been responsible for the ever increasing interest which they in turn have shown in the magazine. Week by week retailer subscriptions have gone up and up so that today The Cash Box probably has the greatest rate of growth of any magazine among retail dealers.

The letters which we receive from dealers show also that those who subscribe to The Cash Box for the first time are amazed by the concentration of information contained in every single issue. We have received letter after letter telling us in all sincerity that once a dealer discovered The Cash Box, he couldn't operate his business anymore without it.

Yet dealers who write us this are telling us what we've heard from juke box operators, disk jockeys, publishers and record company officials before.

For the goal of The Cash Box is to be of service to the entire music trade—to give the kind of aid which will make possible greater profits for everyone engaged in our business.
"White Christmas"

ATLANTIC-1948

THE BOWLS OF ST. MARY'S

b/w

With The Immitalbe

CLYDE McPATTER

AND HIS DRRITERS

Featuring The Fabulous Bass Voice Of

BILL PINCKNEY

"Could Become The Best Selling Christmas Record Of The Year In Any Field"

Bob Rollons

THE BILLBOARD, Dec. 4th, 1954

Picked as "AWARD OF THE WEEK"

THE CASH BOX, Nov. 20th, 1954

"It's What's in THE CASH BOX That Counts"
Hurray for your Christmas Hit!

“Santo Natale”
(Merry Christmas)
backed by “ADESTE FIDELIS”
1486 • 45-1486

welcome!
DAVID WHITFIELD
thanks for
“Cara Mia”
1486 • 45-1486

London Records

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

(Deco 29368; 9-7936A)

**THE HOUSE OF FLOWERS** (3:00) [Herwin ASCAP—Arlen, Conner]

Sp. Oliver sets up a pretty asking for George Shaw’s rendition of the title tune from the new Arlen-compact musical. Dramatic item. Beautiful lyric and melody.

**UNUSUSPECTING HEART** (2:54) [Tee Pee AASCAP—Beal, Singer, Shank, James] The crooner facets through another pretty love song. This tune is already showing signs of hitting.

**EYDIE GORME/STEVE LAWRENCE**

(Coral 6113; 9-6113J)

**I’VE GOTTA CROW** (2:48) [E. H. Morris ASCAP—Charlop, Leigh] A lovely tune from the Bway musical “Peter Pan,” is sung with gusto by the versatile Eydie Gorme. Lively item delivered in hit fashion. Watch this one.

**MAKE YOURSELF COMFORTABLE** (2:26) [Ryman ASCAP—Merrill] On this end, Eydie and her TV mate Steve Allen are singing up on a delightful treatment of a Bitter that’s heading for the top. They work well together.

**FRANK SINATRA**

(Capitol 2993; F-2993)

**SOMEONE TO WATCH OVER ME** (2:53) [New World ASCAP—Gershwin, Gershwin] From the movie “Young At Heart” in which he stars, Frank Sinatra sings this pretty romantic ballad. It’s a great Gershwin brothers standard that could easily hit again aled by the picture’s publicity.

**YOU, MY LOVE** (2:52) [Sands ASCAP—Gordon, Van Heusen] Nelson Riddle’s orch assists the crooner in his presentation of a new song from the same motion picture. Lovely romantic item.

**SAM ULANO**

(MGM 11898; K-11898)

**SANTA AND THE DOODLE-LI-BOOP** Sam Ulano, story teller and percussionist, employs both skills to present a cute Xmas novelty that children should get a kick out of. Happy ditty.

**THE STORY OF SANTA CLAUS** This deck is presented in the same fashion. Here Ulano tells “The Story of Santa Claus” and his trek on Xmas eve.

**THE PENNSYLVANIANS**

(Deco 2993; 9-2933J)

**SILK STOCKINGS** (2:27) [Chappell ASCAP—Porter] Fred Waring’s Pennsylvanians present a big production condition of the title tune from Cole Porter’s next musical. Fine showing by chorus and orchestra.

**WITHOUT LOVE** (2:52) [Chappell ASCAP—Porter] The beautifully blending organization expresses the lyrics of another Porter creation from the same show.

**JOSE MORAND ORCH.**

(Foob 4001; 4-4001)

**CLAURA** (2:30) [— Mercer, Raksin] Jose Morand and his orch. glide through a soft beguine treatment of this a beautiful standard. Good dance material for Latin lovers.

**BRUMBA FANTASY** (3:02) [— Penley, Morand] The orchestra fashion an exciting version of a rhythm standard. Beaty item that makes your feet move.

**VIC DANONE**

(Mercury 70408; 70408 x 45)

**SILK STOCKINGS** (3:04) [Chappell ASCAP—Porter] David Carroll’s orch assists Vic Danone, as he belts out a big voiced reading of the title tune from the new Cole Porter musical. Great job. Latin beat is engrossing.

**WIND SONG** (2:45) [Bourne ASCAP — Richardson] The balladbearers in another polished performance on this end. In a wonderful ballad with a lovely lyric Vic has great control over his voice. Twin-threat.

**FELICIA SANDERS**

(Columbia 40399; 4-0399J)

**FROM NINE TO FIVE** (2:40) [Almo ASCAP—Tunney, W. Wiseman] The warm inspiring voice of Felicia Sanders comes over beautifully on a neat new love song. Chorus effective in backdrop.

**HOW LONG HAS THIS BEEN GOING ON?** (3:00) [New World ASCAP—Gershwin, Gershwin] This end features the talented vocalist on a great Gershwin brothers oldie. Heavy item, but beautiful.

**THE COLLEGIANS**

(Cat 110; 43-110)


**RICKETTY TICKETY MELODY** (2:01) [Mifford ASCAP — Lowe, White, Wolfson] This end stars the boys on a good jumper with a light and inviting melody.

**DIDO ROWLEY**

(Foob 4001; 4-4001)

**THE HANDS OF TIME** (2:37) [Dandelion BMI— woods, Woods, Dido Rowley is assisted by Skip Martin’s orch as she sings a warm, sent mental waltz ballad in her expressive fashion. Emotional job on a lovely song. Could break.

**DON’T FORGET TO BRING ME BACK YOUR LOVE** (2:15) [Dandelion BMI—McKay] A little cutie makes this a good coupling for the jakes. Top half has the necessitate for the hit grade.
"Many Thanks!"

JUKE BOX OPERATORS OF AMERICA—
FOR YOUR VOTES IN THE CASH BOX 1954 POLL

1 Most Promising Orchestra
RICHARD MALTBY
"STAR DUST MAMBO"
"STRICTLY INSTRUMENTAL"
X-0075 (4X-0075)
"ST. LOUIS BLUES MAMBO"
X-0042 (4X-0042)

1 Most Promising Instrumental Group
NORMAN PETTY TRIO
"ON THE ALAMO"
"ECHO POLKA"
X-0071 (4X-0071)
"MOOD INDIGO"
X-0040 (4X-0040)

4 Most Promising New Vocal Group of 1954
THREE CHUCKLES
"RUNAROUND"
"AT LAST YOU UNDERSTAND"
X-0066 (4X-0066)

6 Most Promising New Orchestra of 1954
RUSS CARLYLE
"IN A LITTLE SPANISH TOWN"
X-0055 (4X-0055)

8 Most Promising New Male Vocalist of 1954
STEWART ROSE
"TERESA"
"MISSING"
X-0061 (4X-0061)

3 Most Promising New Country Artist of 1954
TERRY FELL
"WE WANNA SEE SANTA DO THE MAMBO"
X-0069 (4X-0069)

FROM THE MOST PROMISING NEW LABEL IN THE INDUSTRY...

"X" RECORDS MARK THE HITS!

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

www.americanradiohistory.com
**The Cash Box**

**SLEEPER OF THE WEEK**

**“STRICKLY INSTRUMENTAL”**

[Cherio BMI—Seiler, Marcus, Benjemken, Battle, Parish]

**RICHARD MALTY ORCH.**

“Most Promising New Orchestra” in The Cash Box ‘54-Juke Box Poll. Now the ace arranger and leader offers two great follow-up sides that are sure to get him off to a quick start in ‘55. One end is a terrific jump version of the Harry James hit of the ‘40’s, “Strictly Instrumental.” The trumpet break and backing is great. The band has a smooth and commercial swing and sound. Coupling is another swingin’ Maltby mambo arangement of a standard. “Star Dust Mambo” is also the first mambo with a double “ugh.” Two powerful sides that spell money in the bank. Maltby has a touch that the kids’ll love.

**RICHARD MALTY**

1954 is Richard Maltby’s year. He climbed in ‘54 with his first big record, “Louis Blue Mambo,” and last week was elected the** 

**JUDY VALENTINE**

(Dot 15259; 45-15259)

“THE MISSION OF SAN MICHEL’”

Weiss—Kalyn, Rolo, Egan. This end features the crooner on a stirring rendition of a Christmas tune. Lovely song belted across with zest. Tune is clicking big in England.

**RING CROSBY & ALFRED NEWMAN**

(Decca 29357; 9-29357)

“WHO GAVE YOU THE ROSES?”

[San Weiss ASCAP—Newman] “Der Bling” is asisted by Alfred Newman’s string wrapped ork on a pretty romantic item. Warm, tasteful delivery.

**THE SONG FROM DESIREE”**


**TONY MOTTOLI & ORCH.**

[ASCAP 11885; K-11885]

“MY GUITAR”

[Butch ASCAP—Palmer] Tony Mottoli leads his ork through a catchy ditty which he penned. Delightful novelty that’s appealing. Item lists along gaily.

**THE ELEVENTH HOUR”**

[Butch ASCAP—Palmer] The maestro creates some interesting effects on this end as he presents a soft, sultry number. Very pretty music.

**THE DISK & SLEEPER REVIEWS**

**“STAR DUST MAMBO”**

[Cherio BMI—Seiler, Marcus, Benjemken, Battle, Parish]

**RICHARD MALTY ORCH.**

“X-0075; 4X-0075”

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**THE ELEVENTH HOUR”**

[Butch ASCAP—Palmer] The maestro creates some interesting effects on this end as he presents a soft, sultry number. Very pretty music.
the hottest writer
in the business...

STUART HAMBLEN...
follows "THIS OLE HOUSE"
with.

OLE PAPPY TIME
June Valli
20/47-5924 *

OLE PAPPY TIME
Stu Hamblen
20/47-5918

* "New Orthophonic" High Fidelity recording
OR VOTING US THE MOST PROMISING NEW VOCAL GROUP OF 1954

The McGuire Sisters

New Release
“SINCERELY”
and
“NO MORE”
CORAL 61323 (78 rpm)
and 9-61323 (45 rpm)

Christmas Special
“CHRISTMAS ALPHABET”
and
“GIVE ME YOUR HEART FOR CHRISTMAS”
CORAL 61303 (78 rpm)
9-61303 (45 rpm)

PS: and for these hits . . .
MUSKRAT RAMBLE • LONESOME POLECAT
• GOODNIGHT, SWEETHEART, GOODNIGHT

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

It looks like there are going to be several Christmas hits this year as compared to last year when there was a dearth of them. Fingers crossed that Bob Thiele sent to WNEW demanding equal time to answer Mitch Miller's charge that the record Coral made with Teresa Brewer of "I Me, You, Cover" copied the Jo (Weber arrangement. ... Sid Prosser reports that his Village and Hometown Music firm have signed Roger King Mottan to an exclusive contract and that the artist will do 12 sides for Pic Records with Dee Clifford as the vocalist. ... Joe Schuster hopes that when they film the life of Ruth St. Denis they will use the song he wrote with her and Johnny Tucker called "Maybe-Who Knows?". ... Richard's "Maybe-Who Knows?" follow-up record to "St. Louis Blues Mambo" looks like a two-sided hit. Titles are "Strictly Instrumental" and "Star Dust Mambo." ... "Tramp!" from the local "X" distributor, has already ordered 25,000. ... Gordon Gray, no longer associated with Joni James off on a Puerto Rican jaunt. ... Joni was wonderful on her "Person To Person" appearance last week. She displayed a great deal of poise and charm and photographed beautifully. ... Recordland's fan record magazine, has suspended publication indefinitely. Three of the Four Aces were financial backers of the venture. ... Records go to the Birdland show when it switches to WOR on December 13. ... Perry Como using "Home For The Holidays" as a closing theme on every show from now through the end of the year. ... Dick Gersh has set up his own record promotion office.

CHICAGO:

After a no-stage show policy for the past year or so, Our Town's Oriental Thitter reportedly returning to the movie-plus-live talent policy. ... The Chicago Theater, too, returning to stage shows after a recent run. With Don Cornell opening for two weeks, 12/14. Followed on 12/31 by Kitty Kallen and Julius La Rosa. ... Speaking of Kitty Kallen, Decca's promotion man, Warren Ketter, tells us her "Baby Brother" may be a smash Christmas seller. ... Another Decca promo, Peggy Lee, scheduled to open at the Chez Paree 12/28. ... Seems Tim Gayle has now added songwriting to his many chores. We received a copy of Larry Raines' latest Decca, "I May Lose You Tomorrow" and Tim is one of the co-writers. Larry made a grand job, Dick Adler and Jerry Ross, co-writers on "Pa-Jama Game" score, in this town past week, making rounds of the radio and TV stations. While here they were continually asked the same question, to wit: "How can I get tickets for 'Pa-Jama Game' when in New York?" Also in town promoting their latest Epic waxing, "No More," the DeJohn Sisters. Tune is really catching on and getting lots of air play 'round town. Mervyn's Gadabouts currently at the Preview. ... Dinah Kaye, while doing a terrific job at the Cloister Inn 'til the wee hours of the morning, giving up her much-needed rest to visit the dee-jays with her "Rhinegold" label 'X'. ... Larry Norrett, Chicago rep for E. B. Marks pubketh, off to Miami for a three-week vacay. Lucky Larry! ... Stan Dale, popular dee-jay on Chicago's WJJD has just come back from New York, to, in order to don the khaki of Uncle Sam's Army as of the first of the year.

HOLLYWOOD:

Lee Guild's "Amateur Record" program on KFWB is receiving many noteworthy comments from the trade. The show, produced by Merrilyn Hammond, invites all newly recording artists to the KFWB studio with their own audition records. Diskjockey heads have assigned talent scouts to cover the show each Wednesday from 9 to 10 p.m. Dick Jaczko and Bob McLaughlin also appears on the program. ... Sammy Davis, Jr., who lost his eye in an auto crash 11/29, is reported to be recuperating at the Palm Springs home of Frank Sinatra. ... Marc Flay has been appointed promotion manager for Ray Thomas Company (Columbia Distributors) in the state of California, where he recently joined Frank Music Corp. as West Coast Rep. ... Al Ben of Century Records recently sent out clever record labels to announce the birth of his new baby girl Susan Jeanne. ... Screen star Tommy Noonan, who was scheduled to open at the Hollywood Mocambo 11/30, had to cancel his engagement due to pressing movie commitments. Baritone Andre Philippe, billed as the American from Paris, was brought in to sub for Noonan. This is his first West Coast engagement. ... Pubberl's West Coast engagement. ... Pledger's "Rattlesnakes and Silver" is making sure he'll make a big splash in the record business. At a recent recording date for Crown he directed the session and also participated at features. ... Fingers crossed that The Nicks. ... Benny Goodman concert pianist Harry Field opened at the Captains Table 11/29 with his trio. He plans to record for one of the majors very near the winter holidays. ... TV personality Jack Paar has issued a great P & B tune "Hearts of Stone" for Capitol. Flip side features a new tune titled "Twist of Dee." ... Kirby Allen is now on a cross country promotion tour plugging his new release on Ken "I'll Make You Love Me" b/w "It's Never Too Late." ... Bill Richards, Ken Records head, reports that both sides are causing considerable reaction. ... Current show at Cirio's features Sunny and the Royal Brothers, Trio Pfits, Tim Fabor's Mambo and Ciro's beautiful girls. ... Everyone's lending an attentive ear to Dido Rowley's "The Hands of Time" on Faber. Many predict that this beautiful ballad will be our next big hit. ... Pianist-Composer Martin Roman thought he was in for a short two or three week engagement when he left for Las Vegas nearly nine months ago. However, after 10 weeks at the Sands Hotel he was accepted an offer for an indefinite stand in the Hotel Thunderbird lounge where he has entertained nightly for the past seven months.
Our Sincere THANKS
To The JUKE BOX OPERATORS of AMERICA
For Voting Us —

"MOST PROMISING NEW VOCAL GROUP OF 1954"

Personal Mgt.: FRED STRAUSS

Mercury RECORDS

Public Relations: VIRGINIA WICKS

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

www.americanradiohistory.com
Diskeries Step Up Kiddie Releases For Big Christmas Sales

NEW YORK—With the Christmas season drawing closer, record companies got to work on their kiddie releases. Those issued in the last few weeks include:

"Bimbo"
"Happy Birthday Song"
"Edith Howard" (Mercury)
"Circus Parade"—Clarence Kirkner, Mary Hartline etc. (Mercury)
"Circus Train"—Clarence Kirkner, Mary Hartline, etc. (Mercury)
"Marches For Children"—(Mercury)
"Square Dances For Children"—(Mercury)

"Dancing The Hokey Pokey" and "The Bunny Hop"—(Mercury)
"The Story Of Noah's Ark"—David Golightly—(Mercury)
"Twas The Night Before Christmas"—The Mellomen (Capitol)
"Joseph and his Coat of Many Colors"—Claus Rains (Capitol)
"Cactus Jackson Had A Ranch,"—The Green Grass Grew All Around—(Mercury)
"Tex Ritter (Capitol)
"Blue Bottle Fly"—"Smart Alec Crow"—Smiley Burnette (Capitol)
"Buzz Berry Becomes Commander-In-Chief"—Space Patrol (Decca)
"Cable Happy"—Joan Commander Corry—Space Patrol (Decca)
"A Child's First: Pets; Games; Toys; Christmas Dolls; Dikes; Birthdays—Frank Luther (Decca) (6 records)
"Jingle Bells and Other Songs For Winter Fun"—Genevelyn (You People's)
"We Wish You A Merry Xmas"—Round and Round the Xmas Tree—Tom Glazer (Young People's)
"The Twelve Days of Christmas"—Little Baby Boy—Tom Glazer (Young People's)
"Pussyfoot's Christmas"—Albert Grobe & Gene Lowell Ch, (Young People's)
"Mama Doll Song"—"Allagaziz! The Magic Girl"—Patti Page (Mercury)

"First Trip To The Dentist"—Hugo Peretti (Mercury)
"The Christmas Tree"—Claude Rains (Mercury)
"It's Not The Whistle (That Pulls The Train)"—I'm A Little Teapot"—Kitty Kallen (Decca)

In The Extended Play department:
"Hershey Doody and The Musical Forrest—Bob Smith (RCA Victor)
"Howdy Doody's Crystal Ball"—Bob Smith (RCA Victor)
"Disney's 'Magic Flying Carpet'—Goofy, Donald, Mickey & Minnie (Mercury)

"Great Music For Young Folks"—"Songs For Sleepyheads"—(Mercury)
"Soldiers Songs Of Our Land"—"Songs Of Our Patriots"—(Mercury)
"Nursery Favorites"—"Our New Mother Goose"—(Mercury)
"First Trip To The Dentist"—"Peter P玲u Lost His Tooth"—Hugo Peretti (Mercury)
"Arfe"—Arfe Goes To School—(Patti Page (Mercury)

"Snow White & Seven Dwarfs"—"Happy Prince"—Hugo Peretti (Mercury)
"Folk Songs Of Our Land"—"Folk Songs Of Other Lands"—Jack Russell (Mercury)
"Hillbilly Play Party Songs"—"Campfire Songs"—(Mercury)
"Hansel And Gretel"—"Shoomaker & The Elves"—Richard Hayes-June Winters (Mercury)
"Fun Fair"—"The Hare And The Tortoise"—(Mercury)

"Peter and The Wolf"—"Billy Goats Gruff"—Boris Karloff (Mercury)
"Chiquita"—"Kiddie Konga"—Lady In Blue (Mercury)
"Songs For Singing"—"Songs For Playing"—(Mercury)

"Mister Fuzzy Fur"—"Parade of Winning Soldiers"—Lady In Blue (Mercury)

"Christmas Alphabet"—McCarey

"Bound To Hit In All Fields!"

HOLD ME BABY
B/W
A GIRL TO LOVE
CAT 112
By The CHORDCATS
Creators And Originators Of SH-800M

A New Sound In The Blues

ROSE MARIE McCuO
Talks & sings

DIPPIN' IN MY BUSINESS, DOWN HERE
CAT 110
And A Great Two-Sided Pop Entry!

RICKETT TICKET MELODY
B/W
THE SACKBUT, THE PSALTERY, AND THE DULCIMER
With The COLLEGIANS
CAT 110

"It's What's in THE CASH BOX That Counts"
Everyone Agrees It's A Hit!

FOR MERCURY'S NEWEST STAR

DENISE LOR

"From Nine To Five"

AND

'Our Future Has Only Begun'

MERCURY 70509 • 70509X45

DENISE LOR
From Nine to Five (Alamo, ASCAP)—
Our Future Has Only Begun (Shelton, BMI)—

"From Nine To Five" is an appealing ballad with an effective typewriter gimmick heard in the backdrop. Denise's pert voice enhances the beauty of this romantic item. The tune has an unusual tenderness to it and Denise's soft voice enhances the beauty of this romantic item. Typewriter gimmick heard in the background is very effective.

"Our Future Has Only Begun" is another most inviting ballad. It's a class ballad which she400s been singing in a secretary's benediction for her boss. The orchestration will give the plays for the tune.

RECORDS

CHRISTMAS SPECIALS

The CREW CUTS
“Dance Mr. Snowman”
AND
“Twinkle Toes”
MERCURY 70491 • 70491X45

RALPH MARTERIE
“Dig That Crazy Santa Claus”
AND
“Rock, Rock”
MERCURY 70493 • 70493X45

RONNIE GAYLORD
“Santo Natale”
AND
“My Vow”
MERCURY 70504 • 70504X45

AND AGAIN THIS YEAR . . .

Kitty Kallen and Richard Hayes
“OUR LADY OF FATIMA”
MERCURY 70567 • 70567X45

“AVE MARIA”

COUPLED WITH
VIC DAMONE SINGING

www.americanradiohistory.com
THE GREATEST HOLIDAY GREETING ISSUE IN THE INDUSTRY...

Dated: December 25th
GOES TO PRESS:

Thursday
DEC. 16th

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Send in your advertisement to

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PHIL HARRIS
sings
the
big, new
Stu Hamblen
hit...

THERE'S A LOT MORE LAYIN' DOWN
c/w I WOULDN'T TOUCH YOU WITH A TEN FOOT POLE

a “New Orthophonic” High Fidelity recording
MUSIC STORES! RECORD DEALERS! Irving Berlin's WHITE CHRISTMAS A LETTER TO SANTA CLAUS

By Dorothy O'Bryan's Harmonettes And Ollie Lovemere_special Xmas offer to dealers 10 records postpaid $5.00

EBONY RECORDS 147 E. 47th St. Chicago, Ill.

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PITTSBURGH, PA. 520-5th Ave. (Phone Washington 2-1301)
HARTFORD, CONN. 225 W. Main St. (Phone Galloway 2-3233)
ATLAS MUSIC BLDG. 113 WINSTED ST. (Phone Jackson 5-7132)

Smash Xmas Hit!

THE BE-BOP SANTA CLAUS
R&B GONZALES

NEW YORK — The Edward B. Marks Music Corporation has just signed a contract with Ralph Siegel of the Ralph Maria Siegel Musik Verlags GmbH, Munich, Germany, making him the exclusive representative in that country for the Marks firm. This is the first deal (with one minor exception) that Marks has made in Germany since the pre-Ritter days of 1931. This is in addition to the already existing list of Marks' exclusive foreign representations in Italy, Spain, Holland, Australia, all the Scandinavian countries, Brazil and Japan. Top individual music companies in Europe, France and elsewhere in Europe will continue in their present status.

Ralph Siegel is the leading German music publisher and the possessor of an impressive record in the European music field. He has himself written just under two thousand songs, a great many of these successes and recently Siegel scripted the German lyric for "Malaquena" which shapes up as his biggest hit. Along with that composition for which Siegel already has, he secures from the Marks catalogue such standard successes as "The Breath And I" (Analia Lucía), "Yours," "Balaff The Jack," "Manhattan," "Song Of The Islands," "Say Si Sl," there'll be some changes made, "El Rancho Grande," "Paper Doll," "My Shawl," "Miami Beach Rumba," "Jungle Drum," "La Campana," "Play Police Play," "By Heck," all the Marks Latin-American favorites and thousands of other titles. Ralph Siegel will board his trans-oceanic plane in a few days, representing also the standout best sellers in the Marks Serious Music Department.

 Marks Makes Tie-In
 With German Publisher

DANNY KEATING... he can't play a note but he inspired Stuart Hamblen to write—

TOY VIOLIN

OLE PAPPY TIME

RCA Victor Record 20/47-5918

Star Records Formed

PICTTSBURGH, PA.—It was announced last week that a new recording company called the Star Recording Company, went into business officially on December first.

The firm will issue records in the rhythm and blues, folk, jazz and popular music fields. The company's first release, a pop record by a newcomer called Eddie J., is expected to be on the market early in January.

The company will operate out of Pittsburgh. E. J. Moscatti is president; Eddie Mathews, artist and repertoire; Matt Edwards, promotion manager; M. Moscatti, treasurer; and J. Masartis, public relations.

Elmo White Joins Regent

NEW YORK — Elmo White, veteran music man, has joined the contact man staff of the Regent and Harman Music firms. He will be promoting "I Saw Mommy Kissing Santa Claus", "Baby Brother", "Hearts Of Stone" and "Runaround". White was, most recently, with Forrest Music.

Krohn Leaves London For Private Practice

NEW YORK — Herb Krohn, who for more than five years has been house attorney for London Record and its affiliated publishing ventures, is leaving at the end of this month to devote full time to his private law practice which specializes in recording and publishing problems.

Krohn joined London shortly after that label went into its LP program in 1949, coming from the Milton Diamond law firm to handle U. S. and Canadian copyright chores, labor relations and the usual recording and music publishing legal work. He has been British Decca's principal contact in the States for European distribution of independent labels. Krohn has held a seat on the R.I.A.A. legal committee since its organization in 1936 and has been active in international copyright circles.

Attorney Paul G. Marshall has been named as Krohn's successor.

Quebec Ops And Coral Aid Sclerosis Fund

MONTREAL — The Association of Amusement Machine Operators of the Province of Quebec and Coral Records (Canada) will shortly kick off a campaign in aid of the Montreal Association for Multiple Sclerosis.

Drive is spearheaded by a specially-prepared disk, incorporating the McGuire Sisters' "Muskrat Ramble" and a special ending in both English and French, advising the juke box customer where his coin is going.

These records are being placed in the No. 1 spot on 2,000 boxes throughout Quebec Province. All money collected from sales of "Muskrat Ramble" will be turned over to the Sclerosis Association.

Large posters and colorful place cards have been prepared for location publicity while DJ's will vote campaign with special tape cuts by McGuire Sisters.

Montreal Mayor Jean Drapeau will cut the ribbon on the campaign at a special meeting on November 29th.

Record Hop

Contest Based On Ulano Disk

NEW YORK — The Sam Ulano kiddie master purchased by MGM last week from A-bell Records will be the subject of a contest on the Klavan & Finch show on WNEW-New York. The tunes are "Santa And The Doodle-ly-Boop" and "The Story Of Santa Claus." Klavan and Finch will play "The Doodle-ly-Boop" and ask all listeners to write in their descriptions of "The Doodle-ly-Boop." Entries will also be asked to accompany their entry with a donation. All funds will be turned over to the Children's Aid Society.

MGM and WNEW will also collaborate on a big Christmas party for the Children's Aid Society.

While the prices to be awarded haven't yet been decided upon, under consideration are such awards as record players and record albums.

Rome, N.Y.—Lou Barile, WKAJ Rome disk jockey, is pictured at his first record hop. It was such a success that Lou intends to run many more in the weeks to come. He would like any artists who can possibly make it, to contact him and he'll let them know when the next one takes place.

"It's What's in THE CASH BOX That Counts!"
GOOD NEWS: OPS - DJ's - DEALERS

A 2 Sided Hit!!

The Four Tunes

Singing

"GOOD NEWS"

(Chariot's Comin')

JUBILEE - 5174

"I SOLD MY HEART TO THE JUNKMAN"

In Canada, Available on Quality Label

"It's What's in THE CASH BOX That Counts"
Music Operators of America

You're My "HONEY LOVE"

Thanks
For the 21,887 Votes of Confidence

"MOST PROMISING NEW FEMALE VOCALIST OF 1954" Category
in the Annual Cash Box Poll of Operators

New York, N. Y.
1. Mr. Sandman (Chordettes)
2. Papa Loves Mambo (P. Como)
3. Mambo Italiano (R. Clooney)
4. I Need You Now (E. Fisher)
5. Let Me Go, Lover (J. Weber)
6. Shake, Rattle and Roll
7. Shape Your Blessings (Fisher)
8. Make Yourself Comfortable (Sarah Vaughan)
9. Papa Loves Mambo (P. Como)
10. Naughty Lady (Ames Bros.)

Chicago, Ill.
1. Mr. Sandman (Chordettes)
2. Mambo Italiano (R. Clooney)
3. I Need You Now (E. Fisher)
4. Hold My Heart in Hand (Don Cornell)
5. Shokshan (Ralph Montese)
6. Hold Yourself (Ames Bros.)
7. Make Yourself Comfortable (Sarah Vaughan)
8. Papa Loves Mambo (P. Como)
9. Naughty Lady (Ames Bros.)
10. Let Me Go, Lover (J. Weber)

Pittsburgh, Pa.
1. Mr. Sandman (Chordettes)
2. Teach Me Tonight (DeCastros)
3. Naughty Lady (Ames Bros.)
4. Papa Loves Mambo (P. Como)
5. This Ole House (R. Clooney)
6. Make Yourself Comfortable (Sarah Vaughan)
7. Let Me Go, Lover (J. Weber)
8. Shape Your Blessings (Fisher)
9. Yma (Dick Cantone)
10. Mambo Italiano (R. Clooney)

San Francisco, Calif.
1. Mr. Sandman (Chordettes)
2. This Ole House (R. Clooney)
3. I Need You Now (E. Fisher)
4. Hold My Hand (Don Cornell)
5. If I Give My Heart To You
6. Make Yourself Comfortable (Sarah Vaughan)
7. Let Me Go, Lover (J. Weber)
8. Shape Your Blessings (Fisher)
9. Papa Loves Mambo (P. Como)
10. Mr. Sandman (Chordettes)

Seattle, Wash.
1. Mr. Sandman (Chordettes)
2. If I Give My Heart To You
3. Count Your Blessings (Fisher)
4. Hold My Hand (Don Cornell)
5. If I Give My Heart To You
6. Make Yourself Comfortable (Sarah Vaughan)
7. Let Me Go, Lover (J. Weber)
8. Shape Your Blessings (Fisher)
9. Yma (Dick Cantone)
10. This Ole House (R. Clooney)

Wichita, Kan.
1. If I Give My Heart To You (Dean)
2. War's Over (Your Arms)
3. I Need You Now (E. Fisher)
4. Hold My Hand (Don Cornell)
5. Let Me Go, Lover (J. Weber)
6. Shape Your Blessings (Fisher)
7. Whistle Tho' Gone (Bill Haley)
8. Little Spanish Town (Carole)
9. Little Spanish Town (Carole)
10. This Ole House (R. Clooney)

Brookfield, Wis.
1. Mr. Sandman (Chordettes)
2. Teach Me Tonight (DeCastros)
3. Count Your Blessings (Fisher)
4. Hold My Hand (Don Cornell)
5. Make Yourself Comfortable (Sarah Vaughan)
6. Papa Loves Mambo (P. Como)
7. Naughty Lady (Ames Bros.)
8. World's Most Fabulous (Don Carson)
9. Little Spanish Town (Carole)
10. This Ole House (R. Clooney)

Atlanta, Ga.
1. Mr. Sandman (Chordettes)
2. Count Your Blessings (Fisher)
3. Hold My Hand (Don Cornell)
4. Let Me Go, Lover (J. Weber)
5. Whistle Tho' Gone (Bill Haley)
6. Hold My Hand (Don Cornell)
7. Shape Your Blessings (Fisher)
8. Yma (Dick Cantone)
9. This Ole House (R. Clooney)
10. This Ole House (R. Clooney)

Nashville, Tenn.
1. This Ole House (R. Clooney)
2. If I Give My Heart To You (Dean)
3. I Need You Now (E. Fisher)
4. Hold My Hand (Don Cornell)
5. This Ole House (R. Clooney)
6. Naughty Lady (Ames Bros.)
7. Hold My Hand (Don Cornell)
8. Whistle Tho' Gone (Bill Haley)
9. Little Spanish Town (Carole)
10. Hearts Of Stone (Fontanes)

Omaha, Neb.
1. This Ole House (R. Clooney)
2. Mervyn Evans
3. Whistle Tho' Gone (Bill Haley)
4. Teach Me Tonight (DeCastros)
5. Naughty Lady (Ames Bros.)
6. Mambo Italiano (R. Clooney)
7. Wildcat Ramble (Matty Bros.)
8. Little Spanish Town (Rory Carole)
9. Bottom Of The Wall (Wilder Bros.)
10. Papa Loves Mambo (P. Como)

Cleveland, Ohio
1. Teach Me Tonight (DeCastros)
2. Papa Loves Mambo (P. Como)
3. Dim, Dim The Light (Haley)
4. Naughty Lady (Ames Bros.)
5. To My Heart (Your Arms)
6. Make Yourself Comfortable (Sarah Vaughan)
7. Let Me Go, Lover (J. Weber)
8. Mervyn Evans
9. Mambo Italiano (R. Clooney)
10. Melody Of Love (R. Vaughan)

Baltimore, Md.
1. I Need You Now (E. Fisher)
2. Papa Loves Mambo (P. Como)
3. Shape Your Blessings (Fisher)
4. If I Give My Heart To You
5. Whistle Tho' Gone (Bill Haley)
6. This Ole House (R. Clooney)
7. Hold My Hand (Don Cornell)
8. Papa Loves Mambo (P. Como)
9. Mervyn Evans
10. Mervyn Evans

St. Louis, Mo.
1. Mr. Sandman (Chordettes)
2. Shape Your Blessings (Fisher)
3. I Need You Now (E. Fisher)
4. Hold My Hand (Don Cornell)
5. Let Me Go, Lover (J. Weber)
6. Whistle Tho' Gone (Bill Haley)
7. Make Yourself Comfortable (Sarah Vaughan)
8. Papa Loves Mambo (P. Como)
9. I Need You Now (E. Fisher)
10. If I Give My Heart To You

New Orleans, La.
1. Hearts Of Stone (Chambers)
2. I Need You Now (E. Fisher)
3. Mr. Sandman (Chordettes)
4. Hold My Hand (Don Cornell)
5. If I Give My Heart To You
6. Whistle Tho' Gone (Bill Haley)
7. This Ole House (R. Clooney)
8. Papa Loves Mambo (P. Como)
9. Hold My Hand (Don Cornell)
10. This Ole House (R. Clooney)

Detroit, Mich.
1. Mr. Sandman (Chordettes)
2. Shape Your Blessings (Fisher)
3. Papa Loves Mambo (P. Como)
4. Whistle Tho' Gone (Bill Haley)
5. I Need You Now (E. Fisher)
6. Hold My Hand (Don Cornell)
7. Mama Loves (R. Vaughan)
8. Papa Loves Mambo (P. Como)
9. Mervyn Evans
10. Oliver Ames Bros.

Bunny Paul ESSEX RECORDS

"It's What's In THE CASH BOX That Counts"
The Original
THE HIT VERSION -

DE JOHN SISTERS
Happy Recording of...

(MY BABY DON'T LOVE ME )
"NO MORE" 

b/w "Theresa"

EPIC RECORDS

9085, 5-9085
Nice Work

NEW YORK—When Ava Gardner was in town recently, Hugo Winterhalter presented her with a performance of "The Barefoot Contessa." Above Hugo is shown performing that pleasant score.

Danny Keating... he can't
play a note but he
inspired Stuart Hambleton
to write--

TOY VIOLIN

OLE PAPPY TIME
RCA Victor Record 20/17-5918

Top 10 Best Selling Pop Albums

1. THE STUDENT PRINCE—Mario Lanza (RCA Victor LM 1837; ERB 1837)
2. MUSIC, MARTINIS AND MEMORIES—Jackie Gleason (Capitol W 509; EAP 1, 2, 3, 4-309)
3. A STAR IS BORN—Judy Garland (Columbia BL 1021; BA 1021)
4. WHITE CHRISTMAS—Bing Crosby, Danny Kaye and Peggy Lee (Decca DL-8083; ED-819)
5. GLENN MILLER LTD.—Glenn Miller (RCA Victor LPT 6071; EDITION II—EPOT 6701)
6. SEVEN BRIDES FOR SEVEN BROTHERS—Original Cast (MGM E 244; X 244)
7. MUSIC FOR LOVERS ONLY—Jennie Gleason (Capitol H 352; EBF 352)
8. SELECTIONS FROM THE GLENN MILLER—Glenn Miller (RCA Victor LPT 3057; STORY—EPBT 3057)
9. THE PAJAMA GAME—Original Cast (Columbia ML 4840; A 1098)
10. BRIGADOON—Original Cast (MGM E 3135; MX 263)

THE CASH BOX

Album Reviews

**POPULAR**

PATTI PAGE—"Just Patti"—Mercury 25196 (10" LP) List: $3.00

EVERYTHING I HAVE IS YOURS; DON'T BLAME ME; GHOST OF A CHANCE; WE JUST DON'T BELONG; I'M GETTING SENTIMENTAL OVER YOU; TRY A LITTLE TENDERNESS; UNDER A BLANKET OF BLUE SWEET AND LOVELY.

Dealers know what a Patti Page LP does over the counters. The thrush needs no introduction to anyone in the music business. On this platter, the queen of song, voted the "Best Female Vocalist of 1954" in the Ninth Cash Box Poll of the year, presents a number of the most popular standards in her unique manner. Her excellent phrasing and warmth of delivery are unimpeachable. It is tough to beat on soft romantic sides. Listen to this item and you'll be convinced.

**CHRISTMAS**

"CHRISTMAS AT LIBERACE"—Columbia CL 589 (12" LP)—List: $4.85

SANTA CLAUS MEDLEY; TWAS THE NIGHT BEFORE CHRISTMAS; THE SPIRIT OF CHRISTMAS; CHRISTMAS MEDLEY; O HOLEY NIGHT; THE TOY PIANO; SLEIGH RIDE; CHRISTMAS SONG; STAR BRIGHTEST; OF HOLIDAYS; AVE MARIA; GESU RABBI.

When Liberace skyrocketed to stardom, he hit in many fields at once. His personal appearances now play to jam-packed houses and his television show has a tremendous rating. But in the music field, he has also been a tremendous seller. His long playing records have almost all been on the top ten seller list at one time or other. His latest offering includes a dozen Christmas and winter favorites, some performed on the piano and some rendered in the artist's popular vocal manner. Some of the tunes are religious material. It's a delightful LP full of that Yuletide spirit. Album will probably be a must on the Liberace fans' Xmas list.

FRED WARING and his PENNSYLVANIANS—"The Song Of Christmas" by Roy Ringwald—Decca DL 8084 (12" LP) List: $4.85

THE SONG OF CHRISTMAS; THE CHRISTMAS CRIB; THE TWELVE DAYS OF CHRISTMAS; WHITE CHRISTMAS.

The history of Christian devotion to the story of the nativity finds a delightful beauty in Roy Ringwald's "Song Of Christmas." It is a deeply moving and significant religious work. Here, the beautiful voices of Fred Waring's Pennsylvanians blend to perfection as they offer their version of this stirring composition. The narrator joins the singing portions with the story. The mood is changed at the end of the LP as the group presents the traditional "Twelve Days of Xmas" and the pop standard "White Christmas." Wonderful package for the Yuletide season.

"CHRISTMAS CAROLS"—The Columbus Boychoir—Decca 5551 (10" LP) List: $3.00

O COME, ALL YE FAITHFUL; SILENT NIGHT; JOY TO THE WORLD; HERE WE COME A-MALLING; THE COWES SO SADLY; THE MERRY CHRISTMAS SONG; LAST SONG; BRAHMS' FESTIVE BLOOMING; BRING A TORCH, JESTER, JEANNETTE, JABAILLA; ON DECEMBER 22, COME YE, JOYFUL; COME YE, LOVING; ALL YE WHO HOPE THAT CHRIST IS DEAD; GOOD CHRISTIAN MEN, CAROL OF THE BIRDS; DECK THE HALL.

Christmas Carols as sung by a choir of young boys, have a bell like quality and a quality by some that is more traditional than usual. This latter offering includes a dozen Christmas carols and includes a number of musical presentation of Christmas music. The songs have life and excitement to them. On this recording, the wonderfully coordinated Columbus Boychoir presents an appealing collection of some popular and some less popular Christmas carols. The group has a wonderful sound.

**ORIGINAL SCORE**

"CARMEN JONES"—From the Original Sound Track of the CinemaScope Film—Otto Preminger Presents—Oscar Hammerstein II's adaptation of Georges Bizet's music—Starring Harry Belafonte, Dorothy Dandridge, Pearl Bailey, RCA Victor LM-1881 (12" LP) List: $5.85

Otto Preminger's version of the popular "Carmen Jones" is another milestone in movie making. It offers Americans a great opportunity to enjoy the wonderful operas by Bizet and understand what the players are singing via the lyrics by Oscar Hammerstein II. The film is now a definite success. It starts some great talent, acting to the wonderful voices of Marilyn Horne, LeVern Hutcherson, Marvin Hayes, Burt Peters, Bernice Peterson and Joe Crawford. The Baker is a big box office item which means big album sales to record dealers. A stirring and power packed original cast LP that oughta rock up a healthy final figure in the sales dept.

**CLASSICAL**

LA VIDA BREVE—Manuel de Falla—Victoria De Los Angeles—RCA Victor LM-6017 (2-12" LP's) List: $11.90

Manuel de Falla's "La Short Life" is presented complete (we believe for the first time on records). A story of Spain, Salud the gypsy girl who is betrayed by Paco, her lover. Her beloved grand mother Abuela and Uncle Saraor. Pacho's wedding day and Salud's death. The music is a delight and Victoria De Los Angeles in the role of Salud is magnificent. Her pure tones bring a flute-like quality to the recording. Supporting the star soprano are Rosario Gomes, Pablo Civil, and Emilio Paya.

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

www.americanradiohistory.com
The influx of American talent into the French country will begin very shortly, and to the big array of stars already scheduled to appear throughout these two months there will be added the first in the person of Kitty Kallen is added to the list. Welcome Kitty. Song fans will all looking forward to your visit and let me be the first to wish you luck. . . . If I may, I would like to present a London laurel to all American artists who capture the number one spot on the record list. So if I may, I'll attribute the first one to Don Cornell who held top spot for several weeks with "Hold My Hand" and the second one goes for the first time this week to Rosemary Clooney who wins the honored place with "This Ole House". . . . Sorry to hear about the unfortunate accident to Sammy Davis Jr. Our sympathy goes to him and we trust he'll be back in full swing real soon. . . . After seven months in vaudeville over here Al Martino returns to the States on December 13th. . . . Everybody in the business is very surprised that the film "New Faces" has not been more successful. End showing. But something tells me it may still happen since a trade preview will be given this week and I should imagine that there are bound to be "Erika Kitt" fans among the bookers who have been invited to the show. The new Kirchin Band (Basil and Ivor) are boosting the Mambo for them in places where they play. They are spreading the "Mambomania" over here. . . . Cathy Lloyd is causing quite a stir over here, in Canada, and her native Australia with her recording "It's a Woman's World". . . . Have just heard Peggy Lee's and Jerri Southern's new L.P.'s and all I can say is that they are the best tonic for the cold winter months. Rumor going round that Arthur Murray is thinking of branching out on this side of the Atlantic. . . . I hear Sonny Cox may be coming over in January on a business trip. Don't forget to give me a call Sonny. . . . Sam Coslow at present busy thinking up words and music for a new piece to be made over here and which may star Patti Page. This week's best selling pop singles: (Courtesy "New Musical Express")

1) "This Ole House" — ROSEMARY CLOONEY
2) "My Son, My Son" — VERA LYNN, FRANK WEIR
3) "If I Give My Heart To You" — JOAN REGAN
4) "Hold My Hand" — DON CORTEN
5) "Smile" — NAT "KING" COLE
6) "Santo Natale" — JAMES BROWN
7) "No One But You" — BILLY ECKSTINE
8) "This Ole House" — BILLIE ANTHONY
9) "Let's Have Another Party" — WINIFRED ATWELL
10) "Rain, Rain, Rain" — FRANKIE LIAE

"It's What's in THE CASH BOX That Counts"
ARTISTS, DEEJAYS JOIN MICHIGAN OP-TO COMBAT DELINQUENCY

DETOUR, MICH. — Recording artists, disk jockeys and the United States Department of Michigan teamed up to combat juvenile delinquency, last weekend, when they attracted 1,000 people to the hall in the Fort Wayne Hotel for a show and dance. Among the performers were Harry Gentle, WJR; Don McLeod, WJR; Chuck Reed, WJR; and Ted McCoy, WJB, all local jockeys. Also assisting with the show were Gordon Sparks and his Rhythm Busters; Frank Castro, Canadian songs; Rusty Draper; and the Four Freshmen; Bunny Paul, Four Joes; Amy Hughes, the Locals; Kathryn King; May Hawkins, WJR singer; Mr. Peter's; Walter Stevens; and Don McLeod and the Rhythm Kings. (See story on page 40 for additional information and photos.)

THESS NAMED CONTROLLER OF CAPITAL RECORDS

HOLLYWOOD—Glenn E. Wallach, President of Capital Records, has announced the appointment of Walter H. Thess as a newly created position, General Controller of Capital Records, and each of its domestic subsidiaries. This department is successor to the Treasurer's Department of the Finance-Legal Division. As Director of the Treasurer's Department, Thess will be responsible for all Hollywood accounting and tabulating operations, company-wide accounts, cash management, and will be functionally responsible for plant accounting, credit operations and purchasing.

Prior to coming with Capital, Thess was the General Controller of Clary Multiproducer Corporation and a former associate of Booz, Allen and Hamilton, widely known business management consultants.

Wallach has also announced the resignation of Victor O. Bergquist, Treasurer of the company, effective November 29, 1954. Bergquist resigned to devote his attention to other activities. Daniel C. Bonbright, Vice President in Charge of Finance, has been elected Treasurer of Capital Records.

JOE MARINE TO BELL

NEW YORK—Singer Joe Marine, who recently left Fred Waring after eight years with the maestro, has signed a contract with the Bell and New Disc labels and has recorded "Tara's Theme" and "Song From Desiree" for the former.

Marine, forming a joint buildup from both record companies and Arthur Shimkin, A & R chief for both labels, predicts that within one year, Joe will be one of the biggest singers in the country. Joe is booked by Mercury Artists Corporation and Tommy Russell is his personal manager.

LISTINGS BELOW ARE REPRINTED EXACTLY AS RECEIVED FROM THE OFFICE OF THE CASH BOX. DISK JOCKEYS AND REGIONAL REPORTERS

JOE GRADY—ED HURST

WAVY-D-ROCKFORD, III.

Mr. Sandman (Chordettes)

2. Naughty Lady (Ames Bros.)

Shake A Hand (Mr. Patience)

4. Teach Me Tonight (DeCastro)

5. Mr. Norman (Golden Gate)

6. Let Me Go, Lover (J. Weber)

7. Dim Dim The Lights (Meyer)

8. Wipeout (Blue Chevies)

9. Funny Thing (Tony Bennett)

10. Runaround (Chuckles)

TINY MARBLE

WAVY-D-ROCKFORD, III.

1. Let Me Go, Lover (J. Weber)

2. Mr. Sandman (Chordettes)

3. Teach Me Tonight (DeCastro)

4. Woman's World (Four Aces)

5. I Need Your Lovin' (L. Elphig)

6. Watch For You (Bill Cale)

7. Butterscotch Map (V. Monroe)

8. If I'm Losing You (Bill Cale)

9. No More (DeJaanes)

BOB GOTCH

KXG-K-LOUISVILLE

1. Mr. Sandman (Chordettes)

2. Teach Me Tonight (H. Gray)

3. Hold My Hand (Papas)

4. Love Me With All Your Heart (W. Conner)

5. I Need Your Lovin' (L. Elphig)

6. It's All Right (B. Mays)

7. You Always Give Yourself (Bill Cale)

8. Hearts Of Stone (Fontanes)

9. Woman's World (Four Aces)

ED REILLY

WBHT-WATERBURY, Conn.

1. Let Me Go, Lover (J. Weber)

2. Mr. Sandman (Chordettes)

3. Papas Lavoe Mama (P. Come)

4. Count Your Blessings (Bishop)

5. You Always Give Yourself (Bill Cale)

6. Unexpecting Heart (Press)

7. Me, My Heart And I (Doris Day)

8. Ring Me Up (Bill Cale)

9. That's All I Want From You (P. Morgan)

10. Finger Of Suspicion (Freeman)

SANDBERG

WBHT-WATERBURY, Conn.

1. Let Me Go, Lover (J. Weber)

2. Mr. Sandman (Chordettes)

3. Papas Lavoe Mama (P. Come)

4. Count Your Blessings (Bishop)

5. You Always Give Yourself (Bill Cale)

6. Unexpecting Heart (Press)

7. Me, My Heart And I (Doris Day)

8. Ring Me Up (Bill Cale)

9. That's All I Want From You (P. Morgan)

10. Finger Of Suspicion (Freeman)

JERRY PATELLO

KAYT-SOUTH CENTRE, Wash.

1. Mr. Sandman (Chordettes)

2. Teach Me Tonight (DeCastro)

3. Hold My Hand (Papas)

4. Love Me With All Your Heart (W. Conner)

5. I Need Your Lovin' (L. Elphig)

6. It's All Right (B. Mays)

7. You Always Give Yourself (Bill Cale)

8. Hearts Of Stone (Fontanes)

9. Woman's World (Four Aces)

10. That's All I Want From You (P. Morgan)

BILL DOWNS

WCFO—CINCINNATI, Ohio

1. Mrs. Sandman (Chordettes)

2. Song From Desiree (Desiree)

3. If I Give My Heart To You (Ames Bros.)

4. Mr. Sandman (Chordettes)

5. Wipeout (Blue Chevies)

6. I Need You Now (N. Fisher)

7. Count Your Blessings (Bishop)

8. Theme (L. Elphig)

9. Woman's World (Four Aces)

10. Ring Me Up (Bill Cale)

EARL MCDONALD

KXG-K-LOUISVILLE, Ky.

1. Mr. Sandman (Chordettes)

2. Teach Me Tonight (H. Gray)

3. Hold My Hand (Papas)

4. Love Me With All Your Heart (W. Conner)

5. I Need Your Lovin' (L. Elphig)

6. It's All Right (B. Mays)

7. You Always Give Yourself (Bill Cale)

8. Hearts Of Stone (Fontanes)

9. Woman's World (Four Aces)

10. That's All I Want From You (P. Morgan)

It's what's in THE CASH BOX That Counts!
NEW YORK—The trade press was invited to the Hotel Piccadilly in this city, last week, to get a look-see at Audivox's newly signed instrumental group, the Frank Sorrell Trio, Above (1, to r.) Frank Abramson, publisher of "Cinderella Waltz," the trio's first release; Marty Ostrow, Cash Box; Bob Snyder, Frank Sorrell, and Bob Ellis—the Frank Sorrell Trio; and Audivox Record exec, Lenny Wolf. The trio put on a fabulous display of instrumental artistry. Coupling on first release is "Blue Shuffle."

**MGM Enters Deluxe Album Market**

NEW YORK—MGM's first venture in the deluxe album market will go on sale Wednesday, (Dec. 3rd) and will retail for $6.65. The package will be a 12 inch long playing record containing 18 of the Romberg selections from the sound track of "Deep In My Heart," ensconced in a transparent polyethylene sleeve. The cover motif is a silken heart against a gold field with illustrations of the stars in full color. Package will also contain a four page brochure of pictures and stories about the film. In addition to the special deluxe package this new sound track set will also be released as a three pocket Extended Play set and as a regular four pocket 78 R.P.M. album.

A special dealer demonstration record has been produced to help distributors and their salesmen sell more sound track sets on "Deep In My Heart." The special disk, a selling tool of the utmost significance in the business, contains a sales pitch interspersed with excerpts from the album. The voice of New York disk jockey Jack Laycy was used on this special sales record.

MGM Records has made available to its distributors a special long playing disk jockey record on "Deep In My Heart." The disk is being sent to distributors who have made reservations with their local disk jockeys and librarians in advance to play this special record.

**Record Find**

Newspaper clipping:

"For what is in THE CASH BOX That Counts"
Baltimore, Md.—At the Saturday, November 27, date at the Loew’s Valencia Theatre, this city, Bill Haley and his Comets broke attendance records with a turn away crowd of more than 3600 patrons.

The show, sponsored by Buddy Dean (WITH-Baltimore), was sold out for two sets more than three days in advance. Jim Ferguson, Haley’s personal manager, and Joyce Jolly, exclusive agent, checked a lineup of over four blocks waiting to be admitted to the early show, Dean, in view of the

disappointed turnaways, asked Haley and his act to return in early April, when they finish their Los Vegas engagement. Astonishing part of the great turnout was the fact that Haley and his aggregation were the only attraction. There were no other acts or accompanying moving picture to help lure the ticket buyers.

Bill Haley and his Comets, who have had a succession of hits over the past few years, are currently high in the nation’s best selling lists with “Dim, Dim The Lights.”

A Sellout!

TOY VIOLIN

Ole Pappy Time

RCA Victor Record 20/47-5918

DANNY KEATING...he can’t play a note but he inspired Stuart Hamlen to write—

“My Heart To You”

Bill Haley and his Comets broke attendance records with a turn away crowd of more than 3600 patrons.
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SIGNED

“IT'S WHAT'S IN THE CASH BOX THAT COUNTS”
Recoros planning to release a new disk by Billy Clark, a real "whaling sax man." ... Donah Washington riding high disk-wise here. Her "Dream" is still going strong, while "Teach Me Tonight" has joined "Dream" on the top ten lists. At least two new Christmas songs from "Baby Face" will be plating on the West Coast. ... Varetta Dillard, Peacock and Duke sales manager, shot up to be number two in sales, the Cut Records issues a new Chordate disk, "HOLD Baby" and "A Girl To Love." Also making her bow as a songstress is Rosie Marie McGee of the "Lust, Love and Good Tidings" group. ... Los Angeles: Billy Berg has severed all connection with the Five-By-Four Ballroom and has purchased an interest in the Savoy Ballroom on Central Avenue. ... Received a short note from Henry Stone of King Records, Miami branch, telling us that "Hearts Of Stone" is breaking as the biggest record in the country, hillbilly, pop and R & B. ... Quite an unusual situation is arising locally. A new group called The Feathers has this year blue fo two different labels, after waxing "Johnny Darling" on the Showtime label the group signed with Aladdin. They etched the same tune over again. The band is blue ha already stepped out as a strong up and comer and "Moonglows" looks like it could soon be the way to the top. The new MGM musical "Deep In My Heart" (starring opera star Helen Traubel and Jose Ferrer) will bring back some old standards, "The Old Days." Many diskies are expecting to revive this popular song from the picture. Imperial has already covered it in the R & B field by The Mellows. ... Deep Silver Hunter Hancock recently returned from a business trip to New York. Two top attractions were presented at the Five-By-Four Ballroom Dec. 3rd thru 5th when Oscar Peterson's Trio and Count Basie 16-piece orchestra combined forces to play before an enthusiastic crowd of dancers. ... Marty Landau is again opening the old Riverside Ranch to R&B attractions. Johnny Otis has been booked to play Sunday afternoon dates on three consecutive week-ends. From all present indications LA will have, at least, two very successful Christmas records this year. Vareta Dillard of "Lust, Love and Good Tidings" group. ... Washington: ... Malakia Jackson just back from New York where, she tells us, she cut her first session for Columbia. According to her report, firm's execs absolutely thrilled with results. ... Chess with a new release by Eddy Boyd. Titled "Please Help Me, Baby" ("The Story Of Bill." Could be fitted in a row for a lot of sales. ... Len Chess also tells us that Arthur Gunther's Exec's disking of "Baby Let's Have A Play House," which Chess distributes, is looking like a hit. ... Fed Adams, rep of Nashboro Records in town, promoting the Gunther waxing. ... Vee-Jay's current best seller is Jimmy Reed's "You Don't Have To Go." ... Charles Silke, X-Pac representative, in town this week promoting three of Eddy's latest releases. One of the latest is "Let's Make The Weekend" featuring the top ten list but fast. ... Making it three in a row for Gunther. ... Carmen Macler is currently at the Stream- Liner And Joe Holiday is currently at the Beehive. ... But from what we hear, they may share billing in a couple weeks, at the new Rodeo Club here, where Artie "O'Day is ensconced. ... Greg Evans phoned this past week to report that he and the misc is about to embark upon an ap- pearance at Noy Radio. Where, Sam says, he plans to book some major talent for his next date. ... In the meantime, Sam is touring with a couple of the bands who had appeared at his last shindig. "Frisantme, " as Heman, his home town, ... Heron's.
A Stirring Spiritual!

**FIVE BLIND BOYS**

"In The Garden"

b/w

"Have You Talked To The Man Upstairs"

**PEACOCK** #715

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**THE CASH BOX**

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

### NEW YORK CITY

1. **YOU SET ME BABY**
   B. B. King (RPM 416)

2. **EARTHER ANGEL**
   Penguins (DeLuxe 6062)

3. **MAMBO BABY**
   Ruth Brown (Atlantic 1044)

4. **I DON'T HURT ANymore**
   Dinah Washington (Mercury 70439)

5. **I'M READY**
   Muddy Waters (Chess 1579)

6. **HURTS ME TO MY HEART**
   Faye Adams (Herald 434)

7. **NEVER LET ME GO**
   Johnny Ace (Duke 132)

8. **RECONSIDER BABY**
   Lowell Fulsom (Checker 804)

9. **EARTH ANGEL**
   Penguins (Dootone 348)

10. **SINCERELY**
    Moonglows (Chess 1581)

### CHICAGO

1. **YOU SET ME BABY**
   B. B. King (RPM 416)

2. **EARTHER ANGEL**
   Penguins (DeLuxe 6062)

3. **MAMBO BABY**
   Ruth Brown (Atlantic 1044)

4. **I DON'T HURT ANymore**
   Dinah Washington (Mercury 70439)

5. **SINCERELY**
   Moonglows (Chess 1581)

6. **WHITE CHRISTMAS**
   Clyde McPhatter & Drifters (Atlantic 1048)

7. **HURT**
   Roy Hamilton (RPM 4086)

8. **SO ALL ALONE**
   Bobby Lee & Moonglows (Checker 806)

9. **TWEEDLE DEE**
   LaVern Baker (Atlantic 4071)

10. **HEARTS OF STONE**
    Charms (DeLuxe 6062)

### NEW ORLEANS

1. **YOU SET ME BABY**
   B. B. King (RPM 416)

2. **EARTHER ANGEL**
   Penguins (DeLuxe 6062)

3. **MAMBO BABY**
   Ruth Brown (Atlantic 1044)

4. **I DON'T HURT ANymore**
   Dinah Washington (Mercury 70439)

5. **SINCERELY**
   Moonglows (Chess 1581)

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9. **TWEEDLE DEE**
   LaVern Baker (Atlantic 4071)

10. **HEARTS OF STONE**
    Charms (DeLuxe 6062)

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"It's What's in THE CASH BOX That Counts"
The Top Ten Tanos Netting Heaviest Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators in Dallas, Los Angeles and Other Cities Listed.

1. EARTH ANGEL
   Performing: Lovell Felts (Checker 804)
   Country: Cincinnati, OH

2. THE LETTER
   Performing: Doyle Winters
   Country: New York, NY

3. ANNE'S AUNT FANNIE
   Performing: Joe Louis (Checker 805)
   Country: New York, NY

4. DOBDOO-BEDO
   Performing: Jack Luster & Moonlighters
   Country: New York, NY

5. JANETE BABY
   Performing: Ruth Brown
   Country: Atlantic, NY

6. HURT
   Performing: Roy Hamilton (EPIC 9086)
   Country: New York, NY

7. HEARTS OF STONE
   Performing: Charles (Delco 6062)
   Country: New York, NY

8. TEACH ME TONIGHT
   Performing: Dinah Washington
   Country: Mercury, NY

9. I DON'T HURT ANYMORE
   Performing: Dinah Washington
   Country: Mercury, NY

10. ORCHID
    Performing: Dinah Washington
    Country: Mercury, NY

Combing Up In R & B

BAY LEE'S PLAY HOUSE
Arthur Gunter (Excello 2047)

BLUES ALL AROUND MY HEAD
Memphis Slim (United 186)

CHRISTINA
Brownie McGee (Marlin 2323)

I WANT TO BE WITH YOU
Earl Curry (R & B 1304)

Basin Street, Birdland Vie For Hamilton

NEW YORK—Roy Hamilton, Epic Record star, is the center of litigation between two of New York's top jazz nightclubs, Basin Street and Birdland. Hamilton, who was discovered only a few months ago by New Jersey disk jockey Bill Cook, now his manager, is booked into Basin Street for December 21st. But the management of Birdland claims an option on his New York cafe appearance. Hamilton's management counter-charges that Birdland dropped its option and then tried to cancel the engagement when it became obvious that Hamilton was one of the hottest properties to come along in some time.

Hamilton, who rose to fame on the standard "You'll Never Walk Alone," has since been recording records across the country. A few weeks ago, he broke Frank Vaughan's 8-year-old record at the Hi-Hat Club in Boston. While doing a one-nighter in Revere Beach, Mass., the police cancelled the songster's second and third shows after the predominantly female audience of a reported 3,000 stamped and mobbed the eight officers assigned to guard Hamilton. At Washington's Howard Theater, 500 fans were turned away and threatened to storm the doors until Hamilton came out and did a few numbers for them. Bill Cook contends that the mentioned events are the reasons for Birdland's alleged quick change of mind, and attempt to pick up an already dropped option.

Block Picks 1954's "Turkeys"

NEW YORK—Martin Block of the annual Thanksgiving Day presentation of records voted "The Turkeys of the Year" was topped off with the tune "Oh That'll Be Joyful" as the disc-domain's "Top Turkey of 1954," Runners-up in tunes badly lucked and expected to be big but which never got to first base were Percy Faith's "Dream, Dream, Dream," and Teresa Brewer's "Skinny Minnie."

Block contacted all major music publishers and record companies to get their nominations of their own top-pop-drops and combined them with his own choice of disc-duds to come up with the Turkey Day program over WABC.

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Music City, 2478 "Hey Rhythm & Blues" by the Rovers, New and Different (Laurel & Hardy's "Blues" lyrics) for pop and R&B.

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

THE CHARMS
"HEARTS OF STONE"
"WHO KNOWS"

THE MIDNIGHTERS
"ANNIE'S AUNT FANNIE"
Federal 12200

LULU REED
"SICK AND TIRED"
"JEALOUS LOVE"

THE FIVE ROYALES
"MONKEY HIPS & RICE"

YORK BROTHERS
"HURTS ME TO MY HEART"
"TWO LOVES IN ONE NIGHT"

Eddy Boyd sings

"PLEASE HELP ME"

THE CASH BOX, Music Page 31 December 11, 1954

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WILLETTE SISTERS
(Tempo 106)


2. "DON'T TAKE EVERYBODY TO BE YOUR FRIEND" (2:40) [Bess BMI] A middle tempo rhythmic effort with simple presentation and backing.

BUDDY MILTON and The Twilighters
(RPM 419)

3. "O O WAH" (2:45) [Modern BMI—Davis] Buddy Milton handles the lead effectively and The Twilighters back in ok style. Ditty is a moderate tempo jump that comes out good wax.


DORIAN BURTON
(Gem 23)


6. "DON'T TAKE YOUR LOVE FROM ME" (2:51) [ASCAP—Nemo] Burton does the standard like nothing you've ever heard before. Unusual style. You'll either like it or hate it but you'll listen.

BILL SIMPSON
(Lin 100)


8. "OLD MAN MOSE" (2:04) [Joy ASCAP—Armstrong, Randolph] Simpson does the oldie with a jump beat. Ditty has appeal.

Pee Wee CRAYTON
(Imperial 777)

9. "YOU KNOW, YEAH" (2:31) [Commodore BMI—Crayton] Pee Wee Crayton sings a middle beat boomer blues in the Crayton style to which we've become accustomed.

10. "I NEED YOUR LOVE" (2:12) [Commodore BMI — Crayton] Crayton handles the melodic tunes easily. Pretty ditty reminiscent of "If You Were The Only Girl In The World."...

ALMOST LITTLE THING" (2:47) [Armo BMI—Henry Ballard]

"TELL THEM" (2:02) [Armo BMI—Sonny Woods]

THE MIDNIGHTERS
(Federal 12202)

5. The Midnighters have dropped "Annie" for this release. The lads, however, seem to do well enough without their patron salte. They have an infectious bounce titled "Stingy Little Thing." Ditty is a story of the gal who is so stingy with her loving. The Midnighters have developed into a fine singing group and the results are apparent on this wax. The flip, "Tell Them," is a slow sad romantic blues beautifully performed. The wailing lead tells his tune with feeling and the others back him effectively. Two good sides.

"ONE, TWO, THREE, EVERYBODY" (2:28) [Aladdin BMI—Toombs]

"THAT'S IT" (3:08) [Aladdin BMI—Callahoun]

AMOS MILBURN
(Aladdin 3269)

6. Amos Milburn has three loves in "One, Two, Three, Everybody" and they are money, women and whiskey. The tune is a happy beat that Milburn rocks out with a cute twist and impact. Platter should take hold in a big way. Tag line should make a good happy chant for a crowd and will make an excellent juke box disk as well as please a house party gathering. The under lid, "That's It," is a slow tempo piece with romantic lyrics. Milburn does things with the tune and it could step out on its own merit. However, we think it'll be "One, Two, Three".

"MAMBO SH-MAMBO" (2:19) [E. B. Marks BMI—Or’Hara, Cody, Newman]

"CRAZY, CRAZY LOVE" (2:24) [Jay & Gee BMI—Stone, Williams]

THE CHARMS
(Deluxe 6072)

6. The Charms, so hot with their last, "Hearts of Stone," that they were blazing, now follow up with a novelty mambo that intrigues and provides a chuckle. The group has a good sound, work together fine and given a good tune the result is excellent.

THE MELLOW DROPS
(Imperial 805)

7. "THE CRAZY SONG" (2:00) [Commodore BMI—Smith, Kidd, Holmes] Drop blues blend merrily on a quick beat bounder. Great for the cat kids.

8. "WHEN I GROW TOO OLD TO DREAM" (2:29) [Robbies ASCAP—Hammerton II, Romberg] The Mellow Drops have a very strong arrangement of the oldie here and the lads give it a fascinating vocal treatment. Should stir some action.

RABS GONZALEZ
(Blaze 122)

9. "THE BR-BOP SANTA CLAUSE" (2:50) [Nu-Way Music BMI—Lloyd Williams] Cute Xmas novelty that has already made a stir in local areas. Loads of laughs caught in a mesh of "cool" talk. Enough exposure could lick the deck off to a strong sale.

10. "MANHATTAN FABLE" (2:50) [Nu-Way Music BMI—Babs Gonzales] This side is strictly for the really really hep. No one else will understand it.

CARL MATTHEWS
(Apollo 465)

11. "I WAS WRONG" (2:43) [Bess BMI—Matthews, Smith] Carl Matthews offers a slow folk blues in which he admits he was wrong when he said he didn't love her. Matthews has a fine voice and the wax is appealing.

12. "I'M GOING BACK HOME" (2:55) [Bess BMI—Matthews, Smith] Similar item with the tempoumped. Matthews very easy to listen to.

JOHNNY PERRY ORCH.
(Atlas 1038)

13. "I LEFT MY BABY" (2:50) [Haymes] Id Haymes handles the blues vocal with Johnny Perry Orchestra supplying the support. Ok blues effort.

14. "LONELY HEART BLUES" (2:50) [Haymes] Miss Haymes sings a slow southern blues on the flip and the deck has an authentic appeal.

THE ROCKING BROTHERS
(R and B 1309)

15. "BEHIND THE SUN" (2:21) [Granite BMI—Hogans, Reynolds] The Rocking Brothers, Jason and Wilbur, offer a slow blues instrument featuring strings. Walling wax.

16. "ROCK IT" (2:21) [Granite BMI—Hogans, Reynolds] Flip has drive and an intriguing beat.
“THINKING OF YOU” (2:06)  
[Commodore BMI—R. Hall]  
“I KNOW” (2:35)  
[Commodore BMI—Dominio, Bartholomew]  
FATS DOMINO (Imperial 802)  
- Fats Domino has a pair of strong sides that should fare well for the talented blues wailer. “Thinking of You” is a slow beat blues tune in the feeling by Fats. The tune is simple and melodic and the lyrics melodic. The flip, “I Know,” a middle-tempo soul effectively chanted. Fats brings out the most in both plates and it’s a two sider the ops and stores should be glad to see.

“SINCE I FELL FOR YOU” (2:16)  
[BMI—Jowal]  
“OOBIDEE-OOBIDEE-OO” (2:05)  
[NuWay BMI—Raleigh, Kisboff]  
THE HARPTONES featuring WILLIE WINFIELD  
( Bruce 11)  
- The Harptones etch a lovely titled “Since I Fell For You” that should be a strong follow up to their recent best selling effort. The treatment is silky smooth and the ballad like easy on the ears. Lead Willie Winfield is standup. The result of “Oohh-jee-Oohh-ee-Oo,” is a handclapper novelty with a spindly pitch at the cat crowd. Or backer—upper with most of the strength for a quick break from pops centered in the ballad, “Since I Fell For You.”

“CHOICE” (2:23)  
[Jay & Cee BMI—Bradhaw, Jones]  
Tiny Bradshaw’s cork dishes up some fine sounds as it runs through a sprightly ditty. Fine listening and dancing music.

“LIGHT” (2:15)  
[Jay & Cee BMI—Bradhaw]  
Similar comments. Make one glad the reports of Tiny’s death a couple of weeks ago were false.

CARMEN TAYLOR (Guyen 100)  
- “LET ME GO, LOVER” (2:10)  
[Flair BMI—Wills]  
Chuck Willis sweet and melancholy on slow beat blues. Fine artist with a feeling for the lyrics, a powerful coupler.

“NO MORE, NO LESS” (2:15)  
[Marilyn Music BMI—Wycho, Smith]  
Carmen rocks out on this flip-end and the result is a strong waxing. She grinds and belts for a powerful coupler.

THE CASH BOX  
Rhythm ‘n Blues BEST BETS  
In the opinion of The Cash Box music staff, records listed below, in addition to the “Web” and “Sleeper” Of The Week, are those most likely to achieve popularity.

“THE BE-BOP SANTA CLAUS”  
“CHOICE”  
“LIGHT”  
“GIVE AND TAKE”  
“LET ME GO, LOVER”  
Rahs Gonzales  
Bucks 122  
Tiny Bradshaw  
King 577  
Chuck Willis  
Ockh 7048  
Carmen Taylor  
Guyden 100

Stars Over Harlem

About a month or so ago, while listening to another batch of new etchings this writer for some strange reason became convinced that two of the current etchings, though sporting different monikers and carrying the banners of separate diskos were composed of the same talented individuals. And so we decided to pay particular attention to the progress of these records. With both of these currently holding top spots in the Cash Box charts, we thought this the perfect time to bring to light our findings. Many hours were spent carefully digging these discs. We wanted to be sure, so we spent many more hours doing research work. This writer felt that both platters were loaded with all commercial gimmicks to make for hit items and predicted this immediately after first hearing them. The only thing that puzzled us was, just how would these fellows take care of their many public appearance dates. Both waxings are hotter than firecrackers especially here in Harlem. Teenagers in the uptown area have formed fan clubs. Some of these teenagers are from rival schools and neighborhoods and are totally aware of the fact that the Moonlighters and The Moonglows are the same fellows, which could very easily confuse these youngsters minds and possibly cost the manufacturers many record sales. In most locations where these type of phonographs are most successful, the kids who purchase the wax usually take their artists to heart, and once they adopt certain performers get the feeling that they are theirs exclusively. Just thought that the parties concerned would like to know that they can solve this booking problem simply by billing the guys as a little group within the big group. Breaking fast all of a sudden is The Gentlemen and their ditty “Thing To Remember You By” ditty. George Williams wonderful styling of “The Song From Desiree” a must hear for those who go for the faster big band sounds. Same goes for his touching “Creole” heart warmer. Ramona Davis (she’s the little sister of stellar favorite Sammy Davis) drops by to tell us that cards and letters may reach the little guy if mailed to The Sunset Colonial Hotel, West Hollywood, California. Also gives out with the information that he’s relax ing at this writing, but will be back to work at this reading. Can expect him in our midsts comes the first of the year for the Frank Sinatras tour. Here . . . Fats Domino and “I Know” getting stronger and stronger with the passing of each second. . . . Tunesmith Douglas working very hard handling the promotion for his latest MGM “My Love For Dorothy” pretty, which stars Fred Norman’s great band and arrangement. Ditty, a dedication to beautiful singing screen star Dorothy Dandridge also has a nice set of lyrics which are read in good fashion by vocalist Malcolm Williams. . . . George Hudson, Ramon B. Wade, Rudy Ruther-Ford, and Charlie Green still great guns out W.N.J.R. way. Same goes for the popular Mr. Blue’s . . . Caught Nat Cole at the Apollo and brother is he swinging and singing a plenty.

“It’s What’s In THE CASH BOX That Counts”
FRED ROSE DIES; INDUSTRY SHOCKED BY HIS PASSING

NASHVILLE, TENN.—The music world suffered a great loss this week when Fred Rose, one of country music's leading songwriters and publishers, died of heart attack at the age of 57. Fred died at 7:25 P.M. on Wednesday, December 1, in his home on Rainbow Trail in this city.

Funeral services will be held Saturday, December 4th, at 3:00 P.M., at the Cosmopolitan Chapel. The burial will be at the Mount Olivet Cemetery.


Fred Rose, songwriter, recording artist, publisher, pianist, publisher and singer, was born in Evansville, Indiana, on August 24, 1897. He then moved to St. Louis, Missouri, where he was educated. At the age of 18, he began his career as a pianist, writer and singer by performing before Chicago audiences. He came to Nashville in 1934 and worked for radio station WSM, the home of the "Grand Ole Opry." Then he went to New York where he worked as a songwriter in Tin Pan Alley. In 1942, Fred Rose joined with hall of fame record Roy Acuff to form a partnership in a music publishing firm called Acuff-Rose Publications.

Since 1943, the publishing company has sold more than 10,000,000 copies of its music. One of these tunes, "Tennessee Waltz," is credited with selling 1,500,000 copies.

Fred was not only a great songwriter, but was also a close friend to the country music leaders. Many refer to him as the Irving Berlin of country music. Others called him "Mr. Country Music." Under the leadership of Fred Rose, Acuff-Rose became the second largest music publishing company in the world.

It was, for a while, closely associated with Gene Autry in Hollywood where he turned out many hits songs popular by the western balladire. More recently he has been associated with his son Wesley Rose in the music publishing business. Fred was the owner of Milene Music Publishing formed in 1952, an ASCAP firm. In 1974, he bought his own recording company called Hickory Records, which operates out of Nashvile.

Fred was also closely associated with the late Hank Williams, with whom he wrote many songs.

Rose became an ASCAP writer in 1928 and since then has turned out some of country music's greatest hits. Among the more prominent which he penned are "Honky Tonk," "Roly Poly," "Blue Eyes Cryin' In The Rain," "I'm Honest With My Tears On My Pillow," " Tweetie-O-Twii" and "Red Hot Mama."


Fred Rose is survived by his wife, Lorene, three daughters and five grandchildren.

His three sons are Wesley, Lester and Gene, and his daughter is Mrs. Jonathan Goodier, Mrs. W. C. Wightman, and Mrs. Fred Baker.

T.R.

FRED ROSE

T.O.R.O.N.T.O TOPICS

Earl Bastie (Quality Records) and his orchestra have certainly been delivering the merits and talents at the Colonial Tavern this past week. The magic of his alto sax has been pulling in the main street traffic and keeping the cash registers ringing at the Yonge Street location. At the Town Tavern, the Jo-ann Jordan Trio is back for a requested date that they earned on their last Toronto group engagement. The Johnny Lindon Group, highlighted by the inductee vocals of her sister, Louise Lindon, is a strong draw at the Silver Rail. Al Nicols and his Glee Club have been held over again in this popular spot as well. Madeleine Bonin and her Southern Belles are building a strong following at the El Mecan where the popular Stanton disk star is making some kind of country music record by singing hits in French, English, German, and a couple of other languages. The popular showmanship and lingual versatility proving to be a strong audience puller. Faron Young (Capitol Records) coming this-away to play personal appearances in Guelph, Ontario and Toronto next week. These first appearances should pull strong audiences, since being strongly promoted by CHML's Bill Long and Toronto's country music impresario, Fred Rosen.

The following country music impresario, Fred Rosen, has Smokin' Iron Poree's Record career has moved upwards, and these quarters have very strong audience following here and if the dates materialize, new attendance records should be set. "The Four Lions," the Canda's, the Four Lions and the Escort's (Victor) who also hail from these parts and have maintained close home ties. Keep your ears, and eyes open, and then see how the others respond to your requests for "Faron's," the Canda's, the Four Lions and Escort's (Victor) who also hail from these parts and have maintained close home ties. Keep your ears open, and then turn in the new year. One of the social events of the year was the RCA Victory party for the opening of their new Record and Television Studios and Offices on Mutual Street. Joining with Len Bradley were other RCA artists, Bob Simpson, John Hugh and Ernie Hamilton from RCA's Montreal headquarters. Who's Who in the Radio, Television, and Record field attended this gala opening, which also opened the holiday trade festivities in the part of the country.

THE CASH BOX TUNES

MORE AND MORE

Webb Pierce (Decca 29252; 9-29252)

IF YOU DON'T, SOMEBODY ELSE WILL

Hank Snow (RCA Victor 20-5698; 47-5698)

NEW GREEN LIGHT

Hank Thompson (Capitol 2920; F-2920)

ONE BY ONE

Kitty Wells & Red Foley (Decca 29055; 9-29055)

COURTIN' IN THE RAIN

T. Texas Tyler (4 Star 1660; 4-1660)

LOOSE TALK

Carl Smith (Columbia 21317; 4-21317)

YOU'RE NOT MINE

Webb Pierce (Decca 29252; 9-29252)

PENNY CANDY

Jim Reeves (Abbott 170; 4-170)

"It's What's in The CASH BOX That Counts!"
**JIMMIE WILLIAMS**
**SINGS**
**"HEY, HEY, LITTLE DREAMBOAT"**

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**HANK NOBLE**
(Mercury 70485; 70485 x 45)

"IF YOU WANT IT THAT WAY" (2:28) [BMI—Toombles] Hank Noble comes up with a warm and inviting reading on a distinctive, middle tempo romantic lament. Subdued strings support.

"THIS CASE AGAINST MY HEART" (2:30) [Capitol BM—Friszell, B. Adams] The artist displays his melodic tone on a pretty, middle beat romantic piece. A top notch coupling.

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**BONNIE LOU**
(King 1414; 14514)


"TRAIN WHISTLE BLUES" (2:34) [Peer BM—B. Rodgers] Flipside, the thrust puts loads of "oomph" into a solid blues item. Should catch a heap of pop and country action.

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**CHEROKEE REDD**
(Capitol 3001; F-3001)

"LITTLE TOM" (2:56) [Tree BM—J. Wilson] Ferlin Husky turns in a powerful performance as he narrates the touching story of an hungry lad who was brought up in a home of sin. Should get many spins.

"I FEEL BETTER ALL OVER" (2:32) [Central BM—R. L. Smith] Flip waxing in a zesty up-tempo ditty that Husky belts out in a terrific style. Watch this one.

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**HANK SNOW**
(RCA Victor 20-5790; 47-5940)

Hank Snow, whose waxing of "I Don't Hurt Anymore" resplendent highest laurels in the 1954 Cash Box Juke Box Operators' Poll, makes an early bid to cap the coming year's awards as well. Snow takes hold of "Let Me Go, Lover," a tune that has broken wide open, as his pop field, and treats it to a sensational country performance. Under slicing, "I've Forgotten You," is a middle tempo heartfelt item that Snow delivers with polish. "Lover" can't miss. Watch it.

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"WHEN I GROW TOO OLD TO DREAM" (2:25) [Robbins ASCAP—O. Hammerstein H. S. Romberg] "CATTLE CALL" (2:29) [Forster ASCAP—T. Owens] SLM WHITMAN

"LOOKING GLASS" (2:07) [Tree BM—B. Carrigan, E. Keller]

RED FOLEY
(Deca 86213; 9-86213)

Red Foley steps into the spotlight once again with his bid for top honors and it looks like he has the number that has the clump to make a high rung on the best seller ladder. The tune, "Walkin' In The Cold Rain," is an infectious, slow beat, sentiment. And that Reddy warbles in fashionable fashion. Flip, "Looking Glass," a middle tempo, lover's lament receives another potent vocal effort by the channel. Upper portion should be real big.

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"WALKIN' IN THE COLD RAIN" (2:34) [Pierce BM—T. Duffin, F. Craver]

THE CASH BOX BULLETIN OF THE WEEK December 11, 1954

"LET ME GO, LOVER" (2:25) [Hill & Range BMI—J. L. Carson] "I'VE FORGOTTEN YOU" (2:35) [American BMI—J. Reeves]
First filming of Grand Ole Opry stars materialized last week with Al Ganaway and Sy Weintraub of Flamingo Films directing affairs at Ryman Auditorium. First artists filmed included Ferlin Huskey, Phillips records, work out of California, and Carter Family, Minnie Pearl, Rod Brasfield, Little Jerron Leon, and Roy Acuff acted as master of ceremonies. Just received the latest later Faron Young brochure, hot off the press. Faron along with his band have just completed their first personal appearance engagements since Faron's release from Army. Both the Wilburn brothers, Doyle and Bill, are being plugged by Holloway, Martha Carson, the Carlisles and Ferlin Huskey team, also many other performers plug Alabamians, La., and Texas, Dec. 5-11. In another Grand Ole Opry package, Eddie Bill, Jimmie Dickens, Marty Robbins, printed for this market, plug Alabamians for a performance in Atlanta, Ga. Ernest Tubb and his band just completed personal appearances in Minn. and Wis., respectively, working through California on personal appearances, expected to return to Nashvegas Christmas.

JAYBIRD HAPPENINGS — Word from Dot Barnhart, rep for Johnny Horton (Mercury), states that the Johnny Horton and Bibi Itzler, principal Aust. in Texas, Ark. Nov. 24th. Also, Johnny Horton has just completed a tour in Texas with Slim Whitman and Betty Amos. Nov. 26, Jimmy Rogers, and his Hillbilly Jakebone and Owens Revival worked in Mc. Linney, Tex. String Bean, is now a regular on the Tommy Scott Show. Louie Jordan and Jimmie Vest, leaves for European tour Dec. 19. A M. Pappy) Cavanaugh, who has been in the Bureau, handling record promotion for Jack Ford and Carolyn Bradshaw! Tillman Frazier, and Billboard, plug Alabamians, worked with Johnny Mathis recording of "Can't You, Won't Cut" and "The Fun Is Over."

FROM THE CROSSROADS OF COUNTRY MUSIC, Hub Allibiert reports that Red Foley, along with Slim Whitman and Tommy Collins worked to 12,000 people at the Alabama Coliseum last week. Recently, Allibiert, Foley's manager, also reported that Red Foley worked Birmingham, Atlanta, and Lubbock recently. Foley's personal appearance engagement dates in Lubbock and Amarillo, Tex., once a month, have been arranged into Colorado and Oklahoma.

VIS-NA-ATIONAL BARN DANCE — Lola Dee, the tiny but mighty WLS National Barn Dance songstress, made an intensive, week-long personal appearance tour through Wisconsin, Iowa, Ill., and Ind. this month to plug her Mercury record releases.

COUNTY SMULLINGS—Looks like there’s a record headin’ the deejay rays in the new Ruby Wills release (RCA) "Hearts Of Stone" backed with a novelty smash "You Clobered Me. With the "Hearts Of Stone," Ruby will sell out big in the disc jockey program, and this could be one of that young chrip right to the top. Writer-Artist Mitchell Torok (Decca), will be on the air with his tune "Don’t Wipe Out Your Smudges." Making his debut in Coral Records, hailing from down in New Orleans recently. His first release are "Sistered" and "Seeds Of Jealousy." From the funs down in New Orleans recently, where "Don't Wipe Out Your Smudges." Making his debut in Coral Records, hailing from down in New Orleans recently. His first release are "Sistered" and "Seeds Of Jealousy." From the funs down in New Orleans recently, where "Don't Wipe Out Your Smudges."

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How Select-O-Matic "100" Music Systems give New Listening Pleasure

1. High Fidelity Pickup
The key to new listening pleasure! This lightweight, spring-tension magnetic pickup, with a range from 20 to 25,000 c.p.s., assures faithful reproduction of every tone in the musical spectrum.

2. High Fidelity Amplifier
Finest amplifier ever built into a coin-operated music system. 20 to 25,000 c.p.s. range. Extremely low distortion characteristics across entire tonal spectrum. 25-watt rating.

3. All-Directional Sound
Music faithfully reproduced in all directions! To accomplish this new concept of listening pleasure, Seeburg has integrated five separate speakers into the cabinet of the Select-O-Matic "100".

4. High Fidelity Remote Speakers
For the finest in scientific sound distribution! The complete new line of Seeburg high fidelity remote speakers includes recessed, wall and corner models. All are constant-voltage type, permitting complete interchangeability without accessories.
WASHINGTON, D. C.—We always like to recount information about progress and expansion in basic type businesses as the end result is improvement all along the line—the in machine industry as well. This week, The Manufacturing Chemists Association announced that a survey disclosed that the total cost privately financed construction projects completed this year, and those now under construction or planned, cost of which will be completed within three years, is $2,73 billion. MCA reported that there is an estimated total of some $3,300 billion of Government financed chemical construction orders. In addition, these projects were reported in 43 states. Texas led the way in new chemical construction projects, Florida was next; Louisiana third; California next.

LONDON, ENGLAND—The English coin machine industry is very much of its own British manufacturer a coin operated music machine, the Finistrel," which celebrated its first birthday in November. The juke box has been a decided success, so much so that the manufacturer talks about a production goal of one hundred machines a week. To handle this capacity, the firm is planning on building an extension to its factory in Islington Hill Road.

WASHINGTON, D. C.—Althea there has been a great amount of talk about recession and business decline this year, actually the total sales of a nation was off only some 4% in 1953, according to the Federal Reserve Board. According to a report this month, who predicted a total $356 billion for national output of goods and services for this year, the recent quarter showed "some expansion" due to consumer spending in the new high, plus State and local public outlays, which have gone up in support of offsetting reductions defense outlays.

NEW YORK—Steve Allen, star of 80's coast-to-coast TV's "Tonight," signed his entire Monday night (November 29) show in an arcade setting with more than a dozen of the more popular games making up the back- ground for the songs and dances. The entire hour-and-a-half show was performed in front of the equipment and the songs and dances were based on the usual theme. The equipment was supplied by Rockaway's Playland in New York, and Herman Hubsky, public relations rep for the Playland spent out ten minutes discussing problems of operating an arcade and car- with Steve Allen.

As prices for all types of equipment continue to go up, due to the present labor wage situation, which has raised the cost of materials and components as well as the cost of manufacturing an end product, credit begins to spread out further and further and in greater sums than anyone in the industry ever dreamed would be the case.

The fact remains that, on an overall average, the credit situation has been a very healthy one. Losses are reported to be at an extremely low figure.

But the coinman continues to require more credit, because of the higher prices of equipment, to continue ahead progressively.

Many leading finance firms and banks, as well as factors and loan companies, have again returned to the coin machine field. They are being very careful, even tho they seem to be extremely generous, with the loans which they advance to members of the industry.

In the first place, the average finance firm has the distributor or jobber as co-signer of any operator's notes and, in some cases, even the financial backing of the manufacturer.

The real problem is that the wholesalers in any area of the nation keep their credit losses to themselves. And even tho, in some cases, they will no longer deal with certain buyers, they won't tell others in the same area not to deal with these buyers. This creates a hazardous risk situation which will, in time, hurt the whole industry as far as credit is concerned.

If not a 'National Credit Bureau,' as has long been proposed by this publication, then the very least that should be done is to bring into being 'Credit Bureaus' as far as operators' associations are concerned.

If the operators will get together with the heads of their associations and help bring into being a 'Credit Bureau' they will soon find they will gain more respect and prestige in their own areas.

Anyone, in any area where an operators' association has set up a 'Credit Bureau,' can call on the association for information regarding any member desiring credit for some sort of pur- chase and, being given the necessary information requested, will soon make it a practice to use the association in all matters pertaining to sales, especially on credit terms.

As was once suggested by this publication, any association that takes on the task of creating a 'Credit Bureau' within its own organization, should also call upon some noted banker in its area as well as some well known firm's credit manager and, by placing these people on the 'Credit Bureau' along with other members of the association, will soon gain great respect from all sellers of merchandise.

A 'National Credit Bureau' would most definitely be the answer today. As more and more credit is being extended throughout the entire industry, due to the higher costs of equipment, more and more risks are involved.

There are few, if any, who can continue to take financial risks of this kind without, sooner or later, coming up against losses of one sort or another.

This is only modern business laboring under present inflationary financial conditions.

This publication, in discussions with many leaders in the industry, has learned that the extension of credit today is on a much broader, and more spread out base, than ever before in the history of the industry.

An ounce of prevention is worth a pound of cure, as the expression goes. This is the time, therefore, while losses are as yet in the insignificant stage, when a 'Credit Bureau' should be set up, especially should there be a business downturn in the future.

The creation of a 'National Credit Bureau,' or even local 'Credit Bureaus,' while credit continues to spread out in ever greater sums day after day, and while some of the people in the industry are becoming worried over the continued spread of ever higher sums on the credit level, is an important matter.

Something should now be done to bring into being a 'Credit Bureau,' in view of the fact that, while losses are insignificant, this is the time for the creation of such a Bureau.

As More And More Credit Spreads:
1,000 Teen-Agers Gather at Ft. Wayne Hotel in Detroit. DJ's and Record Artists Entertain

DETROIT, MICH. — The "Teen-Age" program, sponsored by the United Music Operators of Michigan (Detroit's music operators association) took off like a skyrocket this past week, when approximately 1,000 youngsters gathered in the main ballroom of the Fort Wayne Hotel, on Sunday afternoon, November 28.

The gathering, sponsored by the music association and the Detroit police department, supplied three hours of top professional and amateur entertainment.

The leading three Detroit newspapers devoted considerable space, and each ran a picture, in their Monday editions, of "1,000 Teen-Agers Get Off the Streets," headlined the Detroit Free Press, "Teens Rock Program With A Purpose"; "1-Hour Show Spans Play for Youth Clubs," proclaimed the Detroit News, "Program Aided at Community Belongers: Launch Youth Play at Fete"; "Souped up by UMOM's offer to supply juke boxes and recording services for various youth clubs throughout the city," explains the Detroit Times, "the new organization agreed to make a concerted effort to get boys and girls interested in neighborhood clubs."

"The organization plans to encourage the clubs to hold weekly dances and amateur shows. Talent in these clubs will compete in city-wide amateur shows, and winners will be given an opportunity to appear on national television shows."

It was stated that the program is already underway in the 65 youth clubs sponsored by the department of parks and recreation.

The Sunday afternoon party was covered by Larry Gentile of WJBK, Chuck Reed of WJR and Ted McCoy of WJLB, local disc jockeys. Also assisting with the program are Austin Grant, news director of CKLW-TV; and DJ's Gordon R. Sparks and Ben Johnson. Press.

Among the talent who appeared for the party were: Dupre Victorian Choir, 40 voices, who opened the program with the "Star Spangled Banner"; Chaly Hickson & His Rhythm Busters; Frank Castro, singer from Windsor, Ont.; Chuckles (X Label); Four Freshmen (Capitol); Smoky Hughes (Cadillac); Lovelies (Bob); Four Joes (MGJ); Rusty Draper (Mercury); Kathryn King (Prevue); May Hawks (WJR singer); Bunny Paul (Essex); Little Margie Peters (Burgundy); William Little (pianist) and Dan McLachlin & the Rhythm Kings (Amateur band).

Photos shown here appeared in the Detroit newspaper, showing youngsters signing up for the contest to name a youth club; teen-agers getting artist autographs; and enjoying pop drinks.

New Bally Bowlers at All Distribrs

"Bally's new shuffle-type bowling games, 'Magic Bowler' and 'Mystic Bowler,' are now on display at all Bally distributors," reported Jack Nelson, Bally general sales manager.

'Magic Bowler' is equipped with the popular Speed Control Score-Booster, plus a thrilling new Super-Strike feature. The Speed-Control feature permitting players to increase their scores by controlling speed of shot, was introduced in Bally's 'Jet' and 'Rocket Bowler,' and proved to be a real hit. Now, according to Nelson, the new Super-Strike Feature has been introduced for the first time in the new bowlers.

The new Super-Strike feature is described as follows: Puck shot along yellow 'strike-lanes' knocks down all pins and scores strike, but if puck-shot stays inside red lines marked on yellow lanes, score for knocking down all pins is Super-Strike listed in center columns of backglass ranging up to 300 top. Super-Strikes are dramatized by sounding musical chime and lighting Super-Strike sign directly back of pins, creating a flash of light as pins fly up.

This new feature is said to be a real skill-challenge to expert players. 'Magic-Bowler' also contains the popular match-play feature. Other Features include Last Frame Feature; 7-10 Pick-Up; Giant Pins; 10/8 Frame Adjustment; Hinged Pin-Hood, Playfield and Doors; New Easy-At Relay Banks and New Easy-Up Playfield. Both 'Magic-Bowler' and 'Mystic-Bowler' may be played by 1 or 2 to play for a quarter. 'Mystic-Bowler' has all the features of 'Magic-Bowler' except match-play. Both games are dressed up in new flashy, club-styled cabinets with a colorful, attractive backglass.
A POWERFUL PAIR!

GOTTLIEB'S STAGE COACH
and proven, accepted
GOTTLIEB'S Super JUMBO

1-2-3-4 can play at the same time!

- MULTI-TILT FEATURE Action continues for remaining players even though one or more players have already scored.
- TRIPLE MATCH Feature with multiple play awards.
- MODERN MASSIVE CABINET
- BURGLAR-PROOF CASH BOX.
- ADVANCE DESIGN SCORING UNITS!! A Gottlieb perfected unit with heavy duty calls; 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 Targets.
- 3 Pop Bumpers.
- 2 Flippers.
- 2 Cyclonic Kickers.

SEE THEM AT YOUR DISTRIBUTOR NOW!

1140-50 N. KOSTNER AVE.
CHICAGO 31, ILLINOIS

THRU THE COIN CHUTE

NEW ORLEANS NOTES

Al Dargis, Dargis Amusement, proudly telling us of his 12 year old daughter, she is making quite a name for herself in the twirling business. On Saturday, November 20, she captured fifth place in the national twirling contest in Memphis, Tenn. On Friday, November 26, she placed 4th in the North Louisiana State Contest, and then followed by winning the Junior Class title of the official City Championship held at Stallins Center, New Orleans, in all kinds of "twirls" in addition to Baton twirling. New Orleans has only just recovered from the recent visit of Mr. & Mrs. Raymond Maloney and Mr. and Mrs. Bill O'Donnell, . . . Louis Dohnberg went to the Outdoor Parks Show in Chicago. . . . For deluxe service there is no faster than that of Jefferson Music. Happened to be in one of their locations dining and heard a customer say he would like a hillbilly record put on the juke box. The proprietor called Mr. Marcelle at Jefferson and believe it or not, the five records were delivered before the dinner was finished. . . . Saw Tac Elms of Tac Amusement the other night celebrating New Year's Eve in November. . . . We were saddened by the tragic airplane accident that took the life of Charlie Kerr, brother of Jack Kerr, mechanic at Huffman Coin Machine. Our deepest sympathy to John and family. Charlie was part time employee at Huffman Coin machine. . . . Congratulations to Granny Barcelona, Barcelona Amusement, on the arrival of her new grandson. They are all thrilled except for the tie's resistance on turning day into night and night into day. . . . Over at Amusement City it looks like Santa just dropped off toys galore for the family of Warren, Nookie and Johnny. . . . Ray Fairchild, Mobile, Ala., making the rounds at Crown Novelty, New Orleans Novelty and Dixie Coin. Ray has more energy than all of Uncle Sam's army.

Sam Bushnell Forms Finance Firm

NEW YORK—Samuel R. Bushnell, long associated with firms financing equipment in the coin machine field, together with Irving Graubart and Noel J. O'Donnell, announced the formation of Conditional Sales Credit Corporation, this city.

"Our basic purpose is to handle installment paper for industrial machinery and equipment," said Bushnell. "However, the phonograph, games and vending industry, in which I am especially familiar, will be a specialty of ours. I have spent more than 20 years in the field, and feel I am particularly acquainted with the needs of the trade."

"Our service will be national in scope. Through our organization, distributors and manufacturers will have available an efficient, reliable and experienced finance service which will operate in their interest, maintain and build their customer good-will, and act as an arm of their business, handling their paper as they would themselves if they had the same facilities and 'know-how' that we have."

"It's What's in THE CASH BOX That Counts"
NO MORE NIGHTMARES!

with the ROCK-OLA
Trouble-Free, Service Proven Mechanism
Ask Your Route Man—He Knows!

ROCK-OLA MFG. CORP.
800 N. KEDZIE AVE. • CHICAGO 51

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THE GREATEST HOLIDAY GREETING ISSUE IN THE INDUSTRY
(Dated: December 25)

GOES TO PRESS... DEC. 16

Reserve Position Now—or better yet
Send in your advertisement to

THE CASH BOX

COMMERCIAL MUSIC CO., INC.
DALLAS, TEXAS

The men who bought “The Westerner” are well known to the industry and are extending an open invitation to all their friends to visit with them and enjoy one of the famous old style western clubs in action. They will see 24-hour activities with food and drinks ever on tap. The hospitality is open around the clock, never closing.

Says Midge Ryan, well known to all in the industry, “We have the friendliest and finest people in the West conducting our establishment. Any coinmen who visit us will be thrilled to see ‘The Westerner’ and will be able to recall some of the grand old times they experienced with the coinmen now in partnership in this famous club.”

Columbus Coinman Takes On Distribution of “Jukette”

NEW YORK—Dave Stern and Bob Slater, Seacoast Distributing Company, this city, announced this week the appointment of the Jukette Company, Columbus, Ohio, as exclusive distributors for “Jukette,” the home non-coin operated juke box, for the city of Columbus and surrounding counties.

The Jukette Company is a newly formed company headed by the well known coinman Michael Anthony of Anthony Coin Machine Company, this city.
**Wurlitzer Holds Sales Meet in Miami Beach**

MIAI MI BEACH, FLA.—Officials of The Roldolph Wurlitzer Company are meeting with its phonograph distributors in Miami Beach this week to formulate sales and plans for 1955. A series of conferences will decide the sales approach to increased business which the company expects to obtain in the year to come.

"All of our phonograph distributors, both domestic and foreign, are joining us in this forum," said Bob Bear, Wurlitzer sales manager, in announcing the meeting plans.

Due to the locale and the time of the year, a large number of the distributor's wives will be with us. To see that the ladies are entertained while their husbands work we have arranged activities including sightseeing and a boat cruise around Miami," stated Bear.

The meeting, which got under way at the di Lido Hotel on Monday, December 6, is scheduled to conclude before the week ends. This will permit ample time for those from distant places to return home and complete their Christmas preparations.

Attending from Wurlitzer's executive offices in Chicago are: R. C. Rolfing, president; Morris C. Bristol, vice president and counsel; Roy W. Carlson, vice president and comptroller; and Everette Hahne, treasurer. Also present from the North Tonawanda, N. Y. offices are: Roy T. Welteme, vice president and manager; G. J. Slade, assistant manager; Martin D. Gross, comptroller; Fred Osborne, director of engineering; and L. Dietz, assistant director of advertising.

Others from the Wurlitzer firm on hand are: Bob Bear, A. D. Prater, Jr.; Robert J. Hamilton, Joe Hrdlicka, and regional managers Jim Crosby, Art Dakoks, Bert Davidson, John McEwen and Gary Sinclair.

Separate meetings to discuss the export markets were planned for the firm's foreign distributors by Arthur C. Rutzen, export sales manager. He will be assisted by Ed Schmidt, Jim Cotter and Andres Eschevarria.

Nearly two hundred persons will attend a general dinner, which will conclude the meeting. At that time awards will be made to distributors for outstanding sales accomplishments during 1954.

**Omens Maintains Bowling Lead**

CHICAGO—Walter Oomens Sons, after regaining undisputed first place last week in the Chicago Automatic Phonograph Bowling League, retained the lead by winning two games from Paschke Phonco. Several of the teams came up with sparkling play, strikes being rolled in abundance.

The Omens re wrote the records again for a single game and series. They rolled a 967 game and 2519 series, both high for the league. Oomens maintained their two game lead with their double victory over Paschke. Unfortunately for the Paschke team bowler a torrid 899, 899, ran into the Omens record breaking 967. High for Oomens was C. Latino with 580 which was also high for men. Latino also rolled a 247 game, high for the year. B. Walesky bowled a 518 game and Oomens with 509 and Izzy with 456. Ray Gallet lead the Paschke forces with 567, Rene Gallet followed with 504, Bob Gallet with 501.

A B C Music No. 2's two wins over Coral kept pace with the leaders, Oomens, and Mercury Records, who have the lead and are the only ones over 500 in the league.

**Gottlieb Plans Year Of New Type Equipment**

CHICAGO—In keeping with the introduction of the first four-player pinball game to the field, "Super Jumbo", as well as the new, attractive and fluorescent lighted cabinet from this year, D. Gottlieb & Company, according to David Gottlieb, plans to continue to present new type equipment to revitalize and reactivate the great number of locations throughout the nation.

This information was released this past week in discussions with executives of D. Gottlieb & Company. These men are of the belief that the entire amusement field is dependent upon the revitalization of the products of outstanding design and money earning capacity so that the field will continue its leadership.

As David Gottlieb stated, "There is no doubt that the introduction of our 'Super Jumbo' created a new type business for many operators, especially in territory where amusements must be of such nature as to meet with all the requirements of the public.

"This has opened the path and resulted in many, many requests that we continue experimentation and development of similar new type amusements to benefit the industry."

"We feel certain", he continued, "that we shall meet this demand. We plan to continue to present entirely new products of such nature that they will be acceptable anywhere in the nation and will, at the same time, assure the operators that they are going to profit from their use in every respect."

Continued experimentation in the engineering department of D. Gottlieb & Company is going on at a faster pace than ever before. Every possible idea and thought is being fully developed with the potential so that, from all of these, will come the new products the field desires.

Said Dave Gottlieb, "We realize that every operator throuts the nation is seeking for something entirely new that will assure him of continued profitable operation.

"We of D. Gottlieb & Company", he emphasized, "are undertaking this task and will work hard to bring to the field the new type equipment which will help all in the amusement industry to great years ahead."

**Genco Reports Past Month Biz Best In History**

CHICAGO—Sam Lewis and Arvon Ginsburg of Genco Manufacturing & Sales Company, this year, reported for the past week that the month of November, 1954, proved to be the best and best month in their history. The newly reorganized firm has been in business now for two years, since this past Thanksgiving.

They attribute this outstanding month's business to its new gun game which has elicited so well through the nation, "Big Top Riffe Gallery".

According to Ralph Sheffield, sales manager of the firm, "We believe that the month of December gives every indication of being just as outstanding for our firm as has November and might prove an even greater business month for us."

Both Sam Lewis and Arvon Ginsburg agreed with Sheffield. They are also of the belief that "if advance orders are any indication the month of December has already started out as another record-breaking month for Genco."

With production lines at the Genco factory here busy, the plan is to get many of their new 'Big Top Riffe Gallery' guns as possible, the firm have not made any plans for future products as yet.

"We attribute this outstanding month in sales" Sam Lewis stated, "that we don't have some other great amusement products ready, but", he continued, "we are so busy producing our 'Big Top Riffe Gallery' every time that we just can't even make any plans for the future regarding introduction of new products."

"In the meantime", he said, "we are continuing to work right ahead on our experimental and engineering department and we'll be ready when the time comes."

**Ultrasound HI-FIDELITY CONVERTER**

Easily Installed...Follow step by step instructions and in less than an hour convert M100, A, B, 357, & 760 models to second to none. Simple anyone can install it. So good no one can beat it.

Kit Includes...World's finest hi-fi output transformer custom wound for Seeburg conversions, special high frequency speaker, balanced out put tubes.

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"It's What In THE CASH BOX That Counts"
Al Denver Re-elected President Music Ops of N. Y.

NEW YORK—The members of the Music Operators of New York met at the Hotel Park Sheraton on Tuesday night, November 30, for their seventeenth annual dinner-electio meeting.

All incumbent officers were once again re-elected: Al Denver, president; Charles Bernoff, vice-president; Harry Wasserman, treasurer; and Sal Trolta, secretary.

The board of directors chosen were Ben Chiofsky, Arthur Herman, Mac Pollay, Lou Hirsch and Joe Commins. All these members, with the exception of Arthur Herman, were members of the board last year.

After the elections, Al Denver and Sidney Levine, attorney for the association, addressed the gathering, relating the accomplishments of previous years, and outlining future plans.

Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Illinois

Donates Juke Box to Chicago Park Playground

CHICAGO—In keeping with his program to donate juke boxes free to the most worthwhile institutions, Robert E. (Bob) Guarro of A.B.C. Music, this city, added to the very long and impressive list of places where he had already donated juke boxes. Altgeld Park, 516 S. Washtenaw Avenue, this city, one of the playgrounds in the Chicago Park District system.

John Kosnar, Park Supervisor, wrote the following, “Many, many thanks to Robert E. Guarro.

“We have already put the machine into action and will get many, many pleasant and enjoyable hours from its use.

“We appreciate your cooperation and again wish to assure you that your efforts will be a great help to our Teenage program.”

Music Operators—Come In and See...

The Latest and Greatest Of All Juke Boxes

Music Operators—Come In and See...

The Latest and Greatest Of All Juke Boxes

“A.M.I. Model F

Runyon Sales Company

“The Latest and Greatest Of All Juke Boxes”

Bally VARIETY

WITH SENSATIONAL Magic-Lines

PROFIT BOOSTING FEATURE

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 hit numbers. Top card shows all numbers in normal position. Other cards illustrate 3 different ways to straighten out top-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!
Amuse Park Show Attracts Coinmen

CHICAGO — The NAAPB convention which started Sunday, November 28, attracted some well known coinmen. These men reportedly came to see what they could find which would prove attractive in their areas. Most of them were Jambers and distributors. What they saw, most of the men stated, on the average did not appeal for general sales to the operators. Some of them did find equipment which they liked and which they planned to use for their parks and other outdoor spots during the forthcoming spring of 55.

Coinfirms displaying here this year reported business rather slow, up to Monday, November 29, the second day of the show, but all hoped that business would pick up in the last two days of the show.

"Most orders we are taking here," one of the exhibitors said, "are for delivery sometime after the spring season of 1955. This is only to be expected," he continued, "in view of the fact that the parks won't open until about that time of the year!"

Among the exhibitors who featured coin operated equipment were the following:

Abt. Mfg. Corp.—Displaying: plug rejectors, coin chutes, money changers, totalers, "Challenger" and "G iff Sport." In attendance: Mr. & Mrs. Walter Trutsk, George Kozey, Leo Golby.


Genco Mfg. & Sales Co.—Displaying: "Big Top Rifle Gallery". In attendance: Sam Lewis, Avron Gensburg, Ralph Sheffield.


Auto Photo Co.—Displaying: "Auto Photo Studio Model 11". In attendance: V. Van Hatten, J. B. Herran, Larry Young.

Capital Projector Corp.—Displaying: "3-D Movie Machine & "Jumbo Balloons". In attendance: S. B. Goldsmith, Leo Williams, Ralph Hedin.


King Amusement Co.—Displaying: "Kiddie Ride Carousel", In attendance: Charles Stewart, Wm. King.

Dodge Corp.—Displaying: "Bul Pen". In attendance: Fred Markey, John Cardillo.


Williams Takes Over 20,000 Sq. Ft. Bldg. For Experimental Lab

Harry Williams Moves To Chicago

Harry Williams, president of Williams Manufacturing Company, this city, announced this past week that the firm had taken over the 20,000-square-foot building right next to its present plant and would turn it into an experimental laboratory for the firm.

Williams had owned this building for over six years, but had never for a very first time when he arrived in Chicago, to take over at the facto and bring into being what he repor what he admitted that he had been entirely new to the amusement business and was ready to revamp the entire industry.

At the same time that Harry Williams reported that he has taken residence in Chicago again and, aside from seeing flying trips to the West coast in a two-motor plane at regular rates, he will make Chicago his home for the near future. The factory is reported to be a growing business since Williams arrived. Many new and improved products are now on test. The firm is working far ahead on a schedule of new amusements which he believes will bring much new action to the industry.

Harry Williams stated, "I feel I'm being back in the plant once more. I believe that the new products which we are now getting ready for our production lines are going to show a big way to the amusement field."

Beatrice B. Wurtzel, of Scotch Plains, is the new sales manager of the Wurlitzer Company, according to an announcement just received. Miss Wurtzel succeeds Harold E. Hunter, who recently assumed the new position of sales manager for the East Coast district of the Wurlitzer Company. Beatrice B. Wurtzel was formerly office manager in the sales department of the company.
Francis "The Talking Mule" Hi-Fi Fan

DALLAS, TEX.—Abe Susman, State Music Distributors, this city, followed the trend of the new AMI Model "F" Phonograph unveilings when he brought in a star to pose with the phonograph.

Usually when the star is posed before the new juke box, it is no trouble at all to get the star to smile when the cameraman says "cheese" and clicks his shutter. However, in this instance the artist was a moving actor, Francis "The Talking Mule". Francis was as stubborn as a mule and refused to smile.

"Nevertheless," says Susman, "the mule is no jackass 'cause he was simply delighted with the new model F." Abe further stated that Francis personally selected "Hay There" several times, Susman also revealed that he is on the right and Francis is on the left in the photo above.

AMI Issues New Booklet

GRAND RAPIDS, MICH.—AMI Incorporated, this city, sent out its latest sales bulletin with a 24 page booklet telling the complete story of the Model "F" phonograph, William E. Fitzgerald, advertising & sales promotion manager calls the bulletin "Just the Facts, Ma'am"; a take-off on the popular TV drama "Dragnet" and calls his booklet Model "F" Facts.

Taran Distrib Co. Appoints J. T. Elkin Sales Mgr.

MIAMI, FLA.—Sam H. Taran, president of Taran Distributing Company, this city, announced the appointment of J. T. Elkins as sales manager of the Taran Jacksonville branch office.

Elkins is not a newcomer to the coin machine business. He has been in charge of the Southern Music Distributing Company office for the past nine years and has just become associated with Taran Distributing. Elkins, well known in the North Florida area, is a native of Jacksonville.

If you have PHONOGRAPHS for sale CALL DAVIS DISTRIBUTING CORPORATION

SAN FRANCISCO — Alden D. Westover has joined the San Francisco sales staff of the R. F. Jones Company, according to an announcement made by R. F. Jones, president. The Jones Company is the Western States distributor for Seeburg Music Systems, Bally and Keeney automatic coin machines.

Westover is the son of famed cartoonist Russ Westover, creator of the "Tillie the Toiler" comic strip.

Westover comes to Jones from Monarch Supply Company in San Francisco where he was office manager and sales engineer. Prior to that he was a foreign buyer for the Arabian American Oil Company in New York. During the war, he was a pilot in the Naval Air Corps.

He is a graduate of Colgate University, and has taken graduate work at Columbia and the City College of New York.

Westover is married and has one daughter. The Westovers are currently living in Ross, California.

"It's What's in THE CASH BOX That Counts" www.americanradiohistory.com
NOMINATIONS are in!  
SPORTLAND SHOOTING GALLERY  
Gets the "OSCAR" as the PLAYERS' favorite

SPORTLAND MODEL 414

MOVING TARGET SHOOTING GALLERY  
*They're the guys who put the DIMES IN THE COIN SLOTS!

EXHIBIT
4218-30 W. LAKE STREET • CHICAGO 24, ILLINOIS

"It's What's in THE CASH BOX That Counts"
This was one of the most visitin’ weeks the factories had this year. Seems like the Park Show was an excuse for many districs to come to town just to visit. Few of these coinmen reported they’d seen anything that really impressed’ them at the show. But, all were happy to be able to get together with the exact at the factories, and talk things over for the forthcoming months. ... Bill O’Donnell of Bally hosted a party of about 20 or 24 the other night and his rightful season of the. Harvy Marks, Milt Marner; Jean Bybee; Cliff Wilson; Karl Hoelzel and Irvin Weiler; Abe Witsen; Sal Groeneman; Al Simon; Dave Roosevelt; L.J. Waldman; Bernie Berman; Roy Monroe and George George; Mr. and Mrs. Dave Simon; Herman Pastor; Harry Moloney; and Sam Weisman; Si Redd; George Wrenn (who may be working for one of the big factories here by the time this gets into print); Sam London; Hymid Zorinsky; and dozens of others.

Jack Nelson home with a very bad cold. ... Bill and Lucy De Seim entertaining Sam Weisman and Harry Rosenberg in the Key Club. ... Nai Cohn, Ed Rarvby and Bill Bolles occupying a mezzanine table at the Chez. ... Sam Lewis, Avron Genburg and Ralph Sheffield report that “the very biggest month in their history was this past November” and, they say, “looks like December will be just as big—if not bigger.” ... Ray Moloney busy here and at the factory. ... Ray and Millie Richel back from a flying trip to the West Coast. ... Hank Dabek of United is looking for “C.S.” ... Lynn Durrant busier than ever at United’s factory and experimental laboratory. ... Capt. Tom Callaghan on the job at a single day over at Bally. ... Herb Bryinger is thinking over whether to give Bill Gerch 50 points ahead in ‘gin’.

Harry Williams moves back to Chicago and will make this home again. Tho he will still maintain his gorgeous Pacific Palisades, California Dream House. ... Will be back at intervals in his two motor planes.

Paul Huesch reports “tremendously favorable reaction” to the Keeny “Sportsman” gun at the Park show. Bill Bolles in charge of the booth here and a busy, busy man. Roy McGinnis drowned with the virus bug and not able to get over to the show. While John Conroy and Walter Harrison in New York this past week explains that all that work in the lobby downstairs will result in the most outstanding modernism yet seen ‘round our town.”

Mike Spanogle reports he’s having his hands full trying to keep a sample of the new ADJ on the floor. They grab ‘em at the moment they arrive, he explains. ... Art Weinberg and Ed Hall two of the happiest days at the Park show because of the great clickerrow, which their new card vendor made. ... Art and Bill have become great friends of the Park Show, especially when it comes to estimatting business. By the way, Nate Gottlieb and his son, Shelley, flew down to Dallas, Texas, to say ‘hello’ to the mishaps of “the Ace.” Dave Goddich is dreaming about the new game and will be fishing for the big ones off Miami’s shores. ... Harry Stern entertaining Johnny Bilotta and Johnny’s dotter, Sally, at the Shangri-La. “Sweet Sixteen” Sally Bilotta all thrilled with the very exotic food. Johnny grabbed her wish and took her along to see Chicago as her 16th Birthday Gift. ... Wayne “Brad” Bradfield back on the job at Rock-Ola after a siege of the flu. ... Kerner explaining that all that work in the lobby downstairs will result in the most outstanding modernism yet seen ‘round our town.”

Harry Brown and the Cades brothers looking things over at the Sherman. Harry can walk thru the Sherman with his eyes blindfolded—and does. ... Jack Nelson A. talking things over at the Matocopo booth with Bill Rabinik and Herb Klein. ... Al Rodefin of Philly with a patch over one eye dashing over to United’s factory—not even seeing the Park show. ... George Kozz, Mr. and Mrs. Walter Trautsch and Leo Gooblet meeting with many, many visitors who went the show and telling one and all about their great ABT products. ... Harry Kozz has become great friends of the “Doc” and he’s becoming quite a friend of the Downstairs. ... Sam Berger, Harry Mabs and Gordon Horlick in a conference at the William’s booths as to who will do what about the new “Select-A-Train” which attracts them all. ... Looks like Ed Rarvby is taking pics of one and all at their Auto Photo booth. Verle advising him that there were 48 more states so that he would be able to set up so many more.

Sam Goldsmith, Leo Willens and Ralph Hoftink getting lots of fine reaction from the ‘Jumbo Balloon’ machine. ... Leo showing sketches of the Balloon. ... Paul O’Donnell’s booth, which did not catch the tooth. ... But, grandly, with his sound and pictures “Kiddee Kolor Comics.” ... All the way from the wise Mr. and Mrs. Walter Trautsch to the famous band of Brooklynites. ... Max D. Levine, Jack Firestone, Art Frohman, Harry Graul, Showing their complete line at the Park Show. And explaining all about “Acqua Dama.” ... Ed Ravrby reports he’s something hotter’n a rusty $2 pistol already for the Arizona and Nevada. ... George Bush presents “Business was never better.” ... George Bushal thinking about the tremendous price differentials in sales today. Reports that some of the prices he’s heard quoted almost floored him. ... Are both of that Kansas City is looking visiting with his family the Park show and reports he’s spend a little more time—next week. ... Plenty.

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!!
- “Special” when lit Rollovers!!
- “2 Special” when lit Skill Holes!!

Playfield Loaded with Action!!

See Your Williams Distributor!!

CHICAGO CHATTER (Cont.)

HAPPY BIRTHDAY THIS WEEK TO: Ralph Colucci of Hartford, Conn.; S. Dick Di Cicco of Yonkers, N.Y.; Harry Pearl of Elizabeth, N.J.; Ed Clinton block of Buffalo, N.Y.; Charley Ewing of Evansville, Ind.; Bernard M. Raffel of Louisville, Ky.; Joe Abrahm of Cleveland, Ohio; Michael J. Anderson of Erie, Pa., and Bill Wood of Boise, Idaho. Guess that Einstein was right with his theory of relativity. What one factory calls ‘just fair business’ would keep another working day and night. But, so it goes. ... All here remarking that this fall and winter season of ‘54 have proved themselves among the very best in the ‘entire history of the business.’ ... Harold Lieberman phones to advise that he’s on his way to his Omaha opening. Wants info about all dime play which he, himself, and personally, will speak on in Omaha, before Omaha’s music ops. ... In the meantime, Bill Gerch dashes off to be in Minneapolis for the Friday afternoon meeting where Bill will speak on dime play. That’s the fifth city in as many weeks Bill Gerch has visited to speak on dime play. ... The Cash Box “20 Year Club” members now voting on which city they definitity want to hold their 1st Annual Meeting. Three cities that proved most popular in the first poll were: Chicago, Miami and Las Vegas.

“IT’S WHAT’S IN THE CASH BOX THAT COUNTS”
NEW golden palomino horse
NEW rigid steel base
NEW flashy colorful cabinet

• REALISTIC WESTERN HORSE
• REAL WESTERN SADDLE
• SAFE, LOW-SPEED START
• LIFE-LIKE RIDING ACTION
• STURDY, TROUBLE-FREE MECHANISM
• SEW-PROOF COIN MECHANISM
• SMOOTH, QUIET OPERATION

REQUIRES ONLY 22 IN. BY 44 IN.
FLOOR SPACE
110 VOLT A.

Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Illinois

CHRISTMAS SPECIAL

10c A RIDE
RIDE THE CHAMPION 10c

NEW ENGLAND NIBBLES

Christmas season underway on coin row in Hub. . . Music ops are becoming heavy Xmas record buying and building up their stocks of 45s. . .

Southland distributors and operators are somewhat bewildered over the way business has held up during the last quarter of 1954. Since October sales activity all along coinrow has hit an all-time high. The demand for all types of record dealers is maintaining a high level. The outlook appears to be good for the remainder of the year. Many dealers believe that the intention of their customers is to purchase Christmas presents in order to avoid post Christmas rush. Although much of the business is being conducted over the phone, many operators reported that the phone orders have increased this year and are not the usual kind. The phone orders the usual occur just before the holiday season has not affected business this year and with present orders piling up, sales are expected to remain heavy far into 1955. If the current boom continues into the new year LA could again become one of the key coin machine markets in the country.

December 11, 1954

I'd like to thank you for the many notes I've received. All the ops in this Kern county city have formed a co-op organization called Kern Amusement, Inc. at 919 California St. Their main purpose is to set up a retail sales outlet for surplus phonograph records which are brought in from the various routes. Any sales records or notes will also be organized to make the organization for each operator. Bill Black is president of the new association and Ebel Simmons, secretary.

Memories of the little red school house will be brought back again to Southern California Seeburg operators and servicemen when Professor Jack Labrouse, Bally factory man and part-time Seeburg Sales Schools in the following cities:—San Bernardino, Dec. 7; Los Angeles, Dec. 9 and 10; San Diego, Dec. 14. Assisting him will be Nick and Vinny Lanzierato, head mechanics of the Minthorne Music service department.

Did You Know?—NOTICE. The World's Fair draws near, business continues at an all-time high. . . MINTHORNE MUSIC CO.—Frank Manceri, manager of the new branch sales offices, reports that since their official opening last month sales have more than doubled. . . SIERRA DISTRIBUTING COMPANY—Op's who have passed thru the doors of these new showrooms just can't help but comment on the new hi-fi, modern, colorful new Seeburg is being painted in harmonizing coral and gray colors with diamond shaped, black and white checkered tile on the floor. The offices are finished in light green and coral. Wayne Copeland and Ray Powers have done an excellent job of setting up the complete display of New Wurlitzer, Seeburg, Hillman phones and accessories. The extended sales and invitations to all operators in the area to come and see these beautiful new showrooms and new Wurlitzer phonos. . .

C. A. ROBINSON & CO.—It didn't take long for word to spread around that Al Theoel, field service engineer for United Mfg. Co., was in town. No notices or announcements were sent out, yet, ops suddenly started flooding in as soon as Al arrived. He was loaded with information which included the latest service short-cuts and tips. Al plans to remain in LA for several more days before returning to Chicago. . .

Paul A. Laymon & Co.—Jimmy Wilkens is back on the job again after minor surgery. The Laymon crew are all looking forward to the new Bally game which is to go on display any day . . . BADGER SALES CO.—The new AMI Model "F" has been so well accepted in Southern California that factory shipments are still not large enough to keep up with all the orders. Dem in the San Diego area. Fred Gaunt reports that sales on all types of new and late model machines have been excellent.

Trevino & Songer have returned to their home in San Diego after spending a month in the Dakotas visiting relatives . . . Gene Devibbis, former LA operator, has purchased Jack Spencer's route in the Big Bear resort area and leased it. . . Jesse and Mrs. Benjamin, Santa Monica, recently spent a month vacationing in Illinois. . . Chuck of California Music Company says that he is very interested in the last showrooms that have been completed . . .

If anyone of you ops is planning to spend this year going for the first time to the World's Fair, they are in for a real treat. The exhibits are divided into various sections, and every section has some fascinating show which will certainly draw their attention. Among the many attractions that will be of particular interest to operators is the "World's Fair" exhibit which will be located in the Transportation Building. The exhibit features a scale model of a modern city with miniature buildings, streets, and traffic that move just like the real thing! Visitors can ride trolleys and cars through the city and get a realistic idea of what life will be like in the future. The exhibit also includes a section on space travel, showing how man may someday explore the stars and even land on other planets. Other exhibits include a huge model of a modern factory, showing how new machines are designed and built, and an exhibit on radio and television, demonstrating the latest developments in these fields. Visitors will have the opportunity to get a close-up view of the exhibits and see how they work. It's a great day out for the whole family, so don't miss it!
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FOR SALE

WHICH YOU DESIRE

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WANT

WANT—Seeburg M-100-C.—AMP's 1500—2500', in good mechanical condition, clean, no broken plastics. Quote price, quantity in first letter. ARNOLD AMUSEMENT CO., 29 WILLIAM STREET, NEW HAVEN, CONN. Tel.: L.Obust 2-7142.


WANT—Phonograph records made before 1940; any quantity or dealer stock; $150 to $300 per thousand; will inspect if required. Some labels wanted are: Vitasound; Victor. Vocalion; Paramount; Gennett; Bluebird; Champion. JACOB SCHNEIDER, 128 W. 66th STREET, N. Y. C.

WANT—Show Boats, Circus, Rodeo and Frolics. GOLDEN GATE NOVELTY CO., 701 GOLDEN GATE AVE., SAN FRANCISCO 2, CALIF. Tel.: Market 1-3968.

WANT—To buy panoramas any quantity. CLEVELAND COIN MACHINE EXCHANGE, INC., 2029-35 PROSPECT AVE., CLEVELAND, OHIO. Tel.: Tower 1-6715.

WANT—Your used or surplus records all speeds. 45's our specialty. We buy all year round and pay top prices. No lot too large or too small. No more than 10% bad. We pay freight. BEACON SHOPS, 821 NO. MAIN STREET, PROVIDENCE, R. I. Tel.: Union 1-7500.

WANT—Distressed merchandise for return privileges. Purple label Capitols, Columbia, Coral, Decca, Victor, Mercury, King—78's and 45's — also LP's. Please quote prices, we pay freight. C. & L. MUSIC CO., 31 BAYBERRY RD., FRANKLIN SQUARE, L. I., N. Y.

WANT—New and used records. Highest prices paid for 78's and 45's. No quantity too large or too small. We buy brand new LP's (33 1/3 RPM) in quantity. Write or phone. FIDELITY DISTRIBUTORS, 646 10th AVE., NEW YORK 36, Tel.: JUdson 6-4568.

WANT—Any quantity post-war Wurlitzer Phonographs, Models 1100, 1250, and 1400. Also Seeburg M100—78 and 45. Wire, write, or phone; BUSH DISTRIBUTING COMPANY, 286 N. W. 29th ST., MIAMI, FLORIDA.

WANT—Northernwestern 49's Challengers; Pike's Peak; Kicker's and Catchers; Weigh Scales or any other penny games or equipment in Canada for resale. Will pay top prices in any quantity. Write, phone or wire. MOCHUK ENTERPRISES, 81 INDIAN ROAD, TORONTO, ONTARIO. Tel.: LO 4722.

WANT—45 RPM Records, new or used. No quantity too large or small. Highest prices paid. Write stating quantity on hand. TONY GALANO, GALANO DIST. CO., 4142 W. ARMITAGE, CHICAGO 39, ILL. Tel.: Bidkena 2-7606.

WANT—Tubes: 2051; 2050; 70L7; 2A4; 245; 5V4; 6L6; 6N7; 6L7; 6V6; 6X5; 6X5 metal. Will pay $40 a hundred. Must have minimum quantity 50 of a type. Have you other types in quantity? LEWIS ELECTRONICS, 5449 NO. ELAINE PL., CHICAGO, ILL.

WANT—Bingo, late model Shuffle Alleys. For re-sale. Send list. Have all types of amusement equipment for sale. DAVE LOWY & CO., 592 TENTH AVENUE, NEW YORK, N. Y. Tel.: Chirkering 4-100.

WANT—Frolics, Rodeo, Circus, and Showboats, Seeburg, Model BL's Co. FOR SALE—10 3-4'S. Make offer. NOBRO NOVELTY COMPANY, 538 BRYANT STREET, SAN FRANCISCO 7, CALIF.


WANT—Mills Panoramas—any quantity. WESTERN DISTRIBUTORS, 5126 ELLIOT AVE., SEATTLE, WASH. Tel.: Garfield 5585.

WANT—From all over the world! Literature on any machine that takes coins and sells anything—amuse- ment, drinks, Bromos, fountain, Pocket Books, cigarettes 25 2s each, aspirin at 5c each, single band-aids, newspapers. WUTHAM ENTER- PRIZES & ASSOCIATES, 30-32 CUNNINGHAM AVENUE, GLENS FALLS, NEW YORK.

www.americanradiohistory.com
FOR SALE

FOR SALE—Records!!! 5¢ over wholesalesale, any label. Free title strips. Quick service. New, second-hand, broken, damaged. We also purchase surplus records new unused only. RAYMAR SALES CO., 170-21 JAMAICA AVENUE, JAMAICA 32, N. Y. Tel.: Olympic 8-1012, 4013.

FOR SALE—Brites List $65.00; Britte Spot $85.00; Spot List $75.00; Classics $179.30;Clovers $164.50; U-10th Fr. Stars $125.00. ALLIED D Ur N o. 1 DISTRIBUTING CO., 3574 HARDING STREET, CARLS, BALK, CALIF. Tel.: Ocean 515.

FOR SALE—Car you afford 92¢ per week to get ahead and stay ahead of your 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 Cash Box Industry.” Form your Check for $48 today plus your first 40-word ad to: THE CASH BOX, 26 W. 47th STREET, NEW YORK 36, N.Y. (Phone JU 6-2640).

FOR SALE—Coin Counters, Coin Sorters, Coin Counting Combos, Coin Changers, Coin Wrappers, Parts and Supplies. We carry a complete line of these products. GLOBE DISTRIBUTING CO., 1203 N. CALIFORNIA AVE., CHICAGO 47, ILL. Tel.: Armour 6-0780.

FOR SALE—Attention wholesale buyers: AMI E-80s and E-120s, like new. Contact us. Let us know your needs. COPELAND DISTRIBUTORS, 900 NORTH WESTERN, OKLAHOMA CITY, OKLA. Tel. : FO-3-4546.

FOR SALE—Music and amusement machine men can make their lowest CASH BOX prices for “as is” but working condition. Slightly higher when shop cleaned and reconditioned. A dependable, nationally-credited firm: THE GORDON STOUT CO., PIERRE, S. D.

FOR SALE—United Bowlers—Royal $245; Clover $145; Cascade $135. Williams: DeLuxe BaseBall $195; DeLuxe World Series $195; United Six Player DeLaxes S/A $50. MOHAWK SKILL GAMES CO., 67 SWAGGERTOWN RD., SCHENEC TADY, N. Y., Tel.: 7-2162.

FOR SALE—Williams 6-player BaseBall $249; Williams Deluxe Baseball $99; Geneva Night Fighter $149; Six Shooters $79; Jet Guns $99. Shuffle Alleys at lowest prices. Hi-Speed Shuffle Board exes—2¢. CHESTER CARLTON 6, 3912 E. 62nd ST., 26 EAST CARSON STREET, PITTSBURGH 12, PENNSYLVANIA. Tel.: HEmlock 1-9900.

FOR SALE—Coney Islands $60; Dale Gun $35; Atlantic City $125; Knockout Pinball $25; Spark Plug $50; Frolics $150; World Series $55; AMERICAN MUSIC COMPANY, 703 MAIN ST., BRIDGEPORT, OHIO. Tel.: Bridgeport 750.

FOR SALE—All machines $20 off high CASH BOX prices. Wurlitzer 1501, 1100, 120, Rockolas 1422, 1426. AMI Model C, Seeburg 144, 147, 100A. Phone Sterling 8-7515 or write: DIXON DISTRIBUTING CO. (P.O. BOX 2660, YOUNGSTOWN, OHIO.)

FOR SALE—A 1 mechanical condition. Wurlitzer 68 solophone model 1650 @ $1475; 1100 @ $875; 1250 @ $239; Wurlitzer 24 solophone @ $1500 @ $92; 1013 @ $750 @ $49. T & I DISTRIBUTING CO., 1643 CENTRAL PKWY., CINCINNATI 14, OHIO. Tel.: Main 8751.

FOR SALE—Ten cent Operators don’t let profit walk out the door. Get Several’s Two Nickels for dime play Kits. Install in minutes. Watch Returns increase, and results. Operate each, lots of 10, $295. Each. GENERAL TOOLS DISTRIBUTORS, 1327 E. 21st ST., CLEVELAND 14, OHIO—PORTLAND 11.

FOR SALE—All types used AMI, Wurlitzer and Seeburg equipment. Clean and shipped, or as is. Factory Distributor for Seeburg. DICKSON DISTRIBUTING CO., 631 W. CALIFORNIA, OKLAHOMA CITY, OKLA. Tel.: Regent 6-3691.

FOR SALE—Reconditioned—like new. Bally Victory Bowlers $350; Bally Champion Bowler $450; Seeburg Coin Hunt $345; Daffy Derby Wm’s. $325; Bally Yacht Clubs $190; Wurlitzer Model #700 $40; U. Shuffle Target $450; One Bowl Arcades $450. FOR SALE—BUD DONAN DISTRIBUTING COMPANY, 5007 N. KEDZIE AVE., CHICAGO 25, ILLINOIS. Tel.: Juniper 6-5211.

FOR SALE—1 Seeburg Semic Unit, perfect condition, $250; 2 Geno Sky Gamer, brand new; Ajax Cigarette Machines, brand new, closed-out; 1 Premium Pool Table $50; 1 Keg 2-Player Shuffleboard. LIEBERMAN MUSIC COMPANY, 257 PLYMOUTH AVE., NORTH, MINNEAPOLIS, MINN.

FOR SALE—Premium merchandise for coin machine prizes. Over 3,000 articles carried in stock. Write for complete wholesale descriptive price list today. (Established 1932). HASTINGS DISTRIBUTING CO., 630 S. 14TH AVENUE, PORTLAND 13, ORE. WAUKEE 13, IOWA TEL.: Blue mound 8-7600.

FOR SALE—Bally Bingos: HI FI $399; Surf Club $475; Ice Frolics $395; Palm Springs $375; Dude Ranch $475; Yacht Club $595; Seabreeze Beach Clubs $325; Beauty $265; Frolics $175; Atlantic City $140; Spot Line $100; Coney Island $75; Bright Spot $90; Bright Lights $75; United $10; Ship $15; Shelly & Daffy $45; Sunset $135; United A & BC $45; Genie Golden Nugget $90; Genie Junction Jax $90. MONROE COIN MACHINE EXCHANGE INC., 2424 PAYNE AVE., CLEVELAND 14, OHIO. Tel.: Superior 1-4600.

FOR SALE—Customer’s illness forces sale. 200 Amico Capsule Charm Vendors. We don’t operate, will sell at excellent figure either on location, or in minimum quantities of ten. SHELTON SALES, INC., 821 MAIN STREET, BUFFALO 3, N. Y. Tel.: Lincoln 9106.

FOR SALE—We will sell or trade all types cigarette machines (thoroughly reconditioned) Colson and Veado Ice Cream Machines and Automatic Popcorn Shows for late model juke boxes, BRUCE MUSIC AND VENDING SERVICE, 1602 PIERRE AVENUE, SHREVEPORT, LA.

FOR SALE—Buckley Bar Boxes $1.50; Parkard Bar Boxes $2.00; Rock-Ola Drive Motors $5.00; Rock-Ola Turntable Motors $2.50; Seeburg 1110 R.F.M. Motors $5.00. A. J. FOX CO., 401 3rd ST., SAN DieG0, 3, CALIF.

FOR SALE—Bally Hi-Fi $395; Bally Space Ship $275; Deco Space Ship $275; will accept trades—Seeburg 1000, Wurlitzer DISTRIBUTING COMPANY, inc., 298 LINCOLN STREET, ALLSTON 34, MASS. Tel.: Algonquin 4-4040.

FOR SALE—Evans Constellation $225; Shoot the Bear $145; Keeney Deep Deluxe Bowler $125; AMI B, C, D & E and a complete line of United Bings and Shuffle Alleys. CENTRAL DISTRIBUTING CO., 1315 OLIVE ST., CINCINNATI 21, OHIO. TEL.: LUCAS, MISSOURI (M 3-3151) or 3314 MAIN STREET, KANSAS CITY, MISSOURI (WESTPORT 3525).

FOR SALE—To our Canadian Friends: Write for list of 5-Balls and Shuffle Alleys, low prices. Sample: Un De Luxe 6 Player Shuffle Alley $50 and Minstral Man $20. WESTERN DISTRIBUTORS, 1226 SW 16TH AVE., PORTLAND 5, OREGON. Tel.: Atwater 7565.

FOR SALE—The best buy in used Bally Bingo Games, Just buy one and you will see why you pay a little more and be glad you did. Your money back if not completely satisfied. 1 1/2 deposit with all orders. Write or call: ALLAN SALES, INC., 937 MARKET ST., WHEELING, W. VA. Tel.: Wheeling 4742.

FOR SALE—America’s finest reconditioned phonographs and accessories. Everyone of our reconditioned machines guaranteed beautiful condition regardless of price. Tell us what you need. Get our prices before you buy, ANGOTT DISTRIBUTING CO., INC. 2616 PURITAN AVENUE, DETROIT 21, MICH. Tel.: University 4-6773.

FOR SALE—Evans Jubilee $250.00; Williams $255.00 $260.00; Rock-Ola $250.00; Seeburg 1250 $250.00; United & Chicago Coin 6 Player $58.00; Star & 10th Frame $150.00; Olympics $225.00. COVEN MUSIC CORP., 1381 NORTH ELM AVENUE, CHICAGO, ILL. Tel.: Independence 3-2210.
FOR SALE—Chi Coin Super Frame Box $225; Chi Coin Advance Mower $100; Chi Coin Triple Score Box $215; Chi Coin, Crown Box $200; Chi Coin 10th Frame Special $150; Kenney, Pmakerse Box $200. UNITED CIVIL COIN MACHINERY & CHANGE, 338 NORTH HIGH ST., COLUMBUS 8, OHIO. Tel: University 6900.

FOR SALE—Contact us before you buy. We carry every type of coin machines. Largest Central Pennsylvania distributor for United, Universal, Chicago Coin, Keeney and Balls, WILLIAMSPORT ELECTRONIC & TELEVISION CO., 233 W 3rd STREET, WILLIAMSPORT, PA. Tel: 2-2632 or 2-1648.

FOR SALE—Close Out! All Games with Formica and Large Lips. No reasonable offer refused. United Twin, United 4 Player, United 5 Player, United 6 Player, DeLuxe, United Super. Make room for new offer on individual machines. AMERICAN VENDING COMPANY, 2684 CONEY ISLAND AVENUE, BROOKLYN 5, NEW YORK. Tel: DEWey 2-9602.

FOR SALE—Army & Navy $117.50; Spark Plug $60; Jalopy $60; Flying High $99.50; Super Pennant $275; Star Series $65; Hayburner $50; Grand Slam $90; Cahans $149.50; Tropic $174.50; Beach Club $349.50; Hi-Fi $465; Beauty $240; Bright Knight. LAKE CITY AMUSEMENT, INC., 4535 Payne Avenue, CLEVELAND 4, OHIO. Tel: Henderson 1-7577.

FOR SALE—Complete Arcade or a single machine. We have the largest stock of new and reconditioned Arcade Machines in the world. Also parts for all machines. Illustrated catalog. MIKE MUNYES, 57 TENN AVENUE, NEW YORK, N. Y. Tel: Chickerling 4-8626.

FOR SALE—A.M.I. Model D-80 $255; A.M.I. Model C $300. W. B. DISTRIBUTORS, INC., 1012 MARKET STREET, ST. LOUIS, MISSOURI. Tel.: Central 2922.

FOR SALE—Wurlitzer Bar Boxes $140; Wurlitzer 1020 Steppers and Master units. No reasonable offer refused. YOUNG DISTRIBUTORS, INC., 1205 NORTH AVENUE, NEW YORK, N. Y.

FOR SALE—Rock-Ola 1436 120-selection phonograph with 5 rpm and 45 rpm $475 each; Seeburg M100 $365; three 146 $59 each; 147M $700; 147A $800; 147L $625; 1100 $160 each; two 1520 $125 each; 1520 $150; 1520 $1505; two A.M.I. $1295 each. A condition, $450. P.A.B. Richmond, 1/3 deposit, balance on delivery. JOHN-corallini, INC., 1013 E. CARY ST., RICHMOND, VA. Tel.: 7-3021.

FOR SALE—Shoot the Bear $100; Dale Cash $50; Keeney 411; Landscape $40; Bully Bowler $40; United 601; Super $95; United 10th, Frame Star $145; United 1100, March Score $200; Silver Chest $75; Hayburner $60. REEL DISTRIBUTING CO., 410 NATURAL BRIDGE, ST. LOUIS 15, MO. Tel.: GO 2605.

FOR SALE—Telequiz Machines, factory reconditioned. Ready for location. $119.50, 1/3 balance, C.O.D. We stock all Telequiz parts, also parts and supplies for Jukes, Shuffle and Pin Games. Write for catalog. CHAMPION DISTRIBUTING CO., 3743 W. GRAND, CHICAGO, ILLINOIS.

FOR SALE—Finest Bingo—factory reconditioned—like finding $50 in your pocket. Returnable 3rd day, full refund to proctor. Pal Spring (almost new) $395; Yacht Clubs (Improved superfine performance) $205; Palm Beach $140; Dade Ranch $370; Beach Clubs $355; Atlantic Days $130; Leader $65; Coney Island $80; Holidays (6 card) $60; Genco 100's (percentage aged right) $65. We want Bingos. Mail your list. W. E. KENNEY MFG. CO., 5229 S. KEDZIE AVENUE, CHICAGO 32, ILL. Tel: HElkock 4-3844.

FOR SALE—We have a large stock of reconditioned Fire Falls, One Balls, Bingo and Phonos. Write for list. WESTERBAUER CORPORATION, 726 FULTON AVENUE, NEW YORK, N. Y. Tel: thompson 7-2980.

FOR SALE—The finest used phonographs in all our history now available for immediate sale. Get our price on any phonograph you want before you buy. UNITED, INC., 4227 WEST VLT ST., MILWAUKEE, WIS. Tel: WEst 5-3224.

FOR SALE—Specials! — Bally Beach Clubs $275.00; Dade Ranch $310.00; Fletcher Springs $335.00; Ice Cream $315.00; Surf Club $395.00; United Clover Bowlers $155.00; Classics $185.00; Also other Bingos and Boxes. MICKEY ANDERSON, 314-316 EAST 11th STREET, FERIE, PA. Tel.: 7-5759.

FOR SALE—Reconditioned Phonographs—ready for location. Seeburg 147-174-148; Wurlitzer 1015; Rockola 1423-1426; AMI Wallboxes 5-10c. Write for our low prices. MUSIC DISTRIBUTORS, INC. 213 FRANKLIN STREET, FAYETTEVILLE, N. C.

FOR SALE—Specials! Hi Fis $365; Hawaii $345; Mexico $275; Bally Speed Box $325; Genco Rifle Gale $365; Williams Big Magnet $245; Williams Super Penant $155; Daffy Derby $145; Skyrays $135; Light Light $145; Circus $85. NEW ORLEANS NOYELLY CO., 115 MAGAZINE ST., NEW ORLEANS, LOUISIANA. Tel: Canal 8318.


FOR SALE—40 Wurlitzer 3020 Wall Boxes $8 each; 50 Seeburg 5c 3-Wire Wall Boxes $3 each. Beautiful equipment. Includes deposit, box, C.O.D., or Sight. KOEPEL DISTRIBUTING CO., 629 TENTH AVE., NEW YORK, N. Y. Tel: Circle 6-9399.

FOR SALE—All types reconditioned Coin Operated 10¢ games at factory prices. LOWEST PRICES. WRITE, wire, phone G. C. ROBINSON & CO., 2301 W. PICO BLVD., LOS ANGELES 6, CALIFORNIA. Tel: Dünnk 3-1810.

NOTICE—Your Seeburg 20 selection wallbox wired or wireless, converted to play the first 20 (A & B program) on all model Seeburg 100—$495; 200—$595; 300—$695. Performance guaranteed. 100 SERV- ICE COMPANY, 2634 OLIVE ST., ST. LOUIS 3, MO. Tel: Newsted 6531.

NOTICE—Louisiana & Mississippi Operators! your authorised AMI phonograph distributor. Public telephone call—PSA COIN MACH. CO., 1203 NO. BROAD ST., NEW ORLEANS, LA. Tel: Magnolia 3931.

NOTICE—These 3 telephone numbers are important to you: The Cash Box, New York City, JUdson 6-2640; The Loan Box, Denver, Ill., DEarborn 2-0045; The Cash Box, Hollywood, Calif., Hollywood 5-1702.

YOU CAN SAFELY SEND DEPOSITS TO ADVERTISERS IN "THE CASH BOX" Your Deposit Is GUARANTEED

AT LONG LAST you are a paid up subcriber to "The Cash Box", at the time you answer any advertisement that appears in "The Cash Box", we guarantee to the ultimate receiver that you must send a deposit to obtain the merchandise advertised, your deposit up to $100.00 is guaranteed. To The Cash Box. This is it — "The Cash Box' Free Deposit Insurance Plan". An exclusive and original feature of "The Cash Box" only. Should you lose your deposit in fraudulent manner immediately write:

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

NOTICE—Bingo Operators! Stop service calls caused by balls piling up in Ball Trough. Ball gatherer easily installed on location in 10 minutes. Specify Bally or United Game. Four Samples—$9.00, $8.00 per box. MIDWEST MUSIC SERVICE, 819 WEST 2nd ST., WICHITA, KANSAS.
### How To Use "The Cash Box Price Lists"

[Also known as the "C. M. I. (Coin Machine Industry) BLUE BOOK"

**FOREWORD:** Many times, wide differences appear in the quotation of high and low prices of certain equipment. Like any true reporter "The Confidential Price Lists" can only feature the market prices as they are quoted. "The Confidential Price List" acts exactly the same as the market quotation board at the Stock Exchange—putting the prices as they are quoted the past week, regardless of how much they may seem to be out of line. Some prices do not change for months. "The Confidential Price Lists," rather than show no price, retain the last known quotation, whereas the subscriber at times has the last known prices as a basis to work with. Prices may be very widely divergent. Someone may say: "The West Coast may feel a certain machine worth $150.00 whereas someone on the East Coast may think it worth but $75.00. Of course, serial, appearance, demand, territory, quantity, and condition of equipment must be taken into consideration. Some equipment offered by outstanding firms, having a reputation for shipping completely reconditioned machines, will be offered at higher prices than others, due to the added cost of reconditioning.)" The "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 for the week.

**FOR BUYERS:** To cover cost of packing, crating, shipping, etc, figure an additional $25 to $25 on Pin Games or $25 to $30 on Phonographs.

<table>
<thead>
<tr>
<th>Code</th>
<th>Description</th>
<th>Price 1</th>
<th>Price 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. P.</td>
<td>Prices UP</td>
<td>1.00</td>
<td>2.00</td>
</tr>
<tr>
<td>2. P.</td>
<td>Prices DOWN</td>
<td>3.00</td>
<td>4.00</td>
</tr>
<tr>
<td>3. P.</td>
<td>Prices UP and DOWN</td>
<td>5.00</td>
<td>6.00</td>
</tr>
<tr>
<td>4. N.</td>
<td>No change from Last Week</td>
<td>7.00</td>
<td>8.00</td>
</tr>
</tbody>
</table>

**Reports received indicate that, in some cases, purchasers become upset by the fact that they cannot, many times, buy equipment listed in the lower price brackets. Sometimes listed at from $18.00 to $25.00 ask from $50.00 up to $75.00 and even more far these very same machines. Purchasers of such equipment must realize that machines in the very low priced categories are buying equipment in which there is not time to do the research needed to make such purchases, too many times, will be bought with less than the average time to do the necessary research needed to make such purchases. Further, such machines will have a much higher price when compared to those machines with a higher price.

**RECORDS:** Selling Prices

Reports received indicate that, in some cases, purchasers become upset by the fact that they cannot, many times, buy equipment listed in the lower price brackets. Sometimes listed at from $18.00 to $25.00 ask from $50.00 up to $75.00 and even more far these very same machines. Purchasers of such equipment must realize that machines in the very low priced categories are buying equipment in which there is not time to do the research needed to make such purchases, too many times, will be bought with less than the average time to do the necessary research needed to make such purchases. Further, such machines will have a much higher price when compared to those machines with a higher price.

**COA/FIOEISTIAL BALL GAMES**

Manufacturers and date of game’s release listed. Code: (B) Bally; (CC) Chicago Coin; (Ex) Exhibit; (Ge) Genco; (G) Gottlieb; (K) Keeney; (Un) United; (Wm) Williams.

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>Price 1</th>
<th>Price 2</th>
</tr>
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<tbody>
<tr>
<td>1. ABC</td>
<td>#3 (Un 3/51)</td>
<td>25.00</td>
<td>30.00</td>
</tr>
<tr>
<td>2. Across the Board</td>
<td>(Un 3/52)</td>
<td>35.00</td>
<td>40.00</td>
</tr>
<tr>
<td>3. All</td>
<td>(G) 45/50</td>
<td>40.00</td>
<td>45.00</td>
</tr>
<tr>
<td>4. Alice</td>
<td>(4/50)</td>
<td>15.00</td>
<td>20.00</td>
</tr>
<tr>
<td>5. All Star</td>
<td>(4/51)</td>
<td>30.00</td>
<td>35.00</td>
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<tr>
<td>6. American</td>
<td>(5/49)</td>
<td>15.00</td>
<td>20.00</td>
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<tr>
<td>7. Arabian</td>
<td>Knights (G. 12/53)</td>
<td>175.00</td>
<td>200.00</td>
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<td>8. Arcade</td>
<td>#11/51</td>
<td>45.00</td>
<td>50.00</td>
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<tr>
<td>9. Arizona</td>
<td>(Un 4/50)</td>
<td>15.00</td>
<td>20.00</td>
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<tr>
<td>10. Atlantic</td>
<td>Navy (Wm 10/53)</td>
<td>65.00</td>
<td>75.00</td>
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<td>11. Atlantic</td>
<td>City (B 5/52)</td>
<td>50.00</td>
<td>65.00</td>
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<td>12. Baby Face</td>
<td>(Un 12/48)</td>
<td>20.00</td>
<td>25.00</td>
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<td>13. Bank-A-Ball</td>
<td>(Got 5/50)</td>
<td>15.00</td>
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<td>14. Barricade</td>
<td>#11/51</td>
<td>50.00</td>
<td>60.00</td>
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<td>15. Banker</td>
<td>#10/49</td>
<td>15.00</td>
<td>20.00</td>
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<td>16. Beauty</td>
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<td>225.00</td>
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<td>17. Big Top</td>
<td>(Ge 2/49)</td>
<td>10.00</td>
<td>15.00</td>
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<td>18. Black Gold</td>
<td>(Ge 3/49)</td>
<td>10.00</td>
<td>15.00</td>
</tr>
<tr>
<td>19. Blue Sky</td>
<td>(Un 11/48)</td>
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<td>20. Bomber</td>
<td>(CC 3/51)</td>
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<td>21. Bone Head</td>
<td>(G) 10/49</td>
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<td>22. Boston</td>
<td>(Got 10/49)</td>
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<td>20.00</td>
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<tr>
<td>23. Bowling Champ</td>
<td>#10/49</td>
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<td>24. Breezy</td>
<td>(Got 10/49)</td>
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<td>25. Brilliant</td>
<td>(G) 10/49</td>
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<td>26. Breezy</td>
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<td>27. Build Up</td>
<td>(Ex 2/48)</td>
<td>15.00</td>
<td>20.00</td>
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<tr>
<td>28. Buttons &amp; Bows</td>
<td>(Got 3/49)</td>
<td>15.00</td>
<td>20.00</td>
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<tr>
<td>29. Cabana</td>
<td>(Un 3/53)</td>
<td>15.00</td>
<td>20.00</td>
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<tr>
<td>30. Campus</td>
<td>(Ex 2/50)</td>
<td>15.00</td>
<td>20.00</td>
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<td>31. Canasta</td>
<td>(Got 5/49)</td>
<td>15.00</td>
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<td>32. Carnival</td>
<td>(Got 6/49)</td>
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<td>33. Champion</td>
<td>(Got 6/49)</td>
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<td>34. Circle</td>
<td>(Got 6/50)</td>
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<tr>
<td>35. Circus</td>
<td>#13/52</td>
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<td>36. Citation</td>
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<td>37. Colonial</td>
<td>#14/52</td>
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<td>38. Carnival</td>
<td>(Wm 9/53)</td>
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<td>39. Contact</td>
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<td>40. Control Tower</td>
<td>#10/49</td>
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<tr>
<td>41. Cool-Off</td>
<td>(Got 6/51)</td>
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<td>20.00</td>
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<tr>
<td>42. County Fair</td>
<td>(Got 6/51)</td>
<td>15.00</td>
<td>20.00</td>
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<tr>
<td>43. Dewy Ditty</td>
<td>(Got 10/49)</td>
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<tr>
<td>44. Dizzy</td>
<td>(Wm 6/51)</td>
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<tr>
<td>45. Double Action</td>
<td>(Got 6/52)</td>
<td>15.00</td>
<td>20.00</td>
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<tr>
<td>46. Dish Jockey</td>
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<tr>
<td>47. Dish Jockey</td>
<td>(Wm 6/51)</td>
<td>10.00</td>
<td>15.00</td>
</tr>
</tbody>
</table>
AMI NEW Model "F" is the first phonograph in the world with a self-contained multi-horn sound system

Only the most expensive custom-built high fidelity sound systems are comparable to the Model "F"—and they cost as much or more than the entire AMI juke box itself!

Full Range Multi-Horn High Fidelity Sonoramic Sound

120, 80, and 40 Selections

Choice of 8 Spectacular New Colors:
Tahitian Brown, Firecracker Red, Happy Blue, Paddy's Green, Bright Sand, Sunburst Yellow, Atoll Coral, Embered Charcoal.

Originator of the Automatic Selective Juke Box in 1927
AHEAD THEN—AHEAD NOW

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 Siesbye A/S, 5 Paladsade, Copenhagen K., Denmark

"It's What's in THE CASH BOX That Counts"
STILL THE LEADER IN HIGH FIDELITY TONE

The High Fidelity sound system engineered for the Wurlitzer 1700HF Phonograph literally and audibly takes the mask off the music. It is true high fidelity with ample speaker capacity to reproduce the full tonal music range audible to the human ear. People like to listen to it. That’s one of many reasons why every Wurlitzer 1700HF is taking in MORE MONEY than the phonograph it replaced.

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AT YOUR WURLITZER DISTRIBUTOR

The Rudolph Wurlitzer Company • North Tonawanda, New York
Established 1856
NEW SPECIAL CARDS FOR EXTRA SCORES

LITE-A-NAME CARRY OVER FEATURE

EXTRA BALL • ADVANCE SCORE
4-IN-LINE SCORES 5-IN-LINE
SPECIAL CARDS

Number Selection Feature
DIAMOND DIAGONAL SCORES
4 CORNERS SCORE

Horseshoe Spot Feature
Spots 5-8-15

EXTRA BALLS
ADVANCING SCORES
ALL BALLS RETURN
LATEST E-Z SERVICE FEATURES

See Your Distributor

CARNIVAL GUN
SHOOTING GALLERY
WITH TIME BONUS SCORE

6 PLAYER MERCURY SHUFFLE ALLEY BOWLING GAMES

OTHER UNITED HITS
NOW AT YOUR DISTRIBUTOR

TARGETTE
6 PLAYER SHUFFLE-TYPE SKEE-TARGETTE GAME

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

www.americanradiohistory.com
Step up BOWLER play and profit
WITH THRILLING NEW
SUPER-STRIKE FEATURE

Famous Features
- Light-up scores
- Club-styled cabinet
- Adjustable 10-5 frames
- 7-10 Pick-up
- Last Frame Feature adjustable to allow player to keep shooting as long as he scores
  Strikes, Super-Strikes
- Formica playfield
- Giant realistic pins
- Hinged playfield, pin-hood and doors

NEW EASY-UP PLAYFIELD
- Speedy Totalizers
- Instant pin re-set
- Quiet operation
- Sturdy, trouble-proof mechanism

NEW EASY-AT RELAY BANKS

POPULAR Speed-Control SCORE-BOOSTER
Player controls speed of shot—not too fast, not too slow—to ring up highest scores for Spares, Strikes and the new thrilling Super-Strikes

PUCK shot along strike lanes (grey in picture, yellow on actual game) scores Strike. But, if puck stays inside lines marked on strike lanes (black in picture, red on game), score for knocking down all pins is SUPER-STRIKE, listed in center column of backglass, up to a juicy 300.

SUPER-STRIKES increase earning power by attracting and holding extra-skilled players, without discouraging players of average skill. Average players score enough strikes to hold their interest, while they try for SUPER-STRIKES. Better-than-average players, who get bored with "too easy" strikes, find a new, exciting skill-challenge in the new, exciting SUPER-STRIKE feature. Result is that MORE players play MORE, operators earn MORE.

Magic-Bowler
W ith POPULAR MATCH-PLAY

Mystic-Bowler
W ITHOUT MATCH-PLAY

CHOICE OF DIME-A-PLAY OR DIME-A-PLAY, 3 PLAYS FOR A QUARTER
POPULAR SIZE: 8 FT. BY 2 FT.

BALLY MANUFACTURING COMPANY—2640 Belmont Avenue, Chicago 18, Illinois

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