Connie Boswell has been named Juke Box Queen for "A Day Of Dimes For The 'March Of Dimes'". The program sponsored by The Cash Box and designed to make possible an organized contribution from the juke box industry to fight polio. During the week of January 17-24, juke box operators throughout the nation will select one day to donate all receipts collected to the "March Of Dimes."
LOU MONTE
SINGS
CATS WHISKERS
ROULETTE
20/47-3963

A "NEW ORTHOPHONIC" HIGH FIDELITY RECORDING
A DAY OF DIMES FOR THE 'MARCH OF DIMES'

From January 17-21, the entire juke box industry will devote itself to one great cause, "A Day Of Dimes For The 'March Of Dimes'". During that week, each juke box operator will select one day in which to donate his entire receipts to the fight against polio.

This will be the second year that The Cash Box has sponsored this drive.

The tremendous humanitarian achievements which it can accomplish are unquestioned. It is the job of everyone in any way connected with the industry to do his utmost to see that the greatest possible number of dimes is collected.

That's where all the people in the music end of it come in.

Artists who appear on TV or radio programs, stage shows, night club floors or anywhere else can let their listeners know about the campaign and the dates. Disk jockeys can promote it for weeks before—thereby building up continued public interest in it. Publishers can have the dates marked on all their promotional literature and in their advertisements.

The total effect of this many pronged drive will be to make the entire nation aware of the week. It will let people know that when they play a juke box on a certain day that week, their dimes will go to a great cause. And finally it will help to get the greatest number of dimes possible into the fund to fight polio.

A united drive throughout the entire juke box industry, as well as all the industries it is associated with, such as the music and record business, will not only serve to achieve the greatest benefit for children who might otherwise not be able to receive proper care for their illness, but it will in turn reflect favorably on all aspects of our industry—without our seeking it.

If the juke box industry—with the help of all those in the music and record fields—can make a real substantial contribution to the polio fund, it will not only be aiding one of the most worthy charities, it will also be showing what a public-spirited industry can accomplish when it concentrates on a worthwhile cause. It will bring heightened respect to everyone who participates in it including the juke box operator, the record company, the artist, the disk jockey and all others.

Here's a cause which everyone can aid. So let's all remember the dates—January 17-21. Publicize it, talk it up. Let's collect the greatest possible number of dimes for "A Day Of Dimes For The 'March Of Dimes'".
A tremendous compliment to British dance music has been bestowed upon Ted Heath, who with his complete orchestra and singers, has been invited to provide Cotton's minutes of very special material for Christmas Day by NBC thus allowing millions of United States listeners to hear this famous band on a coast-to-coast hook up. . . .

Remember my mentioning Yorkshire singer Ronnie Hilton a few weeks back? Well, glad to say my words were not in vain. Just look at the best seller list and you'll find him right there. . . . Although Dean Martin and Jerry Lewis' picture "Living It Up" has been going strong for the last months now, Dean seems to be heading for the sellers with his disk "How Do You Speak To An Angel" from that movie. Tune seems to be getting lots of air time and I'll bet it gets into the best sellers side of Christmas, and I wouldn't be surprised if the same thing happened to Kitty Kallen's Don't Let The Kiddin' Go By. . . . Frank Warren will be going solo in vaudeville early in the new year, playing his soprano sax and clarinet. I know this is only a beginning but I would suggest that Frank build his act to incorporate a choir with which he is nearly always associated on records. This would be novel. Everyone is looking forward to the "Les Brown at the Hollywood Palladium" LP's, which will be issued here in January and should please lots of fans. . . . Vera Lynn off to Denmark for a concert, then on to Holland and Germany for guest radio spots. What a popular girl our Vera really is. Always asked to return again and again. Lionel Hampton is enjoying tremendous success in Paris. His show has been described as rhythmical and exciting, amazing, astounding and amusing. I always knew the French would have words for it. . . . Les Perrin, London's young publicist back after six weeks in the States, now all set to handle public relations in Britain for the Four Aces, Johnny Desmond, and Liberace. Quite a worth while trip I would say.

This week's best selling pop singles: (Courtesy "New Musical Express")

1) "Let's Have Another Party" WINIFRED ATWELL
2) "Santa Natale" DAVID WHITFIELD
3) "This Ole House" ROSEMARY CLOONEY
4) "Hold My Hand" DON CORNELL
5) "This Ole House" BILLIE ANTHONY
6) "If I Give My Heart To You" JOAN REGAN
7) "My Son, My Son" CATHY LYNNA & FRANK WEIR
8) "No-one But You" BILLY ECKSTINE
9) "I Still Believe" RONNIE HILTON
10) "If I Give My Heart To You" DON'S DAY

CODE

AB-Abbott
AF-Albright
AM-Anderson
CN-Cash
CM-Cheesecake
CR-Cracker
CY-Columbia
DE-Dell
FA-Faithful
GD-Glenn
HE-Heine
HID-Hilton
JS-Johnston
LA-Lee
LAH-Lee & Vance
LC-Lee, Collins & Cash
LCR-Lee, Cash & Reynolds
LH-Lloyd
LM-Lane
LMR-Lane, Morris & Reynolds
LS-Lee, Swanson & Smith
M-MAVERICK
MD-Mordente
PA-Papa
PC-Peacock
PD-Petters
PL-Placid
RA-Rainbow
RE-Rogers
RI-Richard
RR—Riverside
SS—Savoy
SW—Swan
TA—Tyrone
TH—Trend
TAU—United
TV—Villa
VA—Vogue
W—Warner
WF—WThings
WWW—Wand

I NEED YOU NOW
EDDIE FISHER
RE-1454 (F-1244)—Barry Johnson
CO-4346 (4-40346)—Ken Griff
FA-21003X—Sisters
VI-20-5830 (47-5830)—Eddie Fisher

MR. SANDMAN
THE CHORDETTES
RE-1447 (4-40347)—Les Elgart
DE-21288 (6-38248)—Ray Charles
DE-29344 (9-29344)—Four Aces

PAPA LOVES MAMBO
PERCY COMO
BE-1064 (45-1064)—Tommy & Jimmy
CO-43524 (4-40324)—Johnny Ray
FA-21005X—Percy's Mambo Camp
VI-20-5557 (47-5557)—Perry Como

TEACH ME TONIGHT
DeCASTRO SISTERS
RE-1451 (4-40351)—Mr. Strofford
DE-43265 (9-3265)—Hollies
DE-23990 (9-3990)—Janet Brace

IF I GIVE MY HEART TO YOU
DORIS DAY—DENISE LOR
RE-1059 (4-1059)—Barry Frank
CO-43484 (4-40348)—Lee & Nat Lachman
CA-2920 (5-2920)—Duke Ellington
CO-39083 (4-39083)—Bobby Day
DE-61236 (9-1236)—Buddy Graco
DE-73136 (9-73136)—Lionel Hampton
FA-21007X—Annette Smith
VI-20-5833 (47-5833)—Doris Day

SHAKE, RATTLE AND ROLL
BILL HALEY AND HIS COMETS
AT-1026 (45-1026)—Joe Turner
RE-1442 (4-40342)—Bill Haley
CO-43486 (4-40346)—Bill Haley
FA-21004X—Tomcats

HEY THERE
ROSEMARY CLOONEY
CR-10246 (9-10246)—Rosemary Clooney
CO-40224 (4-40224)—Barney Karr
FA-21006X—Rosemary Clooney

MAMBO ITALIANO
ROSEMARY CLOONEY
CO-40361 (4-40361)—Rosemary Clooney

HOLD MY HAND
DON CORNELL
AL-1048 (45-1048)—Dick Powell
CR-61206 (9-61206)—Don Cornell

COUNT YOUR BLESSINGS
EDDIE FISHER
CA-2927 (F-2927)—Gordon MacRae
DE-29251 (9-29251)—Eddie Fisher

"It's What's in the CASH BOX That Counts!"
ATTENTION DEALERS & OPS:

SPECIAL DECEMBER RELEASE

Richard Maltby
“STARDUST MAMBO”
“Strictly Instrumental”
X-0075 4X-0075

Betty Clooney
“WHISPER”
“Si, Si, Senor”
X-0076 4X-0076

Frankie Lester
“TELL IT TO ME AGAIN”
“Wedding Bells”
X-0077 4X-0077

Jan Strickland
Pop and Rhythm & Blues
“COME TO ME MY LITTLE DARLIN’”
“Let’s”
X-0080 4X-0080

Janet Fell
“GET ABOARD MY WAGON”
“You Don’t Give A Hang About Me”
X-0078 4X-0078

The Stars of WLW-TV Cincinnati
The Geer Sisters
“UNLOVED AND UNCLAIMED”
“Menu Love”
X-0079 4X-0079

“X” RECORDS MARK THE HITS!
N O T H I N G C A N S T O P T H I S R E C O R D
A S U R E # 1

"H e a r t s o f
S t o n e"

D O T 1 5 2 6 5

B Y A M E R I C A ' S
T O P G I R L T R I O...

T H E
F O N T A N E
S I S T E R S

"B L E S S Y O U R H E A R T"
THE GREATEST INSTRUMENTAL RECORD OF 1954 and 1955...

"MELODY OF LOVE"

by BILLY VAUGHN
(of the Hilltoppers)
and his Orchestra

THE BILLBOARD
• Best Sellers in Stores

29. MELODY OF LOVE—B. Vaughn..... 1
   Joy Ride—Dot 15247—ASCAP

Dot RECORDS • • • GALLATIN, TENNESSEE • PHONE: 1600

THE ORIGINAL

DOT-15247
"SINCERELY" (2:54) [Arr. BMI—Fugue, Fred]/McGUIRE SISTERS (Coral 61323; 9-61322)

McGUIRE SISTERS

After their first release, these girls are here to stay. And if their next Coral release is any indication of what's to come in '55, we can expect the three song birds to top the standard lists by next December. On their newest disk, the McGuires revert to a formula which originally brought them national recognition. As they did with "Goodnight, Sweetheart," they jamp up a new up-and-coming rhythm and blues tune and wax it in a fashion that we feel could soar like the one directly above the top. It's a great rendition of a strong ballad dubbed "Sincerely." We're in love with the song and delivery. The coupling is a lively ditty called "No More." It's a cutie that'll draw heaves of spins. Watch the top half. It's gonna be his biggest date.

LOU MONTE
(RCA Victor 20-5962; 47-5962)

"BOULETTE" (2:20) [American ASCAP—Tokyo] A cute country flavored ditty is colorfully handled by Lou Monte. Happy bouncer with a roulette wheel head in the backdrop. It's a neat little ditty.

"I'M YOUR MY LOVE" (2:45) [Marvville ASCAP—Gordon, Van Huizen] This end features the Rove orch and chorus on a lovely mood music item from the coming pic "Young At Heart." Romantic. Piano is in foreground.

HENRI RENE ORCH.
(RCA Victor 20-5963; 47-5963)

"PARIS LOVES LOVERS" (2:43) [Chappell ASCAP—Porter] Henri Rene, the orchestra and chorus present a lush and beautiful arrangement of a tune from Cole Porter's new "Silk Stockings." Soaring strings beautiful.

BARRY FRANK
(Bell 1077; 45-1077)

"THERE'S A LADY IN THE ARM" (2:49) [Artist ASCAP—Heindorf, Henderson] Another one of those easily made capably by Sid Feller's orchestra, crayons an inviting tune that's gaining some indications of making the grade.

VICKY YOUNG
(Capitol 3008; F-3008)

"HEARTS OF STONE" (2:04) [Regent BMI—Jackson, Ray] A good handkerchief that's tops in blues and riding high in pop, is given a good bolting by Vicki Young. Real wild side. Exciting.

"TWEEDELL DELL" (2:35) [Progressive BMI—Scott] An up and coming R&B item gets a rhythmically swinging delivery by Vicki. Thrash does a big job with blues material.

MANTOVANI ORCH.
(Decca 3050; 9-3050)

"LONELY BALLERINA" (2:49) [Kassner BMI—Carr] A dreamy, lush instrumental is presented in the popular sweeping Mantovani style, Beautiful tune, romantic too.

"YOU STEPPED OUT OF A DREAM" (3:20) [Felt ASCAP—Brown, Kahn] A pretty oldie is given a beautiful orchestral presentation by the Mantovani orch. Delightful material and inviting execution.

JERRY VALE
(Columbia 40404; 4-40404)

"A MILLION MOONS AGO" (2:45) [Burlington ASCAP—Gilbert, Insetta] Jerry Vale does a pretty job with a fine romantic ballad that could make some noise. Jimmy Carroll's orch and chorus are first rate.

"LOLLY LINGER LANGER" (2:25) [Montclare BMI—Dehr, Miller, Gilkison] Jerry comes over well on this country flavored bouncer. Happy cutie.

JOE MARINE
(Bell 1075; 45-1075)

"MY OWN TRUE LOVE" (2:45) [Kemick ASCAP—David, Steiner] Ballardau Joe Marine, formerly with Fred Waring, plays a solo role as he renders the beautiful "Tara Theme" from the soon to be released "The Wind.""
..two years ago they couldn't pronounce his name!

Today...

BEST ORCHESTRA OF 1954

Ralph Marterie

CASH BOX NINTH ANNUAL POLL FOR 1954

The No. 1 Record Band
In All America
with four smash hits!
"PRETEND", "CARAVAN", "CRAZY, MAN, CRAZY"
and "SKOKIAAN"

Thanx ops! what else can we say...

CURRENT RELEASE
"ROCK! ROCK!"
AND
"Dig That Crazy Santa Claus"
Featuring Lola Dee On The Vocal
MERCURY 70493  •  70493X45

"It's What's in THE CASH BOX That Counts"
DREAM DUSTERS/ PETE PONTRELLI
(Sky 103; 45-103)
9 "SPRING FEVER BLUES" (2:57) [Sky 97 BM-W]—The Dream Dusters shuffle through a good blues item. Group has an inviting sound and style. They work well together.
8 "SEASON’S GREETINGS" (3:04) [Sky 97 BM-W]—Pete Pontrelli handles the vocal chores on this Yuletide item. Artist has a mellow voice.

RAY KING
(Vitin 1001; 45-1003)
7 "CAN IT BE LOVE" (2:35) [BM—Mannville] Joe Dorisie’s orchestra sets up a fitting backdrop for Ray King’s vocal on this pretty romantic item. Slow moving love song.
8 "TILL ALWAYS LOVE YOU" (2:50) [BM—Martin, Lawrence] Johnny Cunningham comes this romantic item warmly offered by the songster.

RICHARD HAYMAN ORCH.
(Mercury 70514; 70514 x 45)
6 "VERA CRUZ" (2:54) [Lee Feist ASCAP—Cahn, Friedfelter] Richard Hayman’s haunting harmonies lead the orchestra through a beautiful arrangement of a title tune from a coming pic. Lovely arrangement. Could make noise.
5 "WINTER WONDERLAND" (2:06) [Bregman, Vocco & Conn ASCAP—Smith, Bernard] Hayman and the gang light up through a great wintertime item. Licks perfectly into the current holiday season. Delightful harmonic work.

DARIO CASSINI
(Epic 9084; 9-1084)
8 "OH HOLY NIGHT" [Dwight, Adams] The lovely tenor voice of Dario Cassini makes an impressive showing as he tenderly conveys the lyrics of this religious Christmas item. Ray Ellis’ orchestra supplies the background.
7 "SANTO NATALE" [Hoffman, Manning, Nardone] A Christmas item that’s making a load of noise is smoothly waxed by the vocalist. Voice has warmth.

BRO. LEE ROY & BAND
(Epic 9081; 9-1081)
8 "SOUTH RAMPART STREET PARADE" (2:41) [Feist ASCAP—Allen, Baude, Haggart] Brother Lee Roy lets loose with his baritone sax as he leads his Lee Boys through a "crazy" arrangement of a jazz favorite.
9 "EVER SINCE YOU WENT AWAY" (2:22) [Moonlight BM—Cointel] This side is a slow shuffle ballad handled capably by the Lee Boys in the vocal department.

THE MARINERS
(Columbia 40040; 4-40040)
7 "AN OLD BEER BOTTLE" (2:27) [Trinity BM—Los, Green] In their cornball "I See The Moon" fashion, the Mariners walk through a cute ditty that oughta do well in the taverns. Happy sounding Recitation at mid point.
6 "HEY, MAHIEL!" (2:10) [Pickwick ASCAP—Tepper, Bennett] Spencer Oden’s orchestra assists the boys on a comedy bouncer that oughta attract coin. Cute novelty.

FRANK LESTER
(E’X-1007; 4X-0077)
8 "TELL IT TO ME AGAIN" (2:18) [Weiss-Berry BM—Manuel, Roach] Frank Lester, who did the vocal on Buddy Morrow’s "I Don’t Know" debuts as a vocalist on the "X" label with a good rhythm ballad that could make noise. Interesting style.
7 "WEDDING BELLS" (2:37) [Mellin BM—Mellin, Jarecky] A chorus and Stu Bass’ overtone set up a big showcase for the crooner’s tender treatment of a warm love song. Talented performer.

L. D. S. ACCORDIANOS
(Potter 1005; 1005 x 45)
7 "NIGHTINGALE POLKA" [Mills ASCAP] L. D. S. Accordionos bounces through some lively polka material that oughta do well in the right spots.
8 "MAKlü L. D. S. POLKA" [Hansen ASCAP] Polka music takes on an appealing flavor when it’s rendered on the accordion. This side features a vocal trio and accordions.

JACK TEAGARDEN
(Ormco 1001; 45-1001)
6 "CHRISTMAS SONG" (3:09) [H. E. Morris ASCAP—Tormer, Wells] Trombone great Jack Teagarden vocals and toots on all of the time great Christmas tunes. Delightful plating illustrates the warmth of the—time—of-the-world’s runs.
5 "ST. JAMES INFIRMERY BAND" (2:54) [Tangolino ASCAP—Primrose] A jazz classic is fashioned with a driving beat by Jack and the crew. Jack handles the vocal and trombone chores again.

JERRY JEROME ORCH.
(MGM 11870; 11-11870)
8 "GOOFUS" (2:19) [Feist ASCAP—King, Harold, Kahn] A real lively novelty is cleverly fashioned by the Jerry Jerome orch. Boys have an unusual sound that’ll sell. Whee-Who sound is a real coin catcher.
7 "ELEPHANT TUMBLE TIME"
(2:51) [Miller ASCAP—Lorenzo, Whitting, Alden, Egan] This side is another colorful instrumental rendition of an oldie. Sweet cornball stuff that goes big on the jukes.

JANICE LUCE TRIO
(Treasure Tune 2581)
7 "SOMEDAY, SOMETIMES, SOMEWHERE" [Hilton BM—Post] The Janice Luce trio tastyly styles a lovely romantic item as Ricky Lido takes over in the vocal department.
8 "MONDAY MORNING BLUES" [Hilton BM—Post] Mimi Marrell takes on the vocal chores and belts out a torchy blues item. Trio assists capably.

DAVID CARROLL
(Mercy 701516; 701516 x 45)
6 "MELODY OF LOVE" (2:32) [ASCAP—Dall, Engleman] A fascinating vocal melody that’s reported making b noise in the northern states is being favorably treated by David Carroll’s orchestra. A wonderful arrangement.
5 "DOMINOES" (2:4) [Miller BM — Gerrasell] Two voices of a chorus are used as an instrumental on this lovely Carroll arrangement of a soft, romantic vocal item. Grand coupling.

THE COMMANDERS
(Decco 92932; 9-2932)
7 "THE ELEPHANTS TANG" (2:26) [Emerson BM—Lande Eddie (Grady) leads his great Commanders through a catchy arrangement of a cute tango novelty that could stir up some noise. Band has a great style and sound. Can also picture elements tangling.
6 "COMMANDERS OVERTURE" (3:04) [Promenade ASCAP—Sarkisian] A lovely little piece with some fancy drum work on this bouncy ditty. Boys work perfectly together and are still arranging on both ends. N for dancing.

JOHNNY CORVO & HI TONES
(Move 101; 45-101)
8 "YOU FRACTURE ME" [C. T. Fowler] Johnny Corvo and hi Tones team up on a gimmicked title. Bandleader Bill Carman backing enhances the crooner’s warm voice. Good platter that could make noise.
7 "MY HEART AT YOUR FEET" [Bill Powers] The Bill Brown Quartet supplies the instrumental companionship for Johnny’s vocal or pleasing piece of romantic material.

ARTHUR GODFREY
(Columbia 40398; 4-40398)
9 "OLD PAPPY TIME" [2:41] [Hamblen BM—Hamblen] A popular Godfrey aided by the Colubro and Johnny Carroll’s orch. Puts the new bouncer by Sid Hamblen to the author of “This Ole House”. Godfrey arrangement.
8 "SOMEBODY BIGGER THN YOU AND I" (3:07) [Balli ASCAP—Large, Heath, Burke] Beautiful religious inspirational b side is sung with feeling and means by Godfrey. Lovely song.

GLORIA DE HAVEN
(Decca 29366; 9-29366)
6 "SO THIS IS PARIS" (2:43) [American Academy ASCAP—Sherrilly, Moore] This end features the film queen on the smooth Latin type title tune. She has an expressive vo
Mercury Sets Up Company Owned Distrib in New York

NEW YORK—Mercury Records announced this week that effective January 1st, it will establish its own company distributorship in New York. The line is currently being distributed in this area by Malverne distributors. Mercury officials said at this completes the company's plan to have its own office in New York, a plan which has been under consideration for the past couple of years.

Basically, it was reported, Mercury established this office in order to provide closer contact between Mercury's management personnel and the music industry in general. The New York distributorship will be known as Mercury Record Distributors, Inc. and will be located at 721 11th Avenue, New York City.

Morris Price, Mercury's vice-president in charge of sales, will arrive in New York next week to organize this distributorship.

At Hirsh, head of Malverne, the current Mercury distributor, said that an amicable arrangement had been made with the diskery. Malverne will carry on with its current lines, Cadence, Clef, Pacific, Fantasy and Walls. In addition, Hirsh is currently completing arrangements to take on other lines which will compliment his current roster.

Settle "I'm Walking Behind You" Suit

BEVERLY HILLS, CALIF.—The suit filed by Harry G. Atwood and Sulis Herscher of Keynote Music against Peter Maurice Music Co., Ltd., London and Leeds Music jointly, alleging infringement on the song "I Can't Forget You," written by Mr. Mullen and Herscher, has been settled for an undisclosed sum of money.

Keynote Music stated that "I Can't Forget You" was assigned to Peter Maurice Music of London, for England in 1951 and that Maurice and Sulis infringe on Keynote's copyright by copyrighting and publishing and placing on the market a song titled "I'm Walking Behind You." Such was copied largely from the song "I Can't Forget You" released London in 1952 on Decca Records, a Decca record was sung by the Dimling Sisters with Jan Garber and his orchestra. Song was originally published and recorded on Capitol Records in the United States.

The song "I Can't Forget You" is now being handled by Bell Song Publishing Co., owned by Herscher, also the owner of Keynote.

Essex Leases Bruce Disk

NEW YORK—Monte Bruce, Bruce Records, this week announced the leasing of "Be Bop Santa Claus" by Bob Gonzales to Essex Records, Philadelphia, until June 1, 1955.

The lease will cover all of the United States with the exception of metropolitan New York, New York State, Philadelphia, New Jersey and Los Angeles.

Detroit Cites Ed McKenzie

DETROIT—Saturday, November 19, was proclaimed by the Mayor of the City of Detroit as Ed McKenzie Day, the first Detroit disk jockey to receive such an honor. Acting Mayor Louis C. Miriani presented McKenzie with special proclamation and gold lapel pin during his Saturday party television show on WXYZ-AM.

The proclamation cited McKenzie and his Saturday Party for devoting time and equipment to the teenagers of Detroit, and goes on to state that McKenzie has always cooperated fully with the Department of Parks and Recreation and rendered valuable assistance through weekly Saturday telecasts, encouraging teenagers to engage in a recreation program vital to the welfare and health of every community.

"Make Yourself Comfortable, Baby"

THIS HIT WILL BE AROUND FOR A LONG TIME

SARAH VAUGHAN’S BIGGEST HIT OF HER CAREER

MERCURY 70469

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

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

**Page 12**

**December 18, 1954**

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**David Whitfield**

sings the great new Christmas hit!

**Santo Natale**

(Merry Christmas)

backed by **Adeste Fidelis**

1508

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**London Top 5**

<table>
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<tr>
<th>Song</th>
<th>Artist</th>
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<tr>
<td>Cara Mia</td>
<td>David Whitfield with Mantovani</td>
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<td>THE BANDIT</td>
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<td>The Johnston Brothers</td>
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<td>My Son, My Son</td>
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<td>Verna Lynn and Frank Weir</td>
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<td>THE FINGER OF SUSPICION</td>
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<td>Dickie Valentine</td>
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<td>THE CUCKOO CRIES</td>
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<td>Frank Weir</td>
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**The Ten Records**

**Disk Jockeys Played Most This Week**

**Plus the Next Five**

<table>
<thead>
<tr>
<th>Record</th>
<th>Artist</th>
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<tbody>
<tr>
<td>1. Mr. Sandman</td>
<td>Chordettes (Columbia)</td>
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<td>2. Let Me Go, Lover</td>
<td>Joan Weber (Columbia)</td>
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<td>3. Teach Me Tonight</td>
<td>DeCastro Sisters (Abbott)</td>
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<td>4. The Naughty Lady of Shady Lane</td>
<td>James Brothers (Columbia)</td>
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<tr>
<td>5. I Need You Now</td>
<td>Archie Bleyer (Columbia)</td>
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<tr>
<td>6. Make Yourself Comfort-Able</td>
<td>Eddie Fisher (Columbia)</td>
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<td>7. Papa Loves Mambo</td>
<td>Perry Como (Columbia)</td>
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<td>8. Hold My Hand</td>
<td>Don Cornell (Coral)</td>
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<td>9. If I Give My Heart to You</td>
<td>Denis Lor (Major)</td>
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<tr>
<td>10. Mambo Italiano</td>
<td>Connee Boswell (Decca)</td>
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<td>11. Count Your Blessings</td>
<td>Rosemary Clooney (Columbia)</td>
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<td>12. It's a Woman's World</td>
<td>Myrna Gilbert (Columbia)</td>
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<tr>
<td>13. Hearts of Stone</td>
<td>Happy Days (Mercury)</td>
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<tr>
<td>14. Always You</td>
<td>Myrna Gilbert (Columbia)</td>
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<tr>
<td>15. That's All</td>
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**KFWB** (Hollywood, Calif.), which has spark-plugged scores of today's noted personalities and countless civic activities in its long history, is now readying its biggest event, the celebration of 20 years of uninterrupted broadcasting. Months of intensive planning for a memorable series of events will precede the 30th anniversary date. KFWB claims to be the first independent radio station in Los Angeles, born February 16, 1925.

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Pie of the week—Ed Caputo (WJHC-New Haven, Conn.) conducts the popular “Top 20 Disc Jockey Show.” Ed and program director Bill Bennett report that the rating of his show has gone up considerably since the teen-agers in the Connecticut area have found something new to listen to. He has a program picked up and relayed over the loudspeaker systems in various high schools throughout the Connecticut area after school hours. Radio station WJGD-Boston has revamped its afternoon music format based on careful planning and programming to reach everyone and satisfy tastes. Ken Mudden and Bob “The Robin” Martin share hosting honors, breaking up five hours into segments of soft-mood music, current pops, swing and up-tempo and finish with cool music. According to the station the new set-up has already paid off in ratings (Pulse) and sponsors. Ken's 1 to 3 P.M. portion, “Good Afternoon of Music,” features the best in bands and the best vocalists in the land. He's developed a tremendous teen-age following and needs as many autographed pictures of artists as he can get. Here's a chance for artists to get more fan clubs going up Boston way... During the first week of the new “Mort Nusbaum Show” over WBBF-Rochester, N.Y., Mort had as his guests in person Diana Barrymore and her band. His target audience is teen-agers and adults. Long distance calls, which went out over the air, came in from Tommy Mara, The Nocturnes, Russ Carlyle and Johanne Ray, Art Presto (WSPR-Springfield, Mass.) writes "Congrats on your wonderful Disc Jockey Festival November 20 issue."

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One of our most active record promotion fellas nominates Dotty Boze (WTOU-Toledo, O.) as “the purtiest record librarian in the country. Anyon think otherwise? Let's see some photos of the prettiest record librarians. We'll print. Send all entries care of "Platter Spinner Patter."... Jay Tromp preter, Chi deejay, quietly married Billie Kathryn Webster in Chicago. ... Bo Keefe (WHAM-Rochester, N.Y.) will use The Cash Box 10 on his 2 to 3 P.M. show... Sid Dickler (WEGO-Pittsburgh, Pa.) is personal advance man of Delmar Delmar, who works the Dickler shows with instrumental backgrounds as the "Singing Secretary."... Gary Lester's (WWJ-Newark, N. J.) has begun his annual campaign requesting listeners to bring their children's discarded toys to the nearest police or fire department for repair and distribution to the less fortunate children.
42,710,000* people see the
JACKIE GLEASON SHOW...

Last Saturday night they heard
BOB MANNING sing

My Love Song
to You

Backed with
AFTER MY LAUGHTER CAME TEARS
on CAPITOL RECORD NO. 3014

*Polled by American Research Bureau

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

NEW YORK—Connie Boswell, chosen Juke Box Queen for "A Day Of Dimes For The March Of Dimes" campaign sponsored by The Cash Box, poses with Joe Orbeck (left), publisher of the magazine and Sid Parmes (right), its editor. All artists and disk jockeys are being asked to publicize the drive which calls for juke box operators to donate all receipts received on one day during the week of January 17-22.

2 Big Hits! Well on the Way
DIDO ROWLEY
"The Hands Of Time"

"Don't Forget To Bring Me Back Your Love"

FABOR 4001

THE LAINIE SISTERS
"I've Got Somebody New"

"The Diggie Song"

FABOR 4002

FABOR RECORDS
Distributed in Canada by QUALITY RECORDS, LTD., Toronto

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

The Cash Box, Music
Page 14
December 18, 1954

NEW YORK:
London gave a bungap party last week to welcome David Whitfield to the country. Open house was held at the Warwick from 12 noon to 9 p.m. and disk jockeys from many areas made special trips in to visit with him. Two of the top Christmas numbers this year were written by the same authors—Robert Allen and Al Stillman. They're "Home For The Holidays" and Jimmy Boyd's "I Was A Mommy To The Mamas With Your Kisses." Several songs showed up in The Cash Box "Sure Shots" in the December 11 issue and they are 6 and 6 respectively in best sellers this week. Nice Christmas present, huh? Lu Ann Simms made her first theater appearance at the State Theater in Harford last week end and did a commendable job. Her version of "Hold 'Em Joe" brought the house down.

Belle Nardone, one of the writers of "Santo Nature" has a great feature story written about her in last Wednesday's New York World-Telegram... Jimmie Crain and Al Jacobs, writers of "I Need You Now" and "If I Give My Heart To You," now have a rhythm and blues hit in Roy Hamilton's "Heart." Like other two, the song is published by Miller Music, an Lester Simms, professional manager of the firm, has several pop versions in the works with major artists. Continental chanteuse Alya Uno, currently appearing at the Two Guitars, has been signed by Emeral Records...

Sylvia Syms opens at the Village Vanguard, Tuesday, December 14, in Sam Fox's Music has just purchased the theme song to the motion picture "Cara de Guazquez" in a deal negotiated by Paul Sieg... Frank Laine profiled in last week's Saturday Evening Post...

Robinson, president of the high-flying Abbott and Fabor label dropped in to say hello while in New York to wax the De Castro sisters in their follow-up to "Teach Me Tonight."

CHICAGO:
Joan Weber, whose "Let Me Go, Lover" is reported to be the number one tune over on Friday, arrived in the Windy City on Monday and is here for the very first time. deejays who have helped this disk soar to the top in such a short span of time... Another Lew Douglas discovery has come upon the horizon. 22-year-old Girlie, a 77-year-old Philadelphia, is currently out with her first Dot recording, titled "The Mission Of San Michel." Though Judy has been singing professionally for the past three years or so, it was not until recently that things started to happen in a big way. Since Judy cut a demonstration record and decided to bring it to Lew Douglas, Lew listened and liked what he heard. Which brings us up to the present. Judy is now the proud and happy possessor of a Dot recording contract... Hear tell Connie Boswell will be in town 12/13 thru 12/17. This week a 12/13 show here... Don Cornell arriving in our town a few days prior to his theatre opening in order to promote his "No Man Is An Island" which, according to reports received, may well be another hit for Don...

Glory Fox, co-writer of "Please Don't Break My Heart," as recorded by Myra Noble, spent a couple days in our town which our chanteuse claims she misses now that she is making her home in Orlando, Florida... Ralph Marterie, winner of The Cash Box Juke Box Operators Poll as the best band of '54 back at his old stomping grounds, Melody Mill Ballroom New York, where Ralph's records are doing so well, he plans to appease his fans in this town all too seldom... Tommy Leonetti had audiences absolutely beguile for more when he opened 12/13 at the Cher Paree. Everyone commented the didn't know Tommy was THAT good. He does a sensational job.

HOLLYWOOD:
We're going through the same problem here in LA that has been plaguing them every year during the holidays. Dec. 22nd and 23rd are given off because of Xmas tunes to break them open into the mass hits. True, there are a few very good numbers that will mail the crowds, there are also many other fine Christmas tunes that will fall along the ways due to lab of promotion. Spike Jones is back home for the holidays after presenting his "Musical Depreciation Revue of '54" in 77 cities throughout the U.S. Vicki Young has been set for two weeks at the Last Hill Supper Club, Columbus, Ohio...</text>
from the pen of CAROLYN LEIGH
who gave you "YOUNG AT HEART"

Another Song Smash

"OUR FUTURE HAS ONLY BEGUN"
MERGENCY-70509

by
1954's Thrilling
New Singing Star
N O W
on Mercury

DENISE LOR

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

The Cash Box

Holiday Special

(Dated Dec. 25th)

THE GREATEST HOLIDAY GREETINGS ISSUE IN THE INDUSTRY!

GOES TO: Thurs., DEC. 16th

RUSH YOUR AD!

Phone—Wire—Write

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THE CASH BOX

CLASSICAL

"TWO BACH CONCERTOS"—Hascha Heifetz—RCA Victor LM-1818 (1-12" LP) List: $5.71

"TCHAIKOVSKY CONCERTO" in D Major, Op. 35 for violin and orchestra. David Oistrakh—Decca DL 9555 (1-12" LP) List: $5.85


MGM couples two of our contemporary composers for an interesting and enjoyable release. Nicolas Slonimsky, who directed the premiere, both records the "Ozark Concertos" in our country's都能 再次 自由地


MGM couples two of our contemporary composers for an interesting and enjoyable release. Nicolas Slonimsky, who directed the premiere, both records the "Ozark Concertos" in our country's都能 再次 自由地

OPERA

THE ELIXIR OF LOVE—Donizetti—RCA Victor LM-5024 (1-12" LP) List: $11.54

MARKHORATI CANOSO, NICOLA MONTI, TITO GORI, MEICHORO LUCE, LOCETTA DI

A complete version of "The Elixir of Love" is beautifully performed by such capable artists as Margareta Carlberg, Ada; Nicola Monti, as the love-stricken Nemorino; and Tito Gobili as Belcore, Nemorino's delightful rival for Adina's hand. The Donizetti opera is a light-hearted melodic work that will provide good entertainment for the whole family. The reverse side is the original "Octet Set," a liltting and joyful work. Filling out the picture is the Decca "Deer Dance" and "War Dance" from Charley Belden's "Mr. Primavilla." Much musical pleasure embroidered into this wax.

KIPNIS AS BORIS"—RCA Victor LM-1082 (1-12" LP) List: $2.84

ALEXANDER KIPNIS, BASS, NINA TATARIN, TENOR.

The outstanding Alexander Kipnis, Russian baritone who was famous for his performances as Boris Gokovodsky, in her very popular "Seven Boys," opera, is presented singing the highlights from the well known work, Kipnis' voice is a thrilling experience as he sings with such penetrating feeling and pathos. A Bluebird Classic release for the economy minded buyer.

JAZZ

CHET BAKER SEXTET—Pacific Jazz Records PJP-15 (1-10" LP) List: $4.00

TOMMY HAWK, STELLA BY STARLIGHT, BOY'S GROOVY, LITTLE MAN YOU'VE HAD A BUSY DAY, THE HALF DOZEN: I'M GLAD THERE IS YOU.

Chet Baker fronts the new Pacific Jazz LP. Chet has a strong supporting cast in Bob Brookmeyer, trumpeter; Russ Freeman, piano. Also heard are Carter Smith, bass, and Shelly Manne, drums—through the solo spotlight is shared by the featured artists and, of course, Chet Baker. Chet's horn rides sometimes moody, sometimes merrily, but always of top-notch quality. For the modernist, Chet's a great talent.

"CONTRASTS"—Erroll Garner—EmArcy MG 35001 (12" LP)

YOU ARE MY SUNSHINE, I'VE GOT THE WORLD ON A STRING, TAKE CARE OF MY HEART. SONG, IN A MOURNFUL WAY: DON'T WORRY ABOUT ME, ALL OF A SUDDEN MY HEART SINGS, THERE'S A SMALL HOT MILL, I'M GONNA BE A RASCAL.

Erroll Garner, who never took a piano lesson, proves that you don't need any to have educated fingers. The master of the 88's demonstrates his keyboard versatility on an LP called "Contrasts." Although you've probably heard it hundreds of times, this soft dreamy stuff, and the other half is wild. Either way you look at it, Garner is a treat to the healthy and sore ear. A must for jazz collectors, and a treat for the piano lover.

"THE LIONEL HAMPTON QUINTET"—Clef Records MG C-028 (1-12" LP) List: $4.85

JE NE SAI PAS, ON THE SUNNY SIDE OF THE STREET; APRIL IN PARIS; FLYING HOME.

The bubbling Lionel Hampton with an all star cast, provides some exciting and surprising music. The quintet are Buddy Rich, drums; Oscar Peterson, piano; Ray Brown, bass, and Buddy De Franco, clarinet. Highlight of the long playing platter is the "Flying Home" etching. Although you've probably heard it hundreds of times, this small group and full orchestra, is this probably the longest version ever put on wax. It takes up one complete side of this. And in turn, each of these masters of their particular instrument is given free reign for inventive solos.

"What's In The CASH BOX That Counts"

Top 10 Best Selling Pop Albums

1. "THE STUDENT PRINCE" Mario Lanza (RCA Victor LM-1837; ERB 1837)
2. "MUSIC, MARTINIS" Jackie Gleason (Capitol W 509; AND MEMORIES... EAP 1, 2, 3, 4-309)
3. "WHITE CHRISTMAS" Bing Crosby, Danny Kaye and Peggy Lee (Decca DL-3803; ED-819)
4. "A STAR IS BORN" Judy Garland (Columbia BL 1021; BA 1021)
5. "SEVEN BRIDES FOR SEVEN BROTHERS" Original Cast (MGM E 244; X 244)
6. "GLENN MILLER LTD" Glenn Miller (RCA Victor LPT 6071; EDITION II; EPOT 6071)
7. "MUSIC FOR LOVERS ONLY" Jackie Gleason (Capitol H 352; EFB 352)
8. "SELECTIONS FROM THE GLENN MILLER ORCHESTRA" Glenn Miller (RCA Victor LPT 3057; STORY; EPBT 3057)
9. "JAZZ GOES TO COLLEGE" Dave Brubeck (Columbia CL 566; B-435, 6)
10. "THE PACAYA GAME" Classic Original Cast (Columbia ML 480; A 1098)

Four Lads Acquire Yacht Club Boys' Routine

NEW YORK—The Four Lads have leased over 200 special material songs and routines from the repertoire of the Yacht Club Boys. The Yacht Club Boys, one of the most famous singing quartets, ever to headline on stage, screen and night clubs, have also given the Four Lads' manager, Michael Stewart, an option for a motion picture based on their life, which will star the Four Lads. The picture will be directed by Jimmy Kerns, one of the original Yacht Club Boys, now a Hollywood producer and director. Charlie Adler, another of the original group, is coaching the Lads in the use of the material for night clubs, and a special new album featuring the top tunes made famous by the group.

Detective Protects "Deep In My Heart" Album

NEW YORK—A Pinkerton armed guard made the rounds of the New York deepies this week—but nobody got pinched.

He was accompanied by the local M-G-M promotion man, Irwin Zucker, as part of a promotion for the new album, "Deep In My Heart," the latest sound-track album from the waxery. The collection of Sigmund Romberg tunes is from the new motion picture of the same name.

Zucker's pitch went like this: "Here's an album that everyone will treasure. It's a real gem. That's why we need an armed guard. Besides, this is our album we don't want stolen around the stations. Our Pinkerton man will be posted around the clock at each library and will watch over you."

To many of the boys, the promotion was a switch—as Zucker is the one who's usually in uniform. He recently posed as a frontman to plug a new album and previously as a Royal Mountain man for the "Rose Marie" sound-track collection.

"Smash Xmas Hit!!

THE BE-BOP SANTA CLAUS"

by

BAB GONZALES

BRUCE 132

The HARPTONES' Greatest!

"SINCE I FELL FOR YOU"

BRUCE 132

REMEMK MUSIC CORP.

"TIME WAITS FOR NO ONE"

Recorded by

The Hilltoppers

Dot 9243

Remick Music Corp.

"I Want a Puppy"

singing

"THAT'S FOR SURE!!"

and

"I REMEMBER IT ALL TOO WELL"

Watoke Record #101-10

BRUCE

singing

WATOKE RECORDS

PREVIEWS

32-16 213 St.

Watoke, N. Y.

December 18, 1954

www.americanradiohistory.com
“There’s No Business Like Show Business”

Ray Perkins

KIMN—Denver, Colo.
1. Mr. Sandman (Chordettes)
2. Let Me Go, Lover (J. Weber)
3. The Things I Didn’t Do (P. Porter)
4. Hold My Hand (Don Cornell)
5. My Heart’s in N.Y.C. (D. Sauter)
6. Naughty Lady (A. Berg)
7. Woman’s World (4 Aces)
8. Papa Loves Mama (P. Como)

Sandy Singer

KCRG—Cedar Rapids, Iowa
1. Mamma Mickey (R. Clooney)
2. Naughty Lady (A. Berg)
3. Hold My Hand (Don Cornell)
4. I Need You Now (E. Fisher)
5. The Swinging Line (Stan Kenton)
6. Hold My Hand (Don Cornell)
7. The Swinging Line (Stan Kenton)
8. Papa Loves Mama (P. Como)

Norm Prescott

WORL—Boston, Mass.
1. Naughty Lady (A. Bleyer)
2. Sandman (Chordettes)
3. Drink, Drink, Drink (M. Louis)
4. Tell Me Tonight (DeCasas)
5. Let Me Go, Lover (J. Weber)
6. Mamma (L. Warren)
7. Sankun (B. Kahn)
8. Hearts Of Stone (Fontone)
9. I Need Your Love’s (Cheesecake)

Gene Edwards

KLIF—Dallas, Tex.
1. Naughty Lady (A. Bleyer)
2. Sandman (Chordettes)
3. Never (Charlie Applebee’s)
4. Let Me Go, Lover (J. Weber)
5. Hearts Of Stone (Fontone)
6. Sandman (4 Aces/Lemmi)
7. I Need Your Love’s (Cheesecake)
8. Non Such (Pat Carroll)
9. My Man Is An (Don Cornell)
10. Funny Thing (Terry Bennett)

Bob Watson

WXQI—Atlanta, Ga.
1. Mr. Sandman (Chordettes)
2. Count Your Blessings (Fisher)
3. La Vie En Rose (Gaudette)
4. St. Louis Blues Mambo (Berg)
5. Hold My Hand (Don Cornell)
6. Let Me Go, Lover (J. Weber)
7. I Need Your Love’s (Cheesecake)
8. Non Such (Pat Carroll)
9. My Man Is An (Don Cornell)
10. On The Alamo (P. Patty Webb)

Ed Penney

WTOI—Cleveland, O.
1. Let Me Go, Lover (Weber)
2. Make Yourself Comfortable (You & Yours)
3. Mr. Sandman (Chordettes)
4. That’s All I Want From You (G. Dyke)
5. Teach Me Tonight (DeCasas)
6. The Things I Didn’t Do (P. Porter)
7. Spirit Of Christmas (Kallen)
8. I Need Your Love’s (Cheesecake)
9. No More (DeDolph Sisters)
10. Never (Brothers & A. Bleyer)

Mike Woloson

WNOK—Nashville, Tenn.
1. My Man, My Lover (Sala Weber)
2. Woman’s World (4 Aces/Meek)
3. The Things I Didn’t Do (P. Porter)
4. Make Yourself Comfortable (You & Yours)
5. Teach Me Tonight (DeCasas)
6. Naughty Lady (A. Berg)
7. That’s All I Want From You (G. Dyke)
8. Whither Thou Goest (Stan Kenton)
9. Always You (Betty Grable)
10. Mama Doll Song (Patti Page)

Bill Phillips

WBOK—Wilkerson, Pa.
1. Mr. Sandman (Chordettes)
2. Teach Me Tonight (DeCasas)
3. Naughty Lady (A. Berg)
4. Hold My Hand (Don Cornell)
5. If I Give My Heart Away (D. Sauter)
6. Hey There (J. Clooney)
7. Let Me Go, Lover (J. Weber)
8. That’s My Life (E. Fisher)
9. I Need You Now (E. Fisher)
10. This Ole House (R. Clooney)

“Deep In My Heart”

In “Deep In My Heart”, the tremendous musical based on the life and melodies of the late Sigmund Romberg, MGM has another treasure chest that will fill the theaters singing and swinging long after the holiday season.

Jane Ferrer does a grand job in the role of the composer and is capably assisted by Helen Traubel, Merle Oberon, Walter Pidgeon, Paul Henried and Dee Avedon. But the fabulous production of each of Romberg’s melodies steel the show. The major tunes of each of the composer’s musical successes are performed by an almost unbreakable roster of great stars.

Tamara Toumanova is exciting in “Softly As In The Morning Sunrise”, Gene and Fred Kelly are unbeatable terpsichoreans in a novelty number called “I Love To Go Swimming” with Wimmin’, Vic Damone and Jane Russell blend beautifully on “Will You Remember?” from the Classic “Maytime”. Ann Miller offers a wild 1920 dance routine from “Artists and Models”. Rosemary Clooney joins Mr. Ferrer in “Mr. and Mrs.” from “The Music Box”. The strong songs of William Ollivs belows “Serenade” from “The Student Prince”. Tony Martin does a great job with a lover coming back to me” from “New Moon”.

Howard Keel sings “Your Land and My Land”. But it’s Cyrl Chardison’s adagio number with James Mitchell that takes the blue ribbon. Not only is this “Desert Song” dance outstandingly executed, but the set and the costumes are also out of this world. It is definitely one of the most provocative dance numbers this viewer has ever witnessed.

The other songs throughout the flicker need no description because they are Romberg which means they are the best. Ferrer’s one man interpretation of his new play “Jazza-Doo” in front of his mother-in-law to be and a number of friends, is definite proof that he is one of the most versatile and greatest actors in filmdom today.

“There’ll Always Be A Christmas”

AMES BROS. RCA Victor REGALs MGM

LOWELL MUSICAL CORPORATION
1619 BROADWAY, NEW YORK 19, N. Y.

“Deep In My Heart” is a must for all film fans and the MGM record distributors and dealers will be rolling in dough from the sales of the beautifully bound deluxe album. Dick should be up on top of the LP lists in short order. (See album review December 25th issue)

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

December 18, 1954
Silbert Plans Xmas Party For Damon Runyon Cancer Fund

NEW YORK—Thousands of metropolitan New Yorkers who listen to Bill Silbert, conductor of the “Bill Silbert Show” over Station WJMJ, will attend a mammoth Christmas party and dance in the grand ballroom of the Park Sheraton Hotel on Sunday afternoon, Dec. 26th, for the benefit of the Damon Runyon Cancer Fund. The holiday jamboree will be a joint enterprise of Station WJMJ and the Park Sheraton Hotel.

Virtually every recording top star in town during the Christmas holiday season will entertain at Silbert’s Yuletide party for the youngsters. Admission to the party will be donated of any amount from ten cents up and all proceeds will go to the Damon Runyon cancer fund.

Members of the Damon Runyon Cancer Fund will lend a helping hand at the party.

New Record Distribs For Atlanta

ATLANTA, GA.—Paul Glass announced the following new record distribution to the offices of the Allstate Record Distributing Company at 220 Court Square, Birmingham, Ala.:

They will be distributors for independent record labels, phonographs, needles and accessories.

Man With A Record

Paul who was formerly associated with Big State Distributing Company in Dallas, Texas, will handle sales in the Atlanta area.

Record labels they will represent include Abbott, Ace, Al Kats, Doontone, Faber, Feature, Guyden, Jazman, Jubilee, Kaye, Lancers, Madigan, Mor-Across, Opportunity, Rhythm, Star West, Toppers, Tex, Turnabout, Vanguard, Victor and West Coast Collegians.

Record is being issued so that die jocks may have at their fingertips eight of Victor’s hottest items.
NEW ORLEANS, LA.—Jerry Kay and Larry Wilcox, New Orleans disc jockeys, are pictured holding the prizes which will be awarded in a contest they are running in connection with “Bow Wow Wants A Boy For Christmas.” A puppy will be given to a boy and girl who write in saying why they want a puppy for Xmas.

New Orleans Jockey Stirs City With Monroe Disk

NEW ORLEANS — Disk Jockey Scott Muni of WSMB, New Orleans, created quite a stir in the city when he devoted his entire Shangri-La program (9:30 P.M. to Midnight) to one record, Vaughn Monroe’s new release “Goo-Night Mrs. Jones.” Muni did the commercials and station breaks on schedule, but he kept spinning the same disk. Gist of his explanation was “I like the record.” In the two and a half hours that he was on the air he played the record 43 times.

Reaction to this unorthodox program was immediately forthcoming, with the radio station and the newspapers in the city being swamped with calls. Jack O’Meallie, the station manager, said a plane coming into Moisant International Airport was tuned to WSMB. The pilot flashed the tower to get in touch with WSMB because somebody was playing the same record over and over.

One woman complained that the radio station had locked his “that poor man” in the control room and gave him only one record to play. The most significant complaint was from the RCA-Victor distributor. He hadn’t received his shipment of records from the plant and was hoping that all the excitement had petered out.

Brazilian Diskery Expands

JACAREPAGUA, BRAZIL — S O M Industria E Comercio, S. A., manufacturers of two of Brazil’s best known recording companies, Copenhagan Records and Star Records, has announced that it will soon begin to manufacture foreign labels in Brazil. S O M, which was formed in 1949 and in short time became one of the best known manufacturers of Brazilian records, has installed modern recording and pressing equipment in its already modern plant in this city thereby enabling it to produce records of the best quality.

William G. Keil, who held several executive positions with a number of American recording and motion picture companies will head the newly formed foreign department.

The company will press 78 and 33 1/3 rpm disks.
LOSAngELES:
Southern California is enjoying two outstanding Christmas hits this year. Attila Jim Reeves is right up there on top again with The Drifters' unusual arrangement of "White Christmas," and his second release, "What a Wonderful World." Gonzales' "Iz-Bop Santa Claus" on Bruce... Joe Turner and Choker Campbell's "Gimme Some Slack" for Checker... and Joe Turner and Choker Campbell's "The Gift of the Golden Ring" for Checker... have been successful week-end engagements at Billy Berg's Savoy Ballroom 12/3 thru 12/5.

Joe stated that he was quite happy to reach the juke box operators of America for the first time in his 32 years of recording. His latest release, "Still Waters," b/w "Mama's Blues," has gained wide popularity throughout the country during the past few months. Alto a musical instrument, he ranks with the best of them. His recordings on Aladdin Records have increased in sales with each new release. His latest working the "Still Waters" b/w "Mama's Blues," has been purchased by over 2,000 juke box operators and has been placed in various novelty stores.

J. B. Hirsch have been busy at their Modern Records, Diller City, Studios conducting new recording sessions. Plans are underway for a big release and promotion schedule starting the first of the new year. Joe Pee Wee Clayton has been booked into Ogden, Utah, over the holidays. He opens Dec. 24 thru Jan. 1st. Specially Recorded releases their first six albums in several single releases, which were placed by The Pilgrim Travelers and The Rhapsody Singers (also known as The Blind Boys of Alabama). He has taken time out from his tour to record "The 20th Century Fox Orchestra" in Hollywood. Some T-Stone and Lula Reed are expected to return to their own "Stones" in January.
in PHILADELPHIA in LOS ANGELES in ST. LOUIS

1. HEARTS OF STONE
   - Charms
     - DeLuxe 6062

2. HEARTS OF STONE
   - Charms
     - DeLuxe 6062

3. RECONSIDER BABY
   - Lowell Fulsom
     - Mercury 70249

4. RECONSIDER BABY
   - Lowell Fulsom
     - Mercury 70249

5. TEACH ME TONIGHT
   - Dinah Washington
     - Mercury 70497

6. YOU UPSET ME, BABY
   - B. B. King
     - RPM 416

7. POISON IVY
   - Willie Mabon
     - Chess 1580

8. NEVER LET ME GO
   - Johnny Ace
     - Duke 132

9. SINCERELY
   - Willie Mabon
     - Chess 1580

10. I DON'T HURT ANYMORE
    - Dinah Washington
       - Mercury 70497

11. I'M READY
    - Muddy Waters
       - Chess 1579

12. HURTS ME TO MY HEART
    - Faye Adams
       - Herald 434

13. TEACH ME TONIGHT
    - Dinah Washington
       - Mercury 70497

14. LAST NIGHT
    - Little Walter
       - Checker 805

15. ANNIE'S AUNT FANNIE
    - Midnighters
       - Federal 12200

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The Cash Box, Music

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

1. EARTH ANGEL
   - Penguins
     - DeLuxe 348

2. SINCERELY
   - Moonglows
     - Epic 9086

3. HURT
   - Roy Hamilton
     - Epic 9086

4. THE LETTER
   - Medallions
     - DeLuxe 348

5. ANNIE'S AUNT FANNIE
   - Midnighters
     - Federal 12200

6. HEARTS OF STONE
   - Charms
     - DeLuxe 6062

7. SHOO-DOO-BEE-DOO
   - Bobby Lester & Medallions
     - Checker 805

8. TEACH ME TONIGHT
   - Dinah Washington
     - Mercury 70249

9. RECONSIDER BABY
   - Lowell Fulsom
     - Mercury 70249

10. YOU UPSET ME BABY
    - B. B. King
       - RPM 416

11. MAMBO BABY
    - Ruth Brown
       - Atlantic 1044

12. RECONSIDER BABY
    - Lowell Fulsom
       - Checker 804

13. SINCERELY
    - Moonglows
       - DeLuxe 348

14. BABY LET'S PLAY HOUSE
    - Arthur Guitars
       - Excello 2047

15. I WON'T BE YOUR FOOL NO MORE
    - Johnny Ace
       - Peacock 1584

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The Charms

"HEARTS OF STONE"
"WHO KNOWS"
DELUXE 6062

"MAMBO SH-MAMBO"
"CRAZY, CRAZY LOVING"
DELUXE 6072

The Midnighters

"STINGY LITTLE THING"
"TELL THEM"
FEDERAL 12202

EARL BOSTIC

"LIEBESTRAUM"
"SONG OF THE ISLANDS"
KING 4754

BONNIE LOU

"TENNESSEE MAMBO"
"TRAIN WHISTLE BLUES"
KING 1414

DISTRIBUTED BY

King Records

GETTING BIGGER

The Cadillac's

"WISHING WELL"

"I WANNA KNOW ABOUT LOVE"

JOSIE 779

Your Best Buy

"DON'T DROP IT"

SAVOY 1139

WILBERT HARRISON

10,000 Sold Last Week—L.A.
5,000 Sold Last Week—Charlottesville
10,000 Sold Last Week—Atlanta

GROWING EVERY DAY

SAVOY RECORD CO., INC.
55 Market St., Newark, N.J.

"It's What's in THE CASH BOX That Counts"
THE NUGGETS  
(Capitol 2999)

"SO HELP ME, I LOVE YOU"  
(2:01) [Marvin líder-McCoy, Rogers] A borderline pop & b treatment well done by the Nuggets. A modern tempo bounces with a gay sound.

"QUIRIL UP IN MY ARMS"  
(2:12) [Darby Music-McCoy, Singleten] Similar tempo but the deck has more flavor. Good beat and solid delivery. This side has a good chance to make it.

THE FIVE SCAMPS  
(Okeh 2704)

"WITH ALL MY HEART"  
(2:55) [Marvin Litan-Sherman, Filken- ton] Pretty effort that could appeal more to the pop buyer. Washbary piano backing makes it wax to relax to.

"RED HOT"  
(2:50) [Algonquin] The Scamps come up with a fast beat boncemer that’s more suited to the & b field. The boys rock and drive.

THE BEES  
(Imperial 766)

"GET AWAY BABY"  
(2:25) [Commodore BMI-B. Bland] The Bees knock out a bustling fast beat with plenty on the ball. Group has a good sound. Item develops into a fine for all instrumental break that rides.

"I WANT TO BE LOVED"  
(2:35) [Metrose ASCAP-3, Churchill] A good side. The Bees have a styling and vocal quality that makes the most of a tune. Lovely blues ballad.

CHRISTINE KITTRELL  
(Republic 7975)

"LORD HAVE MERCY"  
(2:41) Christine sings jump blues with lots of feeling. Group back the chantress in ok style.

"SITTIN HERE DRINKIN AGAIN"  
(2:39) [Habb Music BMI-Kittrell] The backer-upper is a slow blues in which the fez songstress wills the sad story of her return to drink after two years of happiness. Strong wax. Follow up to her hit of about a year ago.

LONNIE JOHNSON  
(King 4758)

"TOMORROW NIGHT"  
(3:01) [Bourne ASCAP-Coslow, Grose] One of the greatest blues records is re-issued by King. Should garner a fair amount of biz.

"PLEASING YOU (As Long As I Live)"  
(2:05) [Lois BMI-Lonnie Johnson] Lonnie’s pleasing voice makes a lovely and mellow issue. Pretty, pleasing and melodically plush.

THE CASH BOX  
AWARD O’ THE WEEK

"LET ME GO LOVER"  
(2:20) [Hill & Range BMI-Carson, Hill]

"WAILIN’ LITTLE MAMA"  
(2:25) [Gomber BMI-Young]

THE COUNTS  
(Out 1235)

- The Counts come up with a fine treatment of the current pop biggie. Lead singer’s voice is as clear as a bell and his styling does much for the item. The remainder of the Counts are very much in the background, carrying the beat, while lead acts almost in the capacity of solo. Should be a strong r & b seller. The under lid, "Wailin’ Little Mama", is in middle tempo jump well done. Side drives and the etching should be meat for the frantic teeners. A strong deck that could bring sales in on its own merits.

"PLEASE HELP ME"  
(2:44) [Arc BMI-Boyd]

"THE STORY OF BILL"  
(2:43) [Arc BMI-Boyd]

EDDIE BOYD  
(Chess 1582)

- Eddie Boyd has a strong piece of wax in the slow southern blues, "Please Help Me". Boyd tells the haunting story of his lost and disillusioned love in a manner calculated to keep your interest and win your sympathy. A potent story line and expert delivery, Boyd, we think, has a winner here. The flip, "The Story of Bill", is a sharp change of pace. A fast beat boncemer with novelty lyrics and a beat that moves. "Please Help Me" should be a strong seller.

WYNONIE HARRIS  
(King 4763)

"ALL SHE WANTS TO DO IS BE MAMBO"  
(2:55) [Lois BMI-Harris, McRae] Wynonie re-records a rearrangement of "All She Wants To Do Is Rock". Tune is brought up to date with a mambo beat and change in the lyrics.

"CHRISTINA"  
(2:41) [Congress BMI-Shad, McRae] Harris sings a slow boncemer about her new girl friend, Wynonie handles the melodic blues in the manner that has become so familiarly Wynonie Harris.

LOUIS JORDAN  
(Aladdin 3270)

"FAT BACK AND CORN LIQUOR"  
(2:37) [Aladdini BMI-Toombs] Louis Jordan rings out with an energetic bounce dirty extolling the mouth watering qualities of "Fat Back and Corn Liquor". Louis rocks in his usual exhuberant manner.

"THE DRIPPER"  
(2:40) [Bayou Music-Louis Jordan] The flip is a driving instrumental by Jordan and his Tympanny Five. Exciting number for the dancing youngsters.

JULIAN DASH  
(Vee Jay 117)

"ZIG-ZAG"  
(2:48) [ASCAP-J. Dash] Julian Dash and his orchestra etch a driving instrumental side with lots of pepper. Good jukebox number.

"SO LET IF BE"  
(2:50) [BMI-Brand, Koheim] Reverse deck is a complete change of pace. Slow, soft and mellow. Sweet sax lead.

GWEN TYNES  
(Apollo 1195)

"CARESS ME"  
(2:30) [Boz BMI-Hardy, Kirsch] Sultry voiced thurst sings a soft dim lights item prettily. Wonderful for jangled nerves. Slow romantic meller.

"NEARNESS OF YOU"  

ANN COLE  
(Timely 1010)

"SO PROUD OF YOU"  
(2:37) [Boz Music BMI-Cole, Smith] An unusual blues item that shows off the voice of a fine singer. Lots of religious feeling here.

"DOWN IN THE VALLEY"  

THE CASH BOX  
Rhythm ‘N Blues BEST BETS

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

* "GET AWAY BABY"  
The Bees  
Imperial 766

* "I WANT TO BE LOVED"  
The Bees  
Imperial 766
"Hold Me Baby" (2:29)  [Progressive BMI—Feaster, McClure, Edwards, Keys]

"A Girl To Love" (2:57)  [Progressive BMI—Feaster]

**THE CHORDCATS**
(Cat 112)

- The Chordcats have a pair of potent decks on this latest release. A jump, "Hold Me Baby", and a pretty blues ballad, "A Girl To Love". The first is an energetic effort in which the lads maintain a strong beat that gets under your skin. Both items are good pop possibilities. The arrangements on both sides are not the least of the appeal. Either or both could make their marks.

**FOR SENTIMENTAL REASONS** (2:45)  [Duchess BMI—Watson, Best]

"I Want To See My Baby" (2:44)  [Dare BMI—Milan Brown]

**THE RIVILEERS**
(Banon 207)

- Here's one from left field. The Rivileers, who have been successful prior to this release in a small way, have come up with an excellent reading of the oldie, "For Sentimental Reasons". Beautifully done, if this deck is given the proper exposure and distribution it could be a big seller. The group is sweet, well balanced and sung with deep feeling. The reverse deck, "I Want To See My Baby", is a happy marmalade effort that makes an excellent coupler. Good value for the buyer. Deck that will be asked for will be "For Sentimental Reasons".

**LIGHTNIN' HOPKINS**
(Herald 441)

"Nothin' But The Blues" (2:16)  [Angel BMI-L. Hopkins]  
A master at blues story telling, Lightnin' has a slow tale to tell here and he does his incomparable job.

"Early Mornin' Boogie" (2:15)  [Angel BMI-L. Hopkins]  
Lightnin' picks up the tempo and knocks out a fast beat boogie with a zesty guitar and happy vocal. Solid Hopkins fare.

**ROSE MARIE McCOY**
(Cat 111)

"Dippin' In My Business" (2:50)  [Progressive BMI-Singleton, McCoy]  
Rose Marie McCoy, who has been clicking in a real big way as a writer, teamed up Charlie Singleton, decides to wax hits for herself. The gal surprises with a really fine job. Material is pert and infectious. Ok job.

"Down Here" (2:56)  [Progressive BMI-Singleton, McCoy]  
Miss McCoy is equally good on her treatment on this middle tempo beat. Both decks have a live feeling and we are pleasantly surprised at the r&b's diversified talents.

**JAZZ**

**BILLY TAYLOR TRIO**
(Prestige 900)

"My One And Only Love" (2:55)  [Mellin, Woods]  
The Billy Taylor Trio, consisting of Billy, Earl May on the bass and Charlie Smith on drums, move softly through the lovely standard. Taylor's caressing technique helps make this an ok wax.

"Who Can I Turn To?" (2:56)  [Wilder, Engvick]  
A similar treatment of another slow pretty.

**CHEF BAKER QUARTET**
(Pacific Jazz 614)

"Winter Wonderland" (2:10)  [Bernard, Smith]  
It's the familiar winter favorite with a cool sound. Baker's trumpet solo solid backed by the capable Rose Freeman, piano; Joe Mondragon, bass and Shelly Manne, drums. Good modern jazz.

"I Fall In Love Too Easily" (2:38)  [Kahn, Styne]  
Chef contributes some vocal as well as trumpet jazz phrasing on this end. Deck is moody and Baker contribution has feeling.

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

"ARE YOU MINE"

チーム with TOM TALL

"I'VE GOT SOMEBODY NEW"

FABOR 117

FABOR RECORDS
Distributed in Canada by QUALITY RECORDS, LTD.

Eddie "Wingback" Hill
W5M—Nashville, Tenn.
1. When I'm with You (Marty Robbins)
2. Lonesome Me (Carl Smith)
3. Tell Me What You Want (Carl Smith)
4. Lonesome Me (Carl Smith)
5. Lonesome Me (Carl Smith)
6. Lonesome Me (Carl Smith)
7. Lonesome Me (Carl Smith)
8. Call Me (Wells & Foley)
9. Beware Of It (Johnny & Jack)
10. Whistle Gone Down N. (Tommy Collins)

Little Anne
WIRC—Hickory, N. C.
1. Leans Talk (Carl Smith)
2. This Ole House (S. Hamblen)
3. If You Don't (Ray Price)
4. Wait & Little Longer, Jesus, Please (Carl Smith)
5. Holding Hands (Kenny Lee)
6. Peace On Earth (M. Carson)
7. Swing & W. & M. Turner)
8. One By One (Wells & Foley)
9. Beware Of It (Johnny & Jack)
10. Whistle Gone Down N. (Tommy Collins)

F. M. Smith
WFOK—Huntsville, Miss.
1. If You Ain't Lovin' (F. Young)
2. Christmas Can't Be Far Away (Ray Price)
3. Rainy Days (Wes Ray)
4. Beware Of It (Johnny & Jack)
5. Very Seldom, Frequently Ever (Farris Hunter)
6. This Ole House (S. Hamblen)
7. Company's Comin' (Wagener)
8. Carbon Copy (Cassidy & Evans)
9. You're Not Mine (W. & M. Turner)
10. Leans Talk (Carl Smith)

Smoky Smith
KRBV—Des Moines, Iowa
1. Let Me Be The First To Know (Willie Nelson)
2. More Than Anything Else (Ray Price)
3. The Next Voice You Hear (Leaves & DeVaill)
4. Are You Mine (Ray Price)
5. Company's Comin' (Wagener)
6. Carbon Copy (Ray Price)
7. You're Not Mine (W. & M. Turner)
8. Leans Talk (Carl Smith)
9. I Can Read Between The Lines (Ray Price)
10. Company's Comin' (Wagener)

Ray Frazier's Country Junction
WXG—Richmond, Va.
1. If You Ain't Lovin' (F. Young)
2. Leans Talk (Carl Smith)
3. Wait & Little Longer, Please Jesus (Carl Smith)
4. I For To Remember Santa Claus Clear (Johnny James)
5. Hey, Who's Goin' (Miller)
6. Mama (Jesse Floyd)
7. Caroline Moments
8. Mr. Sondheim (Chet Atkins)
9. Ring Of A Lonely Castle (Furin Hayek)
10. This Ole House (S. Hamblen)

Dove Walshak
KCTI—Gonzalez, Tex.
1. Leans Talk (Carl Smith)
2. This Ole House (S. Hamblen)
3. Kiss Me Once More (Jesse Boyd)
4. Kiss Crazy (Johnny James)
5. More And More (W. & F. Pierce)
6. She Done Give Her Heart (Johnny James)
7. I'll Follow You (Jim Reeves)
8. Show Me (Davis Sisters)
9. That Crazy Mama Thing (Hank Snow)
10. Tell Me Some (Hank Snow)

Johnny Rion
KSTL—Knoxville
1. New Green Light (Thompson)
2. Leans Talk (Carl Smith)
3. If You Don't
4. If You Ain't Lovin' (F. Young)
5. This Ole House (W. & M. Turner)
6. One By One (Wells & Foley)
7. Beware Of It (Johnny & Jack)
8. More And More (W. & M. Turner)
9. This Is The Thanks (E. Arnold)
10. Leave Me Be Too True (Willie Nelson)

Gene N. Fondrea
WATE—Taylors, Tex.
1. Leans Talk (Carl Smith)
2. This Ole House (S. Hamblen)
3. I Need You Now (H. & H. Novelson)
4. Kiss Crazy (Johnny James)
5. More And More (Jesse Boyd)
6. You're Not Mine Anymore (Leaves & DeVaill)
7. Wand (Johnny James)
8. Would I Be Satisfied (Chesney)
9. You're One Of The Only Good Ones (Billy Walker)
10. I Tell You So (Hep & Williams)

Myrna Lorrie and Buddy Deval
"ARE YOU MINE"

"YOU BET I KISSED HIM"

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7. Beware Of It (Johnny & Jack)
8. More And More (W. & M. Turner)
THE CASH BOX
THE NATION’S BIG 10
COUNTRY JUKE BOX TUNES

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

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

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

IF YOU DON’T, SOMEBODY ELSE WILL
Jimmy & Johnny
(Chess 4859; 45-4859)

Ray Price
(Columbia 21315; 4-21315)

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

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

LOOSE TALK
Carl Smith
(Columbia 21317; 4-21317)

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

YOU’RE NOT MINE ANYMORE
Webb Pierce
(Decca 29252; 9-29252)

PENNY CANDY
Jim Reeves
(Abbott 170; 45-1770)

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

1. MORE AND MORE
   Webb Pierce (Decca)
2. I DON’T HURT ANYMORE
   Hank Snow (RCA Victor)
3. LOOSE TALK
   Carl Smith (Columbia)
4. IF YOU AIN’T LOVIN’
   Faron Young (Capitol)
5. THIS OLE HOUSE
   Stuart Hamblen (RCA Victor)
6. ONE BY ONE
   Kitty Wells & Red Foley (Decca)
7. IF YOU DON’T SOMEBODY ELSE WILL
   Jimmy & Johnny (Chess)
8. YOU’RE NOT MINE ANYMORE
   Webb Pierce (Decca)
9. THIS IS THE THANKS I GET
   Eddy Arnold (RCA Victor)
10. NEW GREEN LIGHT
    Hank Thompson (Capitol)

11. BEWARE OF IT
    12. WHAT’CHA GONNA DO NOW?
    13. MORE THAN ANYTHING ELSE IN THE WORLD
    14. COMPANY’S COMIN’
    15. PENNY CANDY.

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

CINCINNATI—Twenty years ago WLW was the undisputed station of Country and Western Music. Thousands gathered each Saturday night at Old Emory auditorium to see such names as Paw and May McCormick, The Girls Of The Golden West, Red Foley, and The Cowboy's Of The Air, and then suddenly country music was cut to the bone and programs were confined to the studio of the station. Just last month things again started to happen—Country Artists at Crosley Square were signed by label "X." Ken Smith director of talent who attended the WSM country dj convention at Nashville well realized that WSM stole the show, and immediately set out thru the south in search of talent, with the announcement that WLW will increase its present country roster to double its size. Can it be that after all these years WLW plans to stage a real country show? You can be assured that Country Music is the big discussion at the Nation's Station.

Snow Breaks Attendance Records

NASHVILLE, TENNESSEE—During a recent six-day tour of Canada, RCA Victor's Hank Snow broke all previous existing attendance records in the following Provinces: Edmonton, Alberta, Calgary, Red Deer and Camrose. At the Casino Theatre in Toronto he held his previous attendance set there a year ago.

Corals' Country Hit

"I CAN SEE ANGEL"
by
"HOUSE OF THE LORD"
Coral-64186

WLW May Increase Country Music Air Time
Jimmie Osborne

"That's Nature" (King 1412, 45-1412)

The mellow tones of Rod Morris make for easy listening on this quiet, romantic cutie.

"Nobody Knows Grandma" (Capitol 3006, 1:55)

"That's No Greater Thing" (Valley BMI-A. Glenn)

A meaningful and moving song with a religious theme delivered in a stirring fashion by Darrell Glenn. Beautiful choral assist.

"Take Back the Heart" (2:18) [Trinity BMI-J. Leisy, J. Javits, C. Grean] Glenn does a lovely thin, slow beat tear compelling piece.

Johnny Dakota

"Snowy Morning" (Carol 61298; 9-61298)

"Just a Boy and Girl in Lovers' Lane" (2:28) [Jimmy Wakely BMI-H. Jones]

The warm voice of Johnny Dakota comes over well on appealing, moderate beat piece.

"In the Moonlight" [Chandler BMI-J. Dakota]

Under lid is a slow tempo, heartfelt tune that the artist solves in soft, subdued style.

Rhythm Ramblers & "Kaktus Jim"

"Kinda Wonderin' " [Heart Songs BMI-K. J. Lee, L. Armstrong]

The Rhythm Ramblers and "Kaktus Jim" support Frank Armentare on a catchy, quick beat romantic ditty.


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RED SOVINE

(Decca 99335; 9-99335)

"Why You Clobered Me" (2:37) [Capitol BMI-W. Walker, R. Sovine]

The captivating voice of RED Sovine makes excellent use of top grade material on a deck that bears close watching.

"Which One Should I Choose" (2:28) [Capitol BMI-W. Walker] The chanter ambles through an抓紧 railroad, quick tempo love item. Fetching lyrics.

POLLY O'NEAL

(Columbia 21331; 4-21331)

"That New Girl Down the Street" (2:24) [Ridgeway BMI-Wells] The velvety tones of Polly O'Neal are a treat to the ear on a middle tempo, romantic item. Pretty wedding of melody and lyrics.


JOAN HAGER

(Mercury 70500, 70500X) 45 RPM

"Feel Like Crying" (2:44) [Mallory BMI-Fairburn] Joan Hager romantically projects a middle tempo lover's lament. An inviting double track effort that should attract many spins.

"Teardrops Won't Stop Falling" (1:55) [Babb BMI-Hager, M. Howe] Under half is a pleasing, quick beat ditty that the chimp sings with zest.

RUBY WELLS

(RCA Victor 20-5959; 47-5959)

"Hearts of Stone" (2:30) [Regent BMI-E. Bay, A. Jackson] Young and talented Ruby Wells comes up with a sparkling performance on the current R&B smash. Deck should cash in nicely.

"Shadows" (2:10) [Tune Town BMI-R. Fox] Ruby turns in another potent reading on a real solid, up tempo item. Two strong sides.

ANN JONES

(Sims 101; 45-101)

"Kind of Love I'm Chasin'" (2:31) [R & R BMI-B. Franks] Ann Jones sends up a neat multiple-track vocal on a buoyant, romantic pleaser with a refreshing set of lyrics.

"Steppin' Out With My Shadows" (2:34) [R & R BMI-B. Franks] The thrush kicks off a flavorful, rhythmic piece in easy-crankin style.

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"Teardrops Won't Stop Falling" (1:55) [Babb BMI-Hager, M. Howe] Under half is a pleasing, quick beat ditty that the chimp sings with zest.

RUBY WELLS

(RCA Victor 20-5959; 47-5959)

"Hearts of Stone" (2:30) [Regent BMI-E. Bay, A. Jackson] Young and talented Ruby Wells comes up with a sparkling performance on the current R&B smash. Deck should cash in nicely.

"Shadows" (2:10) [Tune Town BMI-R. Fox] Ruby turns in another potent reading on a real solid, up tempo item. Two strong sides.

ANN JONES

(Sims 101; 45-101)

"Kind of Love I'm Chasin'" (2:31) [R & R BMI-B. Franks] Ann Jones sends up a neat multiple-track vocal on a buoyant, romantic pleaser with a refreshing set of lyrics.

"Steppin' Out With My Shadows" (2:34) [R & R BMI-B. Franks] The thrush kicks off a flavorful, rhythmic piece in easy-crankin style.
Word of the passing of Fred Rose (veteran song-writer and publisher) has gripped us all because the feeling was very close to Fred for he visited Cincinnati many times. It was he who recorded the late and great Hank Williams. Special memorial programs were arranged by many of the Cincinnati Country DJ's with Jimmie Skinner, Nelson Wilson, and Jimmie Williams all singing many of the songs that Mr. Rose wrote. It was in Nashville at the Country DJ convention that this correspondent last talked with Fred and I feel that Country Music has lost its most ardent friend. My deepest sympathy to his family and the good folks at Acuff-Rose. When Mr. Rose was made in heaven, the world's most famous musician was in town this week, Adolph Menjou. He starred in his new television show on WCPX for the promotion of the Big Brother idea. Bob Miller of WLVN's "Everybody's Farm" was cited by the American Farm Bureau Federation for his outstanding service in agriculture to the American farmer. . . . Ralph Beatty currently playing at the Cook Theater in Chicago is to appear in 'Oh, Mr. Muggins' plan "Oh, Man, Oh Women" to bring the music to the trough.
Seeburg

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

... the heart of the world's finest and most complete music system... the most revolutionary development for the playing of recorded music since the invention of the phonograph.

This superbly engineered and styled mechanism has established new standards of performance for coin-operated music systems. Its consistent, efficient operation assures the maximum potential wherever the Select-O-Matic "100" is installed.

America's Finest and Most Complete Music Systems
To the Juke Box Industry:

It is a pleasure to extend to you the appreciation of the National Foundation for Infantile Paralysis for your industry-wide participation in the crucial 1955 March of Dimes.

Your National Foundation faces a bigger job than ever in this year of decision. Polio today strikes harder at more people; the cost of polio care is greater than ever. And now, for the first time in history, a new task—with its goal the actual prevention of polio—confronts us.

For the sake of all who may, in future, be saved the crippling blows of paralytic polio, as well as for the many for whom prevention may come too late, we must meet this challenge. It has placed a redoubled responsibility on us all.

The Juke Box Industry, by its past support of the March of Dimes has graphically demonstrated its willingness to shoulder its share of this responsibility. Once again, you have set a proud example.

Sincerely yours,

Basil O'Connor
President

This is what man was created for—to do good for others.

This is true charity—to help the stricken.

This is greatness—to be able to do and to want to do good.

This is the life eternal. The greatness of life. The goodness that is in men's hearts. Men who were created in His image.

To give. To help. To cure. To cherish. This is what is meant by "A DAY OF DIMES FOR THE MARCH OF DIMES."

This is the great opportunity that is facing all in the industry. To bring relief to those many children suffering from horrible, crippling, painful agonies, and twisted bodies of cursed polio. Those few whom polio didn't kill.

This is greatness, to be able to help. To bring relief to horrible suffering. And, to possibly help bring about the cure that will, once and forever, eliminate the scourge of crippling, killing polio from attacking the young bodies of America—the children—on whom this nation depends—on whose shoulders rests the future of this Land Of Freedom.

This help is so simple to give. All that any operator in this great nation need do is to set aside but one single day. Any one of the days from January 17 up to and including January 21, 1955.

And, thereby, with his donations of the dimes that will be inserted into his machines, on the one specific day he sets aside for "A DAY OF DIMES FOR THE MARCH OF DIMES," help bring about a cure for this polio scourge, this killer of America's children.

This one short day. This day assigned to God. This is the day that everyone, everywhere in the industry, all over the nation, can bring upon himself untold blessings.

This is the day, by arranging for donation of the dimes that will be inserted into his equipment, the operator can bring great and lasting goodness upon himself, as well as upon all his industry.

This is greatness. This is something that was destined for the men and women who comprise this warm-hearted, charitable industry.

This single day's donation of dimes to the local chapter of the "March Of Dimes" in each community in the nation, will bring each individual operator glory and the entire industry great honor, dignity and respect.

Whatever may befall the men and women of this business, they will always be able to recall with warm-hearted exhilaration their goodness and their great achievement, by giving "A DAY OF DIMES FOR THE MARCH OF DIMES."

This comes from the heart. This is the kind of charity to which all are very kindly disposed. This is the kind of charity that made this industry great. This charity is, in itself, true greatness. For this is the answer to the depiction of man in the image of his Maker.

This is a duty for those who comprise the industry. To make themselves more worthwhile citizens. More outstanding peoples. More charitable and blessed participants in so great a need. To help eliminate the horrible, agonizing, twistingly painful, crippling and killing scourge of polio.

This, then, is an appeal to greatness. An appeal to all in the industry—to join in "A DAY OF DIMES FOR THE MARCH OF DIMES"!

This is God's will to be done.
First Big Meet Results In Naming Committees To Study Changeovers, Arrange For Notifying Location Owners and Set Day For Change.

Bill Gersh Given Rising Vote of Thanks

MINNEAPOLIS, MINN. - The Music Guild of Minnesota met here Friday, December 3, at Willard's Catering Lounge, 2900 Hennepin Avenue, to listen to a spech by Bill Gersh, publisher of The Cash Box, who had been invited to speak here in behalf of dime play.

This meeting had been planned for some weeks and was called in an effort to bring 10c music play into being here.

There had been many who expressed themselves for sometime now that, even the in-line games were the major share of their operations at this time, they felt that they should definitely get together on arranging for dime play due to the fact that they were actually finding themselves equalizing off the intake which they should enjoy from their music with the earnings from the rest of their equipment.

The meeting was called and sponsored by the largest operators in this area. These men believed that a logical explanation of dime play should be brought to the fore and that all should then make their own decisions regarding this increase in the cost of the play.

Since there were no other speakers present, Bill Gersh was asked to take over the entire meeting. He spoke of what was happening through the nation as well as the economic reasons why dime play was being adopted in so many individual areas.

After his speech, a roll call of all the members present was taken, and it was voted four to one that the change be favorable to a change to dime play.

Many problems were brought up by the members, but, in the main, the meeting ended with the belief that the change would be put into effect. Committees were then appointed to make all the necessary arrangements.

Gersh took over the task of learning more of the mechanical changes which would have to be made and the quickest and speediest way to make these.

Another committee was named to meet with a prominent public relations agency here to make arrangements for a series of letters to locations and to tell the operators how this change to dime play was being put into effect.

Still another committee was set up to make all the arrangements for the day when dime play should go into effect everywhere in this city.

The end of the meeting members gave a rising vote of thanks and applause for the stirring speech made by Bill Gersh and many individually thanked him for flying here to speak before the entire group.

Brooklyn Pastor Uses Juke Box In Church To Play Hymns—Scriptures

NEW YORK—The December 5 edition of the New York Daily News carried a story of the unusual use the juke box had been put to by Pastor Walter G. Brunn of the Evangelical Lutheran Church of the Good Shepherd, Brooklyn.

"Pastor Brunn had the coin slots filed off a jukebox and the chrome painted to match the woodwork before he had it installed about four weeks ago in the church entry. Since then, he reports, the pews have been packed from 9 A.M. to 9 P.M., even when there is no service, with those who come to listen to the recordings of 100 hymns and scripture readings which the box plays," reports the Sunday News.

Pastor Brunn intends to mail 50,000 invitations to persons of all faiths in the borough to visit and enjoy the music, beauty and comfort of the church. The music system, Brunn claims, is the first using high fidelity records to be set up in a church in the U.S. The box is wired to an amplifier in the steeple where the music can be heard outside.

"During the Christmas season we also have music wired to the Nativity scene on the front lawn which will remain with the Christmas decorations inside and outside the church until Advent," Brunn added.

Pastor Brunn is also senior Protestant Chaplain at Kings County Hospital and he plans to put in a similar system in the hospital chapel.

United Appointment Ben Becker Field Representative

CHICAGO—Bill DeSelm, general sales manager of United Manufacturing Association—Pools and Beaches exposition at Chicago's Sherman Hotel was hit-lit, by the presentation of awards for the most meritorious exhibits dealing in games (mechanically or manually operated) and arcade equipment. The coveted Henry A. Guenther Award, an attractively engraved plaque, was presented to William Manufacturing Company of Chicago, winner of the number one spot on the list.

"Select-a-Train," the outstanding point of interest at the Williams display, consists of a miniature model railroad system completely constructed to H. O. scale. It is coin-operated. Two true-to-life—trains—one a Santa Fe streamliner with realistic siren sound effects, the other a big chugging Union Pacific freight train—travel in opposite directions at high speeds, low speeds, or any intermediate speeds selected by the patron who controls the speeds, starting and stopping of both trains using two control levers at the front panel. The patron deposits one dime or two nickels per train, a total of twenty cents being required to operate both trains simultaneously.

Thrilling moments are quickly in store for the amusement seeker who operates the "Select-a-Train" unit. He is同时 exposed to the beautiful scenery of the country as the trains wind around curves, over bridges, through tunnels and then cross-switch under the very eyes of the patron. A perfect block-system of train-control prevents any possible collision of the two trains at this intersection, however the patron can stop either train to let the other train pass at will. All of this two-year, two track, exciting action takes place over a realistic, beautifully colored, vista of tree-studded mountains, dark tunnels, bridges, blue rivers and open desert country. The eerie car horn sounds of the "chug-a-hug-chug" of the freight train, affords some idea of the realism embodied in this new amusement masterpiece. The entire unit is housed in a handsomely ornate cabinet with glass windows on all four sides so that onlookers can join in the fun of a lifetime.

The lure of toy train operation is well-known to everyone, youngsters and adults, alike. The number of miniature railroad systems now in operation in America homes runs into the hundreds of thousands with more new fans installing them every day. One may become curious as to what role people imagine themselves to be taking while they operate miniature model trains. Whether they imagine themselves to be the engineers or the dispatcher governing the movements of all trains, or the top executive that looks down on the entire panorama of his railroad from a higher platform, the question is the same. Likewise, the appeal of the new Williams "Select-a-Train" unit with its coin-operated feature of operation has proved extremely popular. Substantial earnings that far exceed amusement devices of other descriptions, have been recorded in average locations to forecast a bright future for this new piece of equipment.
Plan European Journey

SYRACUSE, N.Y.—Route of a two-week-long 7500-mile trip through five European countries is pointed out by Robert E. Kornitz, right, assistant-to-the-president of the Davis Distributing Corporation, as Albert Wertheimer, left, executive vice-president, looks on. The two left by air on Wednesday, December 1, 1954, for their annual meeting with overseas agents and bankers. The Davis Distributing Corporation is one of the world's largest exporters of automatic phonographs.

Pontiac, Mich. On Dime Play

PONTIAC, MICH.—Music operators here decided this past week to arrange for 10c play.

Reports indicate that the entire city will be on dime play within a very short period.

"In fact," as one music man advised, "you can state that the entire city of Pontiac, Michigan, is solid for dime play."

Such leading operators here as Hirsh Trees of Wolverine Entertainers; Bill Oliver of Pontiac Amusement and Larry Murinomi of Ace Music Systems, are reported to be changing over to dime play just as speedily as they possibly can.

With the fact that other leading Michigan cities have already changed over to 10c play and with the state's largest metropolitan area, Detroit, now in the midst of changing, it is believed that Michigan may prove the very first complete state to have changed to the play action.

Music Operators COME IN AND SEE...
The Latest and Greatest Of All Juke Boxes

AMI MODEL F

RUNYON SALES COMPANY

Factory Representatives for:

392 10th Ave., New York 1, N. Y. LO 3-4222
311 Frelinghuysen Ave., Newark 6, N. J. MO 1-8777

"It's What's in THE CASH BOX That Counts"
INDUSTRY OPENS BIG SEGMENT A DAY OF DIMES FOR THE ‘MARCH OF DIMES’

Set Week of January 17 to 21, 1955, for a the “March of Dimes”. Enthusiasm Runs High. are Urged to Cover All Machines with Posters Day of Dimes For The ‘March Of Dimes’ from

Reports from the National Foundation For Infantile Paralysis, whose “March Of Dimes” has won the hearts and support of all the nation, was to the effect that last year’s opening campaign by the coin machines field, introduced and sponsored by The Cash Box, in an effort to bring about ever finer and better public relations to benefit the entire industry, was considered successful as a first time attempt.

And because of this first great try, the officials of the “March Of Dimes” are going all out to back up the coin machine industry’s campaign for “A DAY OF DIMES FOR THE ‘MARCH OF DIMES’,” the slogan that was originated and proposed by The Cash Box for this industry’s nationwide campaign.

This year the complete campaign has been greatly simplified. Realizing that it is almost humanly impossible for operators to collect every single one of their machines the morning after the date they set for their “Day Of Dimes,” the March Of Dimes’ officials have agreed that just striking an average and donating this total in a single check to the local chapter of the “March Of Dimes” by any operator, will be tremendously appreciated by the National Foundation For Infantile Paralysis.

To make the campaign just as effective as possible one week, from January 17 up to and including January 21, 1955, when operators all over the nation could cover their machines with their own posters, signs, stickers and place streamlined on the sidewalk in their locations where this is allowed by the locations, advising all players, as well as the general public, of the day they have chosen when each dime that will be inserted into the machines in each one of their locations will be donated to the “March Of Dimes.”

By collecting a chosen few of the machines the following day, based on the average of the general week’s intake from all machines, the operator can gauge just how many dimes were inserted into all of his machines that one day. He can then donate this total in one check to his local chapter of the “March Of Dimes” campaign.

The warm hearts of the men and women in the coin machine industry are well known to all—in the industry. But, this is one time when this publication, as well as all the leaders in the industry, urge every member of this trade to make this fact as well known to all the nation.

This is an opportunity that comes along but once in a lifetime. It is an opportunity that the entire industry can take advantage of. It means building good will. It means building better understanding. It means building a better future for the industry in each and every village, suburb, town and city, as well as every state in the entire nation.

This is great public relations. This is what all comprising the industry can do without donating wildly, confusedly or even foolishly. This is something that each and every single operator, jobber, distributor, manufacturer, supplier, and all others allied to this field, can help achieve as the greatest accomplishment of all time.

By all joining together in: “A DAY OF DIMES FOR THE ‘MARCH OF DIMES’,” all gain great glory.

Every local chapter of the “March Of Dimes” will work closely and directly with any and all operators located in that local chapter’s area. They will do everything they possibly can to help enhance this tremendous effort on the part of this industry.

This is where each and every operator gets direct credit for his donation in his very own community and, at the same time, brings great glory upon all his industry nationwide thru the local chapters and the headquarters of this great charity, the “March Of Dimes,” an organization that is dedicated to dispelling once, and for all time, the curse of polio from crippling and killing the children of this great land.

NOTICE!

MR. COIN MACHINE OPERATOR:

Because of the problems encountered and the many lessons learned in last year’s first drive for: “A DAY OF DIMES FOR THE ‘MARCH OF DIMES,’” the entire matter of donations by all in the industry has been very much simplified.

Operators need not attempt to collect from each and every individual machine the morning after the one day they choose as their “DAY OF DIMES FOR THE ‘MARCH OF DIMES’,” during the week of January 17 to January 21 inclusive but can, instead, by just making a few collections arrive at an average of what they believe are the number of dimes taken in by their machines that one day.

They can then turn this amount over to their local chapter of the “March Of Dimes” in the form of a single check as their donation for: “A DAY OF DIMES FOR THE ‘MARCH OF DIMES’.”

Remember! Every dime counts! Every single thin dime is a fighting, smashing blow at horrible, crippling, painful, killing polio.
This is much, much more than just a public relations drive on the part of the industry. This is great charity. This is giving to cure. This is helping to eliminate a horrible and deadly curse. This is goodness. This is true and blessed charity.

Is there anyone, anywhere in the nation, who hasn’t seen what this horrible, painful, disfiguring, torturing and killing blight can do to bright, playful and happy children?

The children who are the future of this nation. The children who will be the future champions of freedom. The children upon whom the future greatness of America depends.

This one day’s donation of dimes in: “A DAY OF DIMES FOR THE ‘MARCH OF DIMES’” may be just the straw that will break the back of this horrible, crippling, killing curse.

This is true charity. This is the kind of charity that is given with the whole heart. With great goodness. With exhilaration. With cheerfulness. Yet that is given with the desperation of a fight almost won.

“A DAY OF DIMES FOR THE ‘MARCH OF DIMES’”—the day set aside by every operator everywhere in the nation—any day between January 17 and January 21, 1955—may be the day that will win the fight over this killing curse.

It may be your very own one day of dimes you will donate that will bring about the cure so long sought after to remove this horrible disease from the peoples of this nation and, especially, from killing the children of our great country.

This, your own one day’s donation of dimes, may forever bring you the blessings of all peoples. The blessings of the Lord.

This one day’s donation of dimes may be the great day in your memory for all time.

This is the opportunity that faces each and every person engaged in the industry.

This is greatness for the future of our land that is being proposed to you today.

This is charity. This is goodness. This is true Godliness when men have the opportunity to so closely adhere to His teachings.

This, then, is proposed to all the members of the coin machine industry: “A DAY OF DIMES FOR THE ‘MARCH OF DIMES’”!

A day to go down in history for the one industry that made the greatest donation of all time to so outstanding and so worthy a cause to bring cure to the twisted and crippled arms and legs and comfort to the hearts and minds of the afflicted children of our nation.

Phone your local chapter of the “March Of Dimes” today! Give them your name! Tell them what you’re going to do! Ask for their help and guidance! Get into every single one of your locations with posters, stickers, signs and streamers!

Let the players and the public know that this industry has a great and good and warm heart. That this industry is going all out to make this year’s campaign of the “March Of Dimes” the most successful of all time.

That your one day of “A DAY OF DIMES FOR THE ‘MARCH OF DIMES’” may be just the one day’s dimes that may, and can, definitely bring the cure to forever halt this awful killing curse to our children.

IT’S UP TO YOU! MAY GOD BE WITH YOU! MAY YOUR DAY’S DONATION OF DIMES BRING THE CURE TO WIN THIS BATTLE AGAINST THE POLIO-KILLER!
Frank Phillips of Winona, Minn., had an extended shopping trip in the Twin Cities due to the first heavy snowfall of the season which delayed his trip home for a day. ...Stan Woznak of Little Falls, Minn., is so busy these days that he is on the go when he comes into town to pick up records and supplies for his route. ...Mr. and Mrs. Elmer Cummings of Brookings, S. D., were on a shopping trip and Mrs. Cummings did her shopping in the department stores downtown. ...Russel Gherity of Baldwin, Wis., in addition to running his coin machine route also has quite a stock feeding farm. At the present time Russell is feeding over 200 head of cattle which certainly must keep him busy. ...Leo De Mars of Ashland, Wis., reports that he and other members of his hunting party did not have any luck with their deer hunting this last season. The boys are all hoping for a better luck and more deer next year. ...Susan Christiansen, daughter of Carl Christiansen of the L. S. Vangem Company, Minneapolis, assumed the role of a demonstrator on a local TV station this past week. ...Ed and Millie Birkemeyer of Litchfield, Minn., are busy lending a hand to Floyd Shaw who recently purchased their route. Ed says that he is busier now than he was before when he ran the route himself. ...Recent visitors to the Twin Cities were Matt Rupert of Red Wing, Minn.; Elgin McDaniel of Wadena, Minn.; Ray Thoren of Tracy, Minn.; Frank Betz of St. Cloud, Minn.; Clayton Norberg of the C & N Sales Company of Mankato, Minn.; Jim Donestell of Spooner, Wis.; Jack Lowrie of Lake City, Minn.; Pete Wernon of Mankato, Minn.; Al Eggemont of Marshall, Minn.; Jim Larsby of Granite Falls, Minn.; and L. I. Harris of Enderlin, N.D.

KANSAS CITY, MO.—Members of the Kansas City Music Operators Association who met at Garrett Hall, this city, last month, to discuss the play and listen to Bill Gersh, publisher of The Cash Box (Story Dec. 4 issue).

See at the head table, extreme left of the picture, is Charles Bengimina; and to his left Kandy Warren, secretary of the association; Bill Gersh; and Nick Evola, president of the association.

"It's What's in THE CASH BOX That Counts!"
**NEW "BEAT-THE-CLOCK" feature...**
captures the crowds—makes novelty replay locations hum with activity when you install...

**Williams LULU**

See "LULU" at your Williams Distributor!

**THRU THE COIN WHITE**

**NEW ENGLAND NIBBLES**

White Christmas along coin row in Boston as 4-inch of snow makes for natural holiday decorations. No Christmas disc hit here this season, ops port... Carols and standards loaded on the juke boxes. Off to Florida, snapping the snows were St. Redd, Redd Distributors, and Bob Jones, sales man-

port... Dick's Record Co. reported heavy pre-holiday sales. Dick Mitchell ad Mrs. going back home for the holidays—back to Sterling, Ill., Dick's an-

stral home... Joan Weber’s "Let Me Go, Lover," taking Boston by storm, stall-

ing other versions... Teresa Brewer's recording of the number next popular-

ity... Ed Ravreby, World Fair, back from Chi coin show, and off

Manchester, N. H. Daughter Ruth Mae Ravreby, who holds down the fort

her Dad’s absences, has asked Santa for a pink pastel mink stole. Firm

kes on Kenney line as distributors in this area. Spotted at Associated Amuse-

m ents, Inc. this week were: Pat D’Amico, Salem, N. H.; Louis and Irving

ube, Manchester Music, Manchester, N. H.; Paul and Arthur Strahan, Mo-

wk Music, Greenfield; Dave Baker, Arlington; and Teddy Rahalowitz, Chel-

a... Department stores using plenty kiddie rides for Christmas season,

cluding reindeer rides for Santa Claus displays, around the territory, Ruth Rav-

by reported... Jerry Flatte, Boston Record Distributors, entertained Johnny

uy, The Four Lads, Fontane Sisters and Joni James, all in town this week

appearances... Johnny Ray visited the Boston Press Club while here and

tertained for the newspaper flacks... Holiday business reported "wonder-

" all along coin row... Merry Christmas and Happy New Years already

ounding from Marion Satcliffe’s Juke Box Haven, Barney and Louis Blatt,

is Distributing Co.; Dave Bond and Irwin Margold, Trimount Automatic

es Corp.; and Jerry Golumbo’s Music and Television corp.

Ops in town stocking up for the Christmas play included Bill Hamel, Con-

, N. H.; Joe Hebert, Lowell; Hammond Fontaine, Rumford, Me.; Ed Martel-

ers Falls; and Robert Ambrose, Dorchester... Distributors along coin

report 1954 has been one of the best years in history... Outlook for 1955

considered excellent... Recapping the year—play has increased on bowlers,

ays, pins and guns. Guns surprised everybody by a sudden spurt in popu-

larity. Music took a tremendous upswing with hi-fidelity units unveiled at

ings. 45’s zoomed up and up. 78’s went down. Pop and blues numbers

ked up in popularity in the hinterlands. Folk and country music began to

be an impression in Boston.

**Bally Bowlers Intro**

**New Service Feature**

CHICAGO— "Magic-Bowler" and "Mystic-Bowler," recently announced by Bally Manufacturing Company, introduce a new feature that greatly simplifies servicing. Jack Nelson, Bally general sales manager, described the new service feature as follows: "Simply unlock and easily raise the hinged playfield with the finger-tips, as powerful springs do all the hard work. This exposes the complete array of relay banks, right out in the open for easy access. Edge-viewed switch-blades with all contact points are plainly visible and easy to adjust without neck-twisting. Plenty of room to get at all wire connections."

Operators and servicemen have written many warm words of praise to Bally for this important service improvement, according to Nelson.

**FIGHT POLIO!**

Trans-World Announces Increase of 62% in Sales

CHICAGO—Joe Caldon, president of Trans-World Trading Corporation, this city, announced sales in the coin machine division has increased more than 62% over 1953.

Due to this great increase, the firm has increased its personnel, and, although the company expanded its floor space in May, quarters have once again become cramped and Caldon states more space will again be added. Trans-World are export specialists of coin machines, and ship them all over the world.

"It's What's in THE CASH BOX That Counts"
American, After 565.00 360.00. We’ve instructed you, everything. Our guaranteed. All AMI PHONOGRAPHS. We’ve called this, with extensive animated. The central part of the game produces.

POST WAR WALLBOXES
(Complete, and in operating condition, but "as is")

Seeburg S/4 wireless, 20 selections $2.50
Seeburg S/3-wire, 20 selections 2.00
Wurlitzer Model 2140 5.95
Wurlitzer Model 3025 5.00
Wurlitzer Model 3031 2.50
Packard Satin Finish 2.25
Packard Chrome Finish 4.25

All merchandise is guaranteed.
Our references: Bank of America, Dunn & Bradstreet.

*With offices in Salt Lake, Denver, Portland and Seattle. Merchandise will be shipped from office nearest you.

R. F. Jones Co
Exclusive distributor
J. P. Seeburg Corp.; Bally Mfg. Co.
1263 Mission St., San Francisco 3, Calif.
Klondieke 2-3579

CHICAGO — Alvin Gottlieb of D. Gottlieb & Company, this city, reported this past week:

“We have never before had such tremendous acclaim for a new five-ball game as we have received from our distributors on ‘Diamond Lil’.

"Every remarks," he continued, "that this is, without any doubt, the most outstanding idea in five-ball games to have come to market in many, many months.

"We feel confident that this is one of the ideas in the history of the industry, which is what one of our best known distributors advised us", Alvin said, and continued, "be, like all the others, acclaimed the center of the popular from extensive animated. Horseplay and the play action that this central part of the game produces.

“We are absolutely thrilled", Alvin went on to state, "at the reception which ‘Diamond Lil’ has received everywhere in the nation.

Alvin Gottlieb & Company distributors now have the new five-ball, ‘Diamond Lil’, on hand. They are already handling the orders of their many operators-customers just as speedily as they possibly can.

"For color, attractiveness", Alvin Gottlieb claims, "we are going all out because we have learned, from extensive location tests, that this is what the players now want in a five-ball game.

Five “Magic-Lines” in New Bally “Big-Time” Game

CHICAGO — Bally Manufacturing Company, this week announced a new in-line game named “Big-Time”. In the new game, all 5 lines may be a Magic-Line, permitting player to actually change line-ups of numbers by simply turning knobs. Leoparded line-ups of lit numbers can be magically converted into scoring line-ups. But 5 lines, first 4 lines, or all 5 lines may be moved up or down as coins are deposited and backed up as they wish, up to instructed player. The “Magic Lines” feature contained in “Big-Time” is one of the most improved feature which was introduced in Bally ‘Variety’ with but 3 movable lines. Now, with all 5 lines, it is a consistent one of the magic, extensive line-up tests have shown that the two extra magic-lines add much more appeal to players. Other features included in the new in-line to change to play, “The others” have also been included. In addition, Four-Corners Score, Advancing Score, Game-Ball Feature, Extra Balls Feature.

BALTIMORE, MD.—Irvin Goldner, president of the Amusement Machine Operators Association of Greater Baltimore, this city, announced the date for its 7th Annual Dinner and Dance for Sunday, February 6, 1955. As in the past the event will take place at the Lord Baltimore Hotel.

The Baltimore banquet are always considered the best in the industry, and attendance has been overflowing. In order to curtail the size of the crowd, the association this year is limiting the sale of tickets. Association members will be given first choice, but they must have their reservations in by January 3. After that date, tickets will be available to others until the sale reaches 500. After that, no tickets will be sold.

As representatives from the country’s coin machine factories are always on hand to enjoy this banquet, it’s been suggested that they make their reservations immediately, either thru the office of the association or their districting representative.

Many dignitaries usually attend the affair, among them the Mayor of the city, United States Senators and Congressmen, and last year the Governor of the state, who was the featured speaker.

As the past a souvenir journal is being prepared. Also a top show will be presented, featuring leading names in the entertainment world, as well as some of the foremost recording stars.

If you have PHONOGRAPHS for sale

FORT WAYNE, Ind.—F. E. Lee of Lee Sales Company, Inc., this city, advised that a preliminary meeting has already been held by the music operators in this area with a big, general meeting has been called for December 29.

Discussions at the first meeting ranged from creation of an association of music operators here to the advisability of 10c play.

Lee is of the hope that all music associations in the nation will furnish him with copies of their constitutions and by-laws to help in the formation

His address is: 1815 South Lafayette, Fort Wayne, Ind.

At the same time Lee is gathering together many editors and other material from The Cash Box to present to this forthcoming meeting.

He is of the hope that not only will the music operators here get together into a well knit association, but that they will also decide to adopt 10c play.

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

Balto Music Ops Who Have Changed To Dime Report Success

Baltimore Operator Ass’n.
Banquet February 6

Baltimore, MD.—When the music operators in this area held a general meeting of both association members and non-members on Monday, November 22, only 1 operator had been at dime play. It was this operator who spearheaded the general trend.

Now, three weeks later, many of the operators are switching over to dime play. Gottlieb & Company, the biggest of the Amusement Machine Operators of Greater Baltimore, this week took a survey of its operators. 14 of these have been changing to dime play. “The others” stated Goldner, “indicate they too will start to make the changeover, with some of them saying we’re willing to hear how the others are making out.

“Although some of our operators are changing over in a hurry, and are therefore not using the best business sales methods, every one of the fourteen who have made the changes report wholeheartedly that the results have been most favorable. As a matter of fact, they have stated that no matter what the other operator may or may not do, they will, under no circumstances, ever change back to nickel. That’s sufficient evidence of their feelings toward dime play. Goldner admitted that of the number of operators in the area, those who have started to make the change over to dime play.

“We have patience, and know that when the word starts to circulate of the success we’ve been having, others will fall in line.”
ask your serviceman... he knows!

Rock-Ola EZ accessibility!

- EASY to reach records and needles without moving phonograph from wall.
- Greater visibility of EASY to change standard title strips means more music sales.
- Three-way safety catch on dome makes for EASY record changing.

Model 1446
120 SELECTIONS

ROCK-OLA
HI-FIDELITY Phonographs
120 and 50 selection Models
Model 1442
50 SELECTIONS

ROCK-OLA MANUFACTURING CORP.
800 N. KEDZIE AVE., CHICAGO 51, ILL.
MIAMI BEACH, Fla.—Domestic and International distributors of The Rudolph Wurlitzer Company, North Tonawanda, N.Y., completed a series of meetings at the d Lido Hotel, this city, which started Monday, December 6 and wound up on Thursday, December 9, at which plans and programs for 1955 were determined.

The highlight of the gathering of the Wurlitzer distributors from all parts of the world held at the Wurlitzer held on Tuesday night, December 7, in the beautiful Moulin Rouge Cafe. Among the 200 people attending were the Wurlitzer executives and distributors and their wives.


All the Wurlitzer distributors who won a trip to Bermuda last month were also presented with a trophy by Bear—a model of the ship on which they took the trip, “Ocean Monarch,” set in a beautiful base. Inscribed on the model were the names of the distributor and his wife, and it read “Winners of the Wurlitzer Bermuda Cruise, November, 1954.” The distributors, in turn, presented Mr. and Mrs. Bob Bear with a similar model of the “Ocean Monarch,” set on a mahogany base, which read: “Mr. and Mrs. Bear—Hosts to the Bermuda Cruise.” Trophies were presented to Mr. and Mrs. R. R. Williams, Dallas, Texas; Mr. and Mrs. John Dilbert, Newark, N.Y.; Mr. and Mrs. C. A. Culp, Oklahoma City, Okla.; Mr. and Mrs. R. L. Smith, Lebanon, Pa.; Mr. and Mrs. William F. Mashek, Kansas City, Mo.; and Eddie Clinton, sales manager, International Distributors, Inc., Buffalo, N.Y., who accepted for Mr. and Mrs. Stephen Voyager, who was unable to be present due to illness.

Art Rutzen, export sales manager, also assisted by Rolfig, presented most beautiful trophies to its international distributors for outstanding sales this year. Winners were: North American Region—a tie between Albert Siegel, Siegel Distributing Company, Toronto, Canada, and Jose Rijo, Casa Rijo, Mexico City, Mexico (both received trophies); South American Region—Leopoldo Franco, Importaciones Cabo, Ltda., Bogota, Colombia; Central American Region—Jose Galda Maria, Jose Galda & Company, Santa Ana, El Salvador; European Region—Gustav Husemann, Cologne, Germany; and Caribbean Region—Rodolfo Crescuolo, Borinquen Music Corporation, San Juan, Puerto Rico.

In attendance were representatives of Wurlitzer distributors in Belgium, Canada, Colombia, Denmark, Dominican Republic, El Salvador, France, Germany, Guatemala, Haiti, Holland, Honduras, Mexico, Puerto Rico, Sweden, Panama, Venezuela and Hawaii.

The meetings ended Thursday, and by evening most of the representatives were heading for home.

Officials of The Rudolph Wurlitzer Company were satisfied with the meeting, and were unanimous in proclaiming it the most successful held by the firm.

NEW YORK—For the second year, The Cash Box has sponsored a “A Day Of Dimes For The March of Dimes.” Last year, Eddie Cantor, whose idea in cooperation with Franklin D. Roosevelt, was the spark that launched the National drive, helped The Cash Box inaugurate the first of what we hope will be an annual coin machine trade drive to collect monies for this worthy cause. This year Connie Boswell, herself a victim of the crippling disease, is designated “Juke Box Queen” and will aid in the drive. Shown above are, left, Joe Orleck, publisher of The Cash Box and Miss Boswell.

Wurlitzer Domestic and Int’l. Distribs Wind Up Miami Meet

CHICAGO, Dec. 8 — The lure of scoring replays when the backboard clock stops on a lit number, or when the player shoots a ball thru the corer, is the new ringer with 1 to 8 lit on the clock, has created considerable fascination among players of Williams new novelty, the replay game “Lulu,” according to Sam Stern, vice president of Williams Manufacturing Company.

The new “Lulu” game has such features as making numbers in rotation to lite up corresponding numbers on the clock which carries the numbers 1 to 8 at spaced intervals around the edge of the dial. Directing a ball into either skill pocket or through roll-overs designated by the letters H or D, operates the clock. Making H-O-L-D lies a target to score replay and holds lighted numbers on the clock from bombing to game, until a replay is scored. This carryover feature is said to sustain the play.

The playfield is replete with 2 thumper bumpers, 2 skill holes, 2 cyclonic rubber shooters, and 2 flippers all of which add up to fast, interesting playfield action.

HOLD EVERYTHING UNTIL YOU SEE Williams NEW GUN GAME

NORFOLK, Neb.—The members of the Nebraska Automatic Phonograph Operators Association are looking forward to their regular quarterly session and State convention on Saturday and Sunday, December 11 and 12, at the Madison Hotel, this city. Boyd Worley arranged the details.

Howard N. Ellis, secretary and treasurer of the association, advises that operators and distributors met at the Hill Hotel, Omaha, on December 2, at a special meeting to discuss dime play.

So, Dakota Phonos Ops Set Meeting Dec. 12-13

SIOUX FALLS, S.D. — Members of the South Dakota Phonograph Operators Association met at the Cataract Hotel, this city, for their regular business meeting on Sunday and Monday, December 12 and 13.

The unanimous opinion of those attending the meeting was that it was necessary to change over their machines to 10c. 3 for 25c.
Not just GOOD-Not just BETTER-

Bally-Donan

Keeney Names Three New Dists

CHICAGO—Paul Huebsch, general sales manager of J. H. Keeney & Company, Inc., this city, announced this past week that the firm had just appointed three new distributors to represent its products.

Budger Sales Company of Los Angeles, California, will represent the firm throughout the Southern California area, Huebsch stated, and added:

"There is no doubt in our minds, or at the factory, that as always Budger Sales Company will give operators the very closest of cooperation, the finest service and the greatest of courtesy as it has always done in a many years in this industry. Budger now has all of our products on hand and are ready to serve everyone in its territory."

Associated Americans, Inc., of Boston, Mass., headed by well known coinman, Edward Ravreby, will distribute all Keeney products throughout the New England states.

"Ravreby has been in the coin machines business for a great number of years," Paul Huebsch reported, "and is well known to all the operators everywhere in New England. He will, as always, do a very fine and outstanding job with our products for all operators in his area," Huebsch continued.

For Eastern Pennsylvania, Huebsch appointed Lehigh Specialty Co., Philadelphia, Pa. This firm is also headed by a very well known coin machine man, Bill Gross.

"In regard to Bill Gross, "I certainly don't have to tell the operators in Eastern Pennsylvania anything about Bill Gross, Bill has always served them faithfully and well. With our new line of products there is no doubt that he is going to please every single operator in his area."

Seidman Joins Double-U

BALTIMORE, MD.—Harry Rosenberg and Sam Weisman, Double-U Sales Corporation, this city, well known distributors, announced the addition of Ed Seidman to its sales staff.

Seidman, well known throughout this area, will travel the territory for Double-U.

Bally-Donan School Draws Capacity

CHICAGO—A capacity crowd of operators and servicemen attended the Bally Service School held at Donan Distributing Company Chicago headquarters December 8.

Bob Brether and Paul Calamari of the Bally engineering staff who conducted the school, were praised unanimously by the many operators and servicemen, for the valuable information obtained in the classroom.

Don Moloney, top man in the Donan organization, added his own words of praise for the two Bally experts, and stated that the Bally Service School will be held more frequently at Donan, to keep coin-men in his area posted on how to operate and service Bally games most efficiently.

Bob Brether and Calamari are veteran Bally engineers, and have long been popular throughout the industry for the thorough and effective manner in which they conduct Bally Service Schools.

Int. Muto Apt's Dists

LONG ISLAND CITY, N. Y.—Herb Klein, sales manager of International Mutoscope Corporation, this city, announced this week the appointment of two well known mid-western firms as exclusive distributors for its new "Drive-inmobile" amusement machine.

Uni-Con Distributing Company, Kansas City, Missouri, will handle the game for Western Missouri and Kansas.

Morris Novelty Company, St. Louis, Missouri, will distribute the machine for Eastern Missouri.

Eddie Smith Dies

CHICAGO—News reached here this past week that Eddie Smith had passed away from a heart attack in his music operating offices in San Francisco, Friday afternoon, December 3, 1954.

His body is being sent to this city where it will be buried in a family plot.

As yet no complete arrangements have been announced, except to state that the body will be at Fiske's undertaking establishment within a few days.

Eddie Smith was well known to the operators here in his home town of Chicago, as well as in New York City, where he was in partnership at one time in the distribution of Wurlitzer phonographs and music accessories.

He went to the West Coast some years ago and, after a start in Los Angeles, moved to San Francisco. Here he purchased a music route.
Money-making play-appeal of MAGIC-LINES is cash-box proved in VARIETY Ballygames from coast to coast. NOW greater earning-power than ever is built into the newest Bally sensation BIG-TIME with 5 MAGIC-LINES plus all the popular in-line score-features. Earn big-time profit by getting BIG-TIME in your locations as quickly as you can. Order BIG-TIME from your nearest Bally Distributor.

ALL 5 LINES OF CENTER CARD CAN BE MOVED UP AND DOWN

See Magic Lines in action! Simply turn knobs, card-numbers actually change! Lop-sided line-ups of like numbers magically straighten out into scoring line-ups! No wonder BIG-TIME is already smashing all previous earning records!
ABC No. 2 Win Three Moves Into First
Oomens and Mercury
In Tie For Second

CHICAGO—Last Monday night’s activities (12/6) brought about several changes in the standings.

ABC #2 took three games from Oomens, thus taking over first place at this late date in the season. High for ABC #2 was Les Taylor, 482. Johnny Oomens was high for Oomens with 545 and Carl Latino just slightly trailing with 521.

Mercury took 2 from Western Automatic, putting them in a tie for second with the Oomens team.

Best Look was high for Mercury with 548. While Bill Nyland led the Western Automatic scorers with 514.

Decca swept 3 from Gillette. Bob Blie was high for Decca with 523. Frank Potomanski was high for Potomaks with 506. Donald Baxter was high man for Gillette with 455.

Atlas Music took 2 from Star Music. Mike Streibel was high for Atlas with 517. High for Star, Jerry Shively, 510, with Tony Galvano right behind with 502. Star Music’s Myrtie Sechacki was high for the women with 486.

Paschke took 3 from Melody Music. Roy Galle was once again high man for Paschke with 548. Ernie Galleit trailed slightly with 506. Vic Jacabi was high for Melody with 512.

ABC #1 took 2 from Coral. Tom Nyland, high for Coral, with 470. Eddie Walker high for Coral, 584... for men. Henry Sochacki of the Coral team scored 527.

Liebermann Music Omaha Opening Pulls Big Crowd

OMAHA, NEB. — The two days (December 1 and 2) of the official grand opening of Liebermann Music Company at 809 South 25th Street, this city, pulled one of the biggest crowds of operators, their wives and families as well as many friends, to see these new and outstanding showrooms.

Harold Liebermann flew here from Minneapolis to be present at the grand opening and helped Jerry Harris, manager of the firm’s offices here and Harold Klein, assistant manager, with the hosting of all who came to see them and see the new offices and showrooms.

The firm started off immediately with exclusive factory distribution for the following manufacturers: AMI, Inc., Exhibit Supply, Bally Manufacturing Company, Automatic Products Company and Watling Manufacturing Company.

In addition to the above new products the firm is carrying a most complete line of used machines.

Both Jerry Harris and Harold Klein stated, “All the operators in this area know us and know that we will, at all times, give them the finest service and the closest cooperation.”

“We will only offer them the type of equipment which we know is the very finest and which has been proved to be the best in actual operation.”

Among those, seen at the first day of the opening were: Frank Moracco, Omaha; Forrest McGinnis, Tarkio, Mo.; B. J. Drasky of Fremont, Neb.; Paul B. Allen of Omaha; E. N. and E. R. Fogelman of Scottsbluff, Neb.; Joe Erath and Bill Stroud of Omaha; Joe Rothkop of Omaha; D. C. Williams of Creston, Ia.; L.P. Wod of Ainsworth, Neb.; R. E. Taylor of Lincoln, Neb.; C. F. Bachman of North Bend, Neb.; Leonard Weinland and Spud Murphy of Omaha.

Also Joe Emery of Grand Island, Neb.; Mr. and Mrs. Roy Benskoska of North Bend, Neb.; Boyd Worley and Cyril F. Langdale of Norfolk, Neb.; Mr. and Mrs. W. F. Mills of Sioux City, Ia.; Joe Burgeol of North Platte, Neb.; Paul Hale and Mrs. Garrett of Oskalosauk, Ia.; Bernie Herzoff of Sioux City, Ia.; Gene Keyes and Ted Nichols of Fremont, Neb.; Howard N. Ellis, Jerry Witt and Harry Abramson of Omaha; and many, many more.

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

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GET PEAK PLAY with the BEST RECONDITIONED EQUIP.

- Daffy Derby: $350.00
- All Star: $450.00
- Major League: $350.00
- Star Series: $350.00
- Tropic: $150.00
- Cabana: $150.00
- Hi-Fi: $195.00
- Beauty: $240.00
- Beach Club: $250.00
- Spark Plug: $60.00
- Jalopy: $60.00
- Hare Breuer: $30.00
- Cascade: $150.00
- Chin Chin: $99.00

Write—Wire—Phone Today!

We are exclusive factory distributors for:

Bally—Williams—Rock-Ola

LAKE CITY AMUSE. CO.
4522 FAYE AVE., CLEVELAND, O.
(Tel. NE 1-3677)
With this issue, The Cash Box inaugurates the Juke Box Industry's drive for "The March of Dimes." See the feature editorial and double page announcement. Some of New York's operators took up the cudgels in January of this year, and did nicely for this great cause. Now—for January 1955—the operators have plenty of time to work out a program with the co-operation of the music association. We are hopeful that every one of the city's thousands of phonographs is used as a collection box one day during the week of January 17 to 21. Disk jockeys, and recording artists on radio and television will be calling the public's attention to the drive. Let's show the nation that the members of the coin machine industry are the most charitable, with the biggest hearts, of all it's millions of civilians—and at the same time benefit from the tremendous publicity which will be given the industry.

Mike Munves back at the office after his week's stay in Chicago at the Park Show. Mike reports that his new "Mike Racer", displayed at the show, was machine that attracted the most attention. This is the game where two players compete to reach a definite destination. Other machines which clicked were the "Grandma", and "Mystic Swami." Mike tells us he took orders for both immediate and spring deliveries. Max Munves off to Miami for his winter vacation, which usually lasts until April. Bill Robkin and Herb Klein, International Mutoscope Corp., also back from the Park Show, report great interest in its new "Drivemobile" and Voice-O-Graph machines. The "Photomate", newest model, was also well received by the visiting conventioners. Art Garvey, Bally's representative, visited Runyon Sales the end of last week, and then went on to Buffalo. Art then returns to Chicago, where he'll once again play Santa Claus at the Bally Christmas Party being held Dec. 18. Meyer Parkoff, Atlantic-New York Corp., has one of the Seeburg phones and wall boxes displayed in his showroom with the instruction panel reading "2 Plays Quarter—I Play Dime". We understand quite a number of machines are operating in the city at dime play—each determined by the location itself. Al Simon, Albert Simon, Inc., checks in a new shipment of Chico's "Fireball" shuffle alleley, and then watches as the ops take them out. In a short while, the entire equipment is gone.

The trade here shocked by the sudden passing of Ed Smith of Oakland, Calif., who died Friday, Dec. 3 of a heart attack. Smith handled the distribution of the Wurlitzer phonos in this area for several years after World War II. Sylvia Lowy, Dave Lowy's wife, distributes the Bell record line to music ops here under the firm name of M. J. L. Operating Corp. . . . Hynie Koeppel, Koeppel Distributing Co., who just returned from a road trip, tells us that good used phonos, latest models, still difficult to buy. . . Barney (Shugy) Sugarman, Runyon Sales, spent a few days in Toronto, Canada, on biz, returned to the office for two days, and then took off with his wife to Miami Beach. Shugy will attend the banquet of the Miami operators at the Saxony Hotel, Dec. 11. Accompanying Shugy to Miami Beach will be Mr. and Mrs. Dave Stern of Seacoast Distributing. The very competent Bob Sifer will handle things while Dave is away. . . . Buddy Fox, Runyon Sales, who has been having a terrible time with the medics, is back in the hospital again. Buddy had another operation to eliminate some kind of infection that set in. . . . Met the ever-pippy "Senator" Al Rodkin on coinrow. A man of great spirit and integrity, the "Senator" insists on continuing to work as hard as ever on coin-op matters. . . . Bob Jacobs, National Amuse, Co., putting on quite a bit of weight—as if he didn't have enough the way it is. Ann Sens, the firm's comptroller, seems to be taking weight off... Gertrude Browne, Beacon, N. Y., on the street picking up parts and supplies, looks forward to the Holidays for a splurge in collections. . . . Joe Young and Abe Lipsky, Young Distributing, in Miami Beach attending the Wurlitzer sales meeting.

ADVERT: The annual Holiday Issue of The Cash Box is dated Dec. 25. CLOSING DATE IS THURSDAY, DEC. 16. COIN MACHINE FIRMS WISHING TO CONVEY THE GREETINGS OF THE SEASON TO THEIR FRIENDS AND CUSTOMERS THRU THE MEDIUM OF AN AD ARE ADVISED TO PHONE FOR ORLECK AT Hudson 6-2500 immediately.

MIAMI MURMURS

Mr. and Mrs. Irving Pearl, A & T Vending Co. are anxiously looking forward to the season as they anticipate the arrival of their friends and family. . . . The one stop Record shop opened by Bush Dist. Co., called Budisko, is being managed by Raoul Shapiro, a very competent man with 18 years of actual experience in the juke box business. . . . Mr. & Mrs. Sugarman and Mr. and Mrs. Dave Stern will be in Miami Beach in time to attend the A. M. O. A. Dinner & Dance that is to be held Saturday, Dec. 11 at the Saxony Hotel. . . . Ben Samuels, Royal Dist. Co., is operating hand dryer machines and is finding an over abundance of locations that are possibilities.
NEW golden palomino horse  NEW rigid steel base  NEW flashy color Cabinet  THE CHAMPION  

CHICAGO CHATTER

With Xmas almost here, everyone dashing about here and there trying to get ready for the New Year festivities. Among those announcing officially that they are new Field Representative for the firm. Ben will cover the U.S.A. and Canada. Meeting with ops, Jobbers and distributers. Quite a hunk of territory. To say the least... Johnny Casola had himself a most outstanding engagement this past week. The purpose to take his Second Degree, by Harold Lieberman, Dr. Berenson, Fritz Eichinger, Bob Wenzel, Amos Hellcicher and all the others much happy over the fact that 10c music will come into being in the Twin Cities of Minneapolis and St. Paul... In the meantime, Hirsh Trees, Bill Oliver, Larry Marshall and some boys in Pontiac, Michigan, have been getting into the new 10c territory now so called 10c play. In addition to all the other towns, including Detroit, going dime play looks like Michigan will have the honor of being the very first completely dime play state. ... Howard N. Ellis of Omaha advises that music ops in his city also are going for dime play and that Grant and, especially, to Mr. Hovitz for giving.

Bill O'Donnell, so busy at the Bally plant, hasn't even time to dash for coffee anymore. "Greatest line of games we've ever had," is the way Bill puts it... Carl Hootzel of K. C., Mo., says, "Takes some operators a long time to catch up with themselves. And when they at last catch onto the facts they're the biggest of the biggest boosters." ... Bill Meier of Grand Rapids tells how some skeptical ops 'tooth' that 10c music wouldn't go. Grand Rapids being in line game territory just like Minneapolis. "But," reports Bill, "When the ops didn't get that the locations themselves definitely wanted dime play they were the most surprised guys in the world." ... Lou Nemesh of Detroit on his way down to Florida says, "Aw, c'mon down for New Year's, You're invited to my party." ... Lou Dunis of Seattle put it this way, "Everything's great. It's all in the attitude you take"... Tom Callaghan "really being working hard". So it was reported.

Two of the busiest Santa Claus 'round town—Ray Moloney and Georgie Jenkins. Even tho they're not at all built like Santa—being active, slim—their hearts are just as big as Santa's body. ... Rex Shriver, general manager of H.C. Zooks & Co., with Evans for over 20 years, passed away at the age of 68 this past Wednesday, 12/8... Ted Rubenstein sounds more chipper than he has in months and months. ... To look at Irv Sandler of Des Moines you'd never think that he was on his back for over 3 years. Happened to meet his wife at the store this week & told us that Irv's alive today—only because of Irv's... Proudest Gran'pa we know—Hymie Zorinsky of Omaha. Has a dozen pics in his wallet. And pops them out at the drop of a hat. ... Don Moloney, Tom Cath, Mac Brier and Shirley Faunche acting as hosts this past week to over 60 operators and their mechanics at the "Bally-Service School." Said Don, "This is terrific." ... Bud Breitenstein grabbing hold of Bill O'Donnell. Both whispering and whispering. From which whispering conference Bill emerges with a smile big... Howie Freer of Empire yells, "Oi, Vay, Christmas already..."

Sam Stern and Harry Williams very proud of their new "Lulu." A five-ball game they claim have 'mommph.' ... Ed Levin of ChiCoin reports, "Business steadily claim in every single day. Look like there'll be no slowdown for the Holidays at all, at all!" ... Boys over at First Distributing so busy they had to pad out their offices for the month. Wally Finke took the bug of the premium dept, Joe Kline in charge of the coiniz. Both guys burning midnight oil trying to get orders out on time... Paul Huesch of Kenney comes up with 'em three at a time. Named 3 new distributions this past week. ... Bill Happea in L.A. (Badger Sales); Ed Redley in Boston (World's Fair); and Bill Gross in Philly (Lehigh Specialty). "All three real great," said Paul, Meantime Roy McGinnis extremely proud of his new coffee dispenser which is catching on big with smart ops. It's the right size for those all night gas stations and many, many other spots where profit can be made with least expense per day.

Dave, Sol, Nate and Alvin Gottlieb along with Judd Weinberg, standing around their new "Diamond Lill" five-ball and just admiring it. Why? Because of the wires, letters and phone calls they're received from their distributers who advise, "Please, not a color game you've ever yet built." ... Saddled up his horse. Put on his chaps. Strapped on his hardware. And away he went down Texasway—Sam Lewis of Genco. Waving at him from the factory door, Arvon Ginsburg and Ralph Sheffield, with this cry, "Hi-Ro Silver, Away." ... That certain you can see in N.A. Gottlieb's car ain't from nooting. It's that horse, for hiring him so outstanding an advertising man. One adman who knows his business... Talking of Horse.

"It's What's in THE CASH BOX That Counts" (Cont.)
As the holidays draw near coinrow is filled with the Christmas spirit. Gay Yule decorations all along the Pico strip help to usher in the true spirit of the season. Operators in town to buy parts and equipment for their routes, take time out from their busy schedule to greet friends and shop for gay Christmas gifts.

**NEWS TIDBITS**—A large turn-out of operators were present for the Seeburg service schools Dec. 9th & 10th at Minthorne Music Company’s main show room. Jack La Rue, Seeburg factory engineer, conducted the two evening classes from 7 to 10 P.M. V. Van Nattan, sales manager for Auto-Photo Company, is back in town again after attending the Auto-Photo Studio show and visiting Eastern distributors. He announced that the firm’s new model "11" Auto-Photo Studio created a major sensation at the show and was heralded as one of the greatest developments in automatic photography. Advance orders are piling up and a full production schedule has been set to meet the demand, he said.

**DISTRIBUTOR NOTES**—Pre-Christmas sales on new and used phonos and games are reported to be the biggest in years. The month of December, which is normally very quiet, is expected to reach an all-time high, . . . PAUL A. LAYMON & CO.—All Southern California ops are very favorably impressed over Bally’s new “Magic Bowler.” They agree that the many improvements of the new Skill-Shot Speed-o-meter feature will prove to be more popular than ever before on location. . . . Jimmy Wilkes is back at work again after recuperating from a hernia operation. . . . Ed Wilkes has been busy remodeling his home in Long Beach. . . . Recent dinner guests of Clyde Denlinger at the Balboa Boy Club were Paul & Lucille Laymon, Mr. and Mrs. Ed Wilkes and Mr. and Mrs. Charley Daniels. . . . BADGER SALES CO.—Prexy Bill Happend recently announced that they have been appointed distributors for J. H. Keeney & Co. They expect to hold a special showing of the new Keeney coffee vending soon in Pete Ley returned from a sales trip to Los Angeles to his salary. . . . Genco’s “Big Top” Shooting Gallery selling like mad. . . . MIN-THORNE MUSIC COMPANY—Hank Tronick is plenty pleased over success of Seeburg Service Schools in L.A, San Bernardino and San Diego. Bank stated that they now have the new Williams “Lulu” game on display and that it’s really a hula. Corp. Chicago is from J. R. Lindgren of Chicago for several days in town. He held a special meeting with all the employees in the Minthorne Seeburg Background Music department. . . . Frank McNuri, manager of Minthorne’s Branch Sales Office, reports that Chicago Coin’s new "Thunderbolt" Bowler is proving a sensational sales winner for the SIBER DISTRIBUTORS—These beautiful new showrooms have been all decked out with unusual window Christmas decorations. Wayne Copeland has been extra busy meeting operators and making new friends. Ray Powers, sales manager, announced that business has been very good since the official opening Dec. Ist. . . . Jack Dulan has been representing the firm in surrounding LA communities and also in the San Diego area. . . . C. A. ROBINSON & CO.—Al Thekel, field service engineer for United Mfg. Co., left for St. Paul this past week. While in the area he visited ops in LA and surrounding communities giving first hand information on the latest servicing techniques on all United BIA. His visits were well received by everyone and he did a lot to help the operators. . . . The new United “Mercury” is now on display in the Robinson showrooms and as Charley says “It’s simply selling great.”

**OPS JOTS**—Ken Ferrier from Oxnard dropped in along coinrow to visit with his old friends along west Pico. . . . Walt Levit, who operates in surrounding LA area, has been busy since the recent remodeling of his coinrow machine business again less than a year ago. He now operates phonos, games and cigarette vendors and reports that 1954 has been a very good year. From just a very few pieces he has, within just a few months, built up a profitable business for himself. . . . Long Beach operators Sheridan Thompson and Johnny Ketchersid drove into town to take care of business this past week. . . . Jack Neel came in from Riverside. . . . Jimmy Jackson was also in stocking up parts and equipment for his route in Palm Springs. He's getting ready for a big Winter at this desert resort retreat. . . . Al Anderson trekked in from Shafter. Also seen along coinrow were Ed Wilson, Burbank, and Lee Walker, Norwalk.

**COINROW DOINGS**—Caught in the offices of Trixie Music Company discussing the coin biz. in general were Phil Robinson, Al Cohn, Mac Sanders and Ken Ferrier from Oxnard. Phil was all aglow as he received reports from all over the West Coast telling the tremendous sales appeal of Chicago Coin's new "Thunderbolt" Bowler. Bowler and Gallo of California Music Company have been wading through an avalanche of orders. They expect Holiday sales this year to be far above figures for the same period last year. Now helping get this back-log of orders filled is Calif. Music's newest employee Con Riness. . . . Al Weymouth, proxy of Weymouth Service Co., is completely reorganizing the old Nickkab Sales Co. and has completely reorganized the old Nickkab Sales Co. . . . Ed Riness, of New Hampshire. He is the distributor of the Apex Inc. 18 col. Speakeasy cigarette vendor in the area. The new quarters will house a complete sales, parts and service department. . . . Nick Carter of Nickkab Sales Co. has moved his offices and has moved his offices and has moved his offices down to Lenape and has moved his offices down to Lenape. He and Mary and Kay Solle have had a sudden rush of business as operators drop in to stock up on Christmas tunes for their routes. . . . The Holidays will be ushered in with the usual gayety and merriment as employees, customers and friends gather around for small parties at the various distributors along coinrow.
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ENCLOSE YOUR CHECK—AIRMAIL TO:

THE CASH BOX
26 WEST 47th STREET, NEW YORK 36, N. Y.
FOR SALE—Transfer of the following items: Seeburg M100A; Wurlitzer 1100 and 1250, Telephone collect. DAVIS DISTRIBUTING CORP., 725 WATER ST., SYRACUSE, N. Y. Tel.: Sycase 7-5194.

FOR SALE—Can you afford $92. per week to hold and stay ahead of all competition? For only $92. per week you can have a 40-word ad in this section plus a free full year's (52 weeks) subscription to The Cash Box "The Bible of the Coin Machine Industry." Send your check for $48 today plus your first 40-word ad to: THE CASH BOX, 47 W. 47th ST., NEW YORK 36, N. Y. (Phone JU 6-2640).

FOR SALE—Coin Counters, Coin Sorters, Coin Counting Combinations, Coin Changers, Coin Wrappers, Parts and accessories. Complete line of these products. GLOBE DISTRIBUTING CO., 1623 N. CALIFORNIA AVE., CHICAGO 37, ILL. Tel.: ARmitage 6-0780.

FOR SALE—All machines 20% off high cash box prices. Wurlitzer 1015, 1100, 120, Rockola 1422, 1424, 1450, Model C, Seeburg 146, 147, 140A. Phone Stereo 8-7515 or Write DIXON DISTRIBUTING CORP., P.O. Box 2660, YOUNGSTOWN, OHIO.

FOR SALE—Records!!! 50¢ over whole sale, any label. Free title strips. Quick service. New accounts, take deposit with order. We also purchase surplus records new and unissued only. RAMY SALES CO., 170-21 JA MAICA AVE., JAMAICA 32, N. Y. Tel.: Olympic 4-6122, 4013.

FOR SALE—Attention wholesale buyers: AMI E-80’s and E-120’s, like new condition. Contact us to learn your supply needs. COPeland DISTRIBUTING CO., 503 NORTH WESTERN, OKLAHOMA CITY, OKLA. Tel.: FO 5-3456.

FOR SALE—Music and amusement machines all makes, all models. Lowest cash box prices for "as is" but working condition. Slightly higher when shop cleaned and reconditioned. A dependable, nationally accredited 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 $50; United Six Player DeLuxes $30 and so on. SHAW SKILL GAMES CO., 67 SWAGGERTOWN RD., SCHENECT ADY 2, N. Y. Tel.: 7-2162.

FOR SALE—United Bowlers—Royal $245; Clover $145; Cascade $135. Williams DeLuxe Baseball $195; DeLuxe World Series $50; United Six Player DeLuxes $30 and so on. SHAW SKILL GAMES CO., 67 SWAGGERTOWN RD., SCHENECT ADY 2, N. Y. Tel.: 7-2162.

FOR SALE—Ball Bally Bally $1900; Bally Champion Bowlers $400; Seeburg 1100 $350; Bally Coin-Op $275; Seeburg 1200 $225; Bally Club $225; Bally Yacht Clubs $190; Wurlitzer Model #700 $400. Tel.: 2-7000.

FOR SALE—Royal $8.50. $40.00; Bally Invader Cane $250; Seeburg Shoot-Per-Ball $175. MILLER-NEWMARK DISTRIBUTING CO., N. E. CORNER MAIN ST. & N. W. GRAND RAPIDS, MICH. Phone: 9-1932 and 5-743 GRAND RAPIDS, DETROIT 8, MICH. Tel.: T-9.8220.

FOR SALE—Premium merchandise for coin machine prices. Over 3,000 articles carried in stock. Write for complete wholesale descriptive price list today. (Established 1932). HASTINGS DISTRIBUTING CO., 20300 MOUND ROAD, MILWAUKEE 13, WISC. Tel.: Blue 8-7600.

FOR SALE—All types used AMI, Wurlitzer and Seeburg equipment. Clean and shoped, or as is. Factory Distributor for Seeburg, DICKSON DISTRIBUTING CO., 611 W. CALIFORNIA, OKLAHOMA CITY, OKLA. Tel.: Regent 6-3691.

FOR SALE—10 cent Operators don’t let profit walk out the door. Use General’s Two Nickel One Play Kit. Install in minutes. Watch Revenue increase. Samples $3.50 each, lots of 10, $2.95 each, GENERAL’s, 3574 HARDING STREET, CARLSBAD, CALIF. Tel.: OCanside 3511.

FOR SALE—Reconditioned—like new. Bally Victory Bowler $350; Bally Champion Bowlers $400; Seeburg 1100 $350; Bally Coin-Op $225; Bally Yacht Clubs $190; Wurlitzer Model #700 $400. Tel.: 2-7000.

FOR SALE—The best buy in used Bally Bingo Games. Just buy one and you will see who you pay a little more and be glad you did. Your machines are guaranteed reconditioned and a 1/3 deposit with all orders. Write or call: ALLAN SALES, INC., 937 MARKET ST., WHEELING, W. VA. Tel.: Wheeling 4-572.

FOR SALE—America’s finest reconditioned photomats and music 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., 262 PURITAN AVENUE, DETROIT 21, MICH. Tel.: University 4-0773.
CARY — 115 MAGAZINE STREET, NEW ORLEANS, LA. Tel: Canal 8318.

FOR SALE — We have a large stock of reconditioned Five Falls, One Balls, Bingo and Phono. Write for list.

FOR SALE — Ready for location. Wurlitzer 1015, 18080 and 1400, Seeburg 146M, 147M, 148M. Special prices on 3020, 4820 and 3W5L-56 Wall Boxes, Contact CENTURION DISTRIBUTORS INC., 115 MAIN STREET, BUFFALO 9, N. Y. Tel: Summer 4938.

FOR SALE — The finest used phonographs in all our history now available. Write for list. We can guarantee our price on any phonograph you want before you buy. UNITED, INC., 4227 WEST VIET STREET, MILWAUKEE, WIS. Tel: West 3-3224.

FOR SALE — Finest Bingos — factory reconditioned — like finding $50 in your pocket. Returnable 3rd day, full refund to customer. Palm Springs (almost new) $395; Yacht Clubs (unimproved super ency.) $205; Palm Beach $140; Dude Ranch $570; Beach Clubs $345; Atlantic City $130; Leader $65; Coney Island (con 6 cards) $60; Gene 400's (percentage right) $65. We want Bingos. Mail your list, W. E. KENNEY MFG., CO., 5229 S. KEDZIE AVENUE, CHICAGO 32, ILL. Tel: Hemblock 4384.

FOR SALE — Specials! — Bally Beach Clubs $275.00; Dude Ranch $110.00; Palm Springs $335.00; Ice Frolies $314.00; Surf Club $395.00; United-Clover Bowlers $155.00; Classics $185.00; Also other Bingos and Bowlers. MICKEY ANDERSON, 514-316 EAST 11TH STREET, ERIE, PA. Tel: 57-5409.


FOR SALE — National Coin Op Equipment — for sale by W. B. DISTRICTORS, INC., 215 E. 9TH AVENUE, NEW YORK, N. Y. Tel: 6-6526.

FOR SALE — Coin Wrappers. Pop-open. $250.00, dimes only, 50¢ per thousand. The only coins are Berkeley, RICHMOND Coin Distributors, INC., 3330 CHICAGO 30, RICHMOND, VA. Tel: 36-2366.

FOR SALE—Wurlitzer Phonographs — Model 1500 — $975; 1200 — $757; 1250 — $195; 1100 — $175; 1015 — $375; 2301 — $250; 1200's — $170; 2500's — $150; 3500's — $100. Our lowest prices ever, all new machines, 3-3524. Our machines, 3-3524 (A-B Program) on all models Seeburg 146B; — 5 cent box $5.00, 10-25 $1.50. For distributor prices and territory, contact THE SEACOAST DISTRIBUTORS SERVICE CO., 1761 N. 4TH STREET, ST. LOUIS 3, MO. Tel: New 6-6531.

FOR SALE — Your Seeburg 20 selection wall boxes, wired or wireless, converted to play the first 20 (A-B Program) on all models Seeburg 146B; — 5 cent box $5.00, 10-25 $1.50. For distributor prices and territory, contact THE SEACOAST DISTRIBUTORS SERVICE CO., 1761 N. 4TH STREET, ST. LOUIS 3, MO. Tel: New 6-6531.

FOR SALE — We are exclusive national and expressly appointed distributors of the new sensational home coin-op operated juke box "Jukelette". Great appeal. Priced low. Write for complete information. SEACOAST DISTRIBUTORS, INC., 1200 NORTH AVENUE, ELIZABETH, N. J. (Tel: B1753-3352) or 394 TENTH AVENUE, NEW YORK, N. Y. (Tel: B189-1876).

FOR SALE — Bingo Operators! Stop service calls caused by ball popping in ball trough. Ball guides easily installed on location in 10 minutes. Specify Ballly or United Game. Four Sounders, $100.00 each. MID-WEST 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" and "The Confidential Price Lists"]

FOREWORD: Many times, wide differences appear in the quotes 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 Lists" act only upon the conditions written on the board at the Stock Exchange—posting the prices as they are quoted for the past week, regardless of how much they may seem to be out of line. Some prices do not change from week to week. The "Confidential Price Lists," rather than show no price, retain the last known quotations for such equipment so that the subscriber at least has the last known prices as a basis for the work. Prices are quoted only in very widely divergent figures.

"The Confidential Price Lists" report 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.

FOREIGN BUYERS: To cover cost of packing, crating, shipping, etc., figure an addition $2.50 to $25 on Pin Games—and $25 to $30 on Phonographs.

Selling Price Table

<table>
<thead>
<tr>
<th>Code</th>
<th>Description</th>
<th>Price</th>
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<tbody>
<tr>
<td>1</td>
<td>Prices UP</td>
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<tr>
<td>2</td>
<td>Prices DOWN</td>
<td>4.00</td>
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<tr>
<td>3</td>
<td>Prices UP and DOWN</td>
<td>5.00</td>
</tr>
<tr>
<td>4</td>
<td>No change from Last Week</td>
<td>6.00</td>
</tr>
</tbody>
</table>

Using Code

1. ABC (Un 3/51) 50.00
2. American Arrow Board (Un 9/52) 35.00
3. All Baba (Got 6/48) 15.00
4. Alice (Got 8/48) 19.50
5. Atlantic City (Got 4/51) 20.00
6. Aquacade (Un 4/49) 10.00
7. Arcade Knights (Got 12/53) 175.00
8. Arcade (Wm 11/51) 45.00
9. Arizona (Un 4/50) 10.00
10. Arrow-Attak (Got 12/53) 15.00
11. Atlantic City (B 5/50) 95.00
12. Baby Face (Got 12/53) 10.00
13. Banjo (Ex 3/48) 10.00
15. Bank Shot Bill (Got 4/53) 10.00
16. Basketball (Got 10/49) 15.00
17. Beach Club (B 2/53) 150.00
18. Beauty (B 11/51) 225.00
19. Big Bally (Got 4/52) 10.00
20. Bermuda (CC 11/47) 15.00
21. Big Hit (CC 7/52) 35.00
22. Big Top (Ge 2/49) 10.00
23. Burger & Jelly (Got 4/50) 10.00
24. Budweiser (Got 10/48) 15.00
25. Bumper Cars (Got 12/53) 10.00
26. Bowling Champion (Got 4/53) 15.00
27. Bouquet League (Got 4/53) 15.00
28. Bumper Cars (Got 10/48) 15.00
29. Bumper Cars (Got 10/48) 15.00
30. Coney Island (B 9/51) 60.00
31. Control Tower (Ex 10/49) 10.00
32. Coronation (Got 12/54) 65.00
33. Convey Fair (Un 3/50) 35.00
34. Coral City (Got 3/53) 250.00
35. Crossroads (Got 5/52) 45.00
36. Cyclone (Got 5/51) 34.00
37. Cyclone (Got 5/51) 295.00
38. Daisy May (Got 4/53) 195.00
39. Dealer "21" (Wm 2/44) 145.00
40. De-Icer (Wm 11/49) 20.00
41. De-Icer (Wm 6/48) 10.00
42. Domino (Ex 10/49) 35.00
43. Dru-Wolf (Wm 11/49) 25.00
44. Dusty (Got 12/50) 45.00
45. Eddy (Wm 6/48) 15.00
46. Empire (Wm 11/52) 65.00

Manufacturers and date of game's release listed, Code: (B) Bally; (CC) Chicago Coin; (Ex) Exhibit; (Ge) Genco; (Got) Gottlieb; (Kc) Keesey; (Un) United; (Wm) Williams.
"Color is as important to business as to life itself" says a famous scientist. And AMI says: "Agreed! Our first aim in bringing out Model 'F' was to improve the automatic music business." The "F" not only delivers a new kind of automatic music — Multi-Horn High Fidelity and Sonoramic Sound — but also presents this new music in a startling, potent fashion — with COLOR.

"Color increases the pulse rate!" says another color authority, and what else should a new juke box do but announce its presence with a gorgeous, streamlined cabinet rich in the newest, most dramatic colors?

The "F" brings color showmanship to its theatrical peak, with a choice of 8 spectacular new colors to suit every location and stimulate the public into increased music purchases. Color does the selling job, the music satisfies the customer.

Let color go to work for you to produce more business and make more money. Locations can't say "NO" when you offer them the irresistible advantages of color showmanship. And the public can't keep away from the new "F," the one juke box that controls their moods, creates and preserves the urge to BUY MUSIC.

**COLOR MAKES THE MOOD**

Here are some moods, produced by the "F's" 8 Different Colors:

- **TAHITIAN BROWN**
  - exotic
  - romantic

- **HAPPY BLUE**
  - regal
  - joyful
  - heavenly

- **FIRECRACKER RED**
  - festive
  - warm
  - exciting

- **SUNBURST YELLOW**
  - cheerful
  - bright
  - relaxing

- **BRIGHT SAND**
  - playful
  - comforting

- **EMBERED CHARCOAL**
  - stylish
  - sophisticated

- **PADDY'S GREEN**
  - peaceful
  - promising

- **ATOLL CORAL**
  - dreamy
  - soothing

**FULL RANGE MULTI-HIGH FIDELITY • SONORAMIC SOUND • 120; 80 AND 40 SELECTIONS • 8 MAGICAL, MONEY-MAKING COLORS**

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 Palaisgade, Copenhagen K., Denmark
<table>
<thead>
<tr>
<th>Item Description</th>
<th>Price ($)</th>
</tr>
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<tbody>
<tr>
<td>Lucky Inn (1/45)</td>
<td>15.00</td>
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<tr>
<td>Lucky Star (1/4/5)</td>
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<tr>
<td>Mad, Sq. Garden (1/45)</td>
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<tr>
<td>Magic (Ex 11/4/5)</td>
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<tr>
<td>Majors' 49 (CC/2/4)</td>
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<tr>
<td>Majors League Baseball (12/53)</td>
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<tr>
<td>Manhattan (1/4/5)</td>
<td>10.00</td>
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<tr>
<td>Marriott (1/45)</td>
<td>25.00</td>
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<tr>
<td>Mercury (1/3/5)</td>
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<tr>
<td>Maryland (1/4/5)</td>
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<td>Mermaid (1/5/1)</td>
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<td>Puddin' Head (1/4/5)</td>
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<tr>
<td>Queen of Hearts (Got 1/5)</td>
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<tr>
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<td>Saratoga (Wm 10/4/5)</td>
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<tr>
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<tr>
<td>Select-A-Card (Got 4/5/5)</td>
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<tr>
<td>Select-A-Card (Ev 10/5/5)</td>
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<td>Shoot the Moon (10/4/5)</td>
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<tr>
<td>Show Boat (1/4/5)</td>
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<tr>
<td>Showdown (Big 11/4/5)</td>
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<tr>
<td>Silver Chest (Ex 1/4/5)</td>
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<tr>
<td>Silver Slates (Wm 2/5/5)</td>
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<td>Singapore (10/4/5)</td>
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<tr>
<td>Skill Pool (Wm 5/4/5)</td>
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<tr>
<td>Smokes (Wm 5/4/5)</td>
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<tr>
<td>Sprague (Ex 10/4/5)</td>
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<tr>
<td>Speedway (Wm 9/4/5)</td>
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<tr>
<td>Spot &amp; Get (1/5/1)</td>
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<tr>
<td>Sportman (Wm 2/5/2)</td>
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<tr>
<td>Springtime (Go 2/3/5)</td>
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<tr>
<td>Stage Door Canteen (10/4/5)</td>
<td>10.00</td>
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<tr>
<td>Stanford (1/4/5)</td>
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<tr>
<td>Stars (1/4/5)</td>
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<td>Starlight (Wm 3/4/5)</td>
<td>50.00</td>
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<tr>
<td>Steel Chaser (Un 1/5)</td>
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<tr>
<td>Stop 'n Go (1/5/1)</td>
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<tr>
<td>Stormy (Wm 1/4/5)</td>
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<td>T. C. redevelopment (12/53)</td>
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<tr>
<td>Turn &amp; Deal (1/5/1)</td>
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<tr>
<td>Two Troops (Un 1/5/3)</td>
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<td>Four Horsemen (9/5/1)</td>
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<tr>
<td>“400” Uprising (Ex 10/4/5)</td>
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<td>1st Four Stars (Got 6/5/2)</td>
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<tr>
<td>Freshie (Wm 9/4/5)</td>
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<td>Frolics, Cleveland (9/5/1)</td>
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<tr>
<td>Fugitive (B 3/5/1)</td>
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<td>Georgia (Wm 1/5/1)</td>
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<td>Gin Rummy (2/4/5)</td>
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<td>Gizmo (Wm 8/4/5)</td>
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<td>Glassbottom (1/5/1)</td>
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<td>Gilder (Go 8/4/5)</td>
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<td>Globe Trotter (B 8/4/5)</td>
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<td>Gold Cup (B 4/4/5)</td>
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<td>Golden Gloves (CC/7/4/5)</td>
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<td>Godday’s Uprising (Go 2/5/3)</td>
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<td>Gondo-La (Ex 5/4/5)</td>
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<tr>
<td>Grand Award (1/5/1)</td>
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<td>Grand Champion (1/5/1)</td>
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<td>Grand Slam (Got 4/5/3)</td>
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<td>Grand Stand (B 5/5)</td>
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<tr>
<td>G. Simms (Got 1/5)</td>
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<td>Geen Club (Wm 11/3/5)</td>
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<td>Great Hitter (Wm 10/4/5)</td>
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<td>Handicap (Wm 6/5/2)</td>
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<tr>
<td>HappyGoLucky (Wm 5/4/5)</td>
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<tr>
<td>Harvest Moon (8/4/5)</td>
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<tr>
<td>Harvest Time (Wm 9/4/5)</td>
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<td>Half-Breed (Got 4/5/4)</td>
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<tr>
<td>Half-Breed (Wm 6/5/1)</td>
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<tr>
<td>2nd Hi-Fi (B 6/5/1)</td>
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<tr>
<td>Hit Parade (CC/2/5)</td>
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<tr>
<td>H. Robin Hood (B 1/4/5)</td>
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<tr>
<td>H. Robin Hood (Go 1/4/5)</td>
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<tr>
<td>Horseman (B 1/4/5)</td>
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<tr>
<td>Horse Shoe (1/5/1)</td>
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<td>Hot Rod (B 9/4)</td>
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<td>Hot Rod (1/5/1)</td>
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<tr>
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<tr>
<td>Ice-Frolics (Ex 4/4/5)</td>
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<tr>
<td>Jalopy (Wm 8/5/5)</td>
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<tr>
<td>Jane (Wm 10/5/1)</td>
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<tr>
<td>Jeannie (Ex 6/5/5)</td>
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<tr>
<td>Jockey Club (Got 4/5/5)</td>
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<tr>
<td>Jockey Club (1/4/5)</td>
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<tr>
<td>Jockey Club (B 11/4/5)</td>
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<tr>
<td>Joker (Got 10/4/5)</td>
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<tr>
<td>Joker (1/5/1)</td>
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<tr>
<td>Jumping Jack (Ex 4/5/5)</td>
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<tr>
<td>Jumping Jack (1/5/1)</td>
<td>25.00</td>
</tr>
<tr>
<td>Just 21 (Got 1/5/1)</td>
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</tr>
<tr>
<td>K. C. Jones (Got 11/4/5)</td>
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</tr>
<tr>
<td>K. C. Jones (Go 10/4/5)</td>
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</tr>
<tr>
<td>K. C. Jones (Wm 10/5/1)</td>
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<tr>
<td>King Pin (CC/2/5)</td>
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<tr>
<td>Knockout (Got 1/5/1)</td>
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<tr>
<td>L. Yale (10/5/1)</td>
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<tr>
<td>Lucky &quot;O&quot; (Wm 10/4/5)</td>
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</tr>
<tr>
<td>Lucky &quot;O&quot; (Ex 10/4/5)</td>
<td>10.00</td>
</tr>
<tr>
<td>Lucky Lucy (Got 2/5/5)</td>
<td>165.00</td>
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</tbody>
</table>

COPORIGHTED 1945. REPRODUCTION NOT PERMITTED.
### The Cash Box

**Page 57 December 18, 1954**

**Manufacturers New Equipment**

**ROCKETA MFG. CORP.**

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model 110</td>
<td>Comet Fighter</td>
<td>65.00</td>
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**J. P. SEEBURG CORP.**

<table>
<thead>
<tr>
<th>Model</th>
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<tbody>
<tr>
<td>HF-101</td>
<td>arcade-O-Matic “100”</td>
<td>195.00</td>
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**BECK LEONARD & CO.**

<table>
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<tr>
<th>Model</th>
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<tbody>
<tr>
<td>10c</td>
<td>Marquee</td>
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**CHICAGO COIN**

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<tr>
<th>Model</th>
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<tbody>
<tr>
<td>Bat-A-Score</td>
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**AMERICAN COIN CO.**

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<th>Model</th>
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<tbody>
<tr>
<td>Coin-Op-O-Matic</td>
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**WESTERN MODELS**

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**The Cash Box**

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<tr>
<td>6. Mills Conv. for Panorama Peak</td>
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**Mutoscope**

<table>
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<tr>
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<tbody>
<tr>
<td>Mutoscope Chrome</td>
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**AMERICAN MFG. & SALES CO.**

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<thead>
<tr>
<th>Model</th>
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<tbody>
<tr>
<td>Big Top Rifle Gallery</td>
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**Genco MFG. & SALES CO.**

<table>
<thead>
<tr>
<th>Model</th>
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<th>Price</th>
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<tbody>
<tr>
<td>Double Chute</td>
<td>750.00</td>
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<tr>
<td>Model 110</td>
<td>Comet Fighter</td>
<td>65.00</td>
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</tbody>
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**LINDY AVE.**

<table>
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<th>Model</th>
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<tbody>
<tr>
<td>AutoPhoto CO.</td>
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**BALLY MFG. CO.**

<table>
<thead>
<tr>
<th>Model</th>
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<tbody>
<tr>
<td>Panther</td>
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**EXHIBIT SUPPLY**

<table>
<thead>
<tr>
<th>Model</th>
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<th>Price</th>
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<tbody>
<tr>
<td>Special Model, 10c, for 25c</td>
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**CHICAGO COIN**

<table>
<thead>
<tr>
<th>Model</th>
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</thead>
<tbody>
<tr>
<td>Thunderbolt</td>
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**J. H. KEENY & CO., INC.**

<table>
<thead>
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<th>Model</th>
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</thead>
<tbody>
<tr>
<td>DeLuxe Sportman</td>
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**AMERICAN MFG. & SALES CO.**

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Double Chute</td>
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**WILLIAMS MFG. CO.**

<table>
<thead>
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<th>Model</th>
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</thead>
<tbody>
<tr>
<td>Super Jet</td>
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**INTERNATIONAL MUTO CORP.**

<table>
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<th>Model</th>
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<tbody>
<tr>
<td>Drive Yourself (new Mutoscope)</td>
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**Genco MFG. & SALES CO.**

<table>
<thead>
<tr>
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<tr>
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**THE RUDOLPH WURLITZER CORP.**

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<tbody>
<tr>
<td>Model 1790</td>
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<td>Model 1790</td>
<td>Phonograph</td>
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</tbody>
</table>
A hard one to shoot against

On location, the gorgeous Wurlitzer 1700 with its fabulous high fidelity sound, proves a "goalie" with a terrific defense record.

Its colorful, profitable, day in and day out performance, makes it a hard one to shoot against—a great player to have on your side.

SEE IT-HEAR IT-BUY IT
AT YOUR WURLITZER DISTRIBUTOR
THE HIGH EARNING, HIGH FIDELITY

Wurlitzer 1700HF

TAKES THE MASK OFF THE MUSIC

THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK
Established 1856

www.americanradiohistory.com
SHUFFLE-TARGETTE
SHUFFLE-TYPE SKEE-SKILL GAME

WITH NEW UP UP UP PROGRESSIVE SCORING

HEAVY DUTY MOLDED RUBBER INSURES QUIET OPERATION

TERRIFIC SUSPENSE FINISH LAST 2 SHOTS MULTIPLY SCORE 10 TIMES

12 SHOTS 10¢ ALSO AVAILABLE WITH TWIN CHUTES 10¢ AND 3 FOR 25¢

Popular Triple-Match Feature (Also Available without Triple-Match)

SIX CAN PLAY A TRULY GREAT COMPETITIVE GAME

OTHER UNITED HITS NOW AT YOUR DISTRIBUTOR
• SINGAPORE Fast Action In-Line Game
• 11th FRAME SHUFFLE ALLEY BOWLING GAMES
• CARNIVAL GUN Fast Play Shooting Gallery with TIME-BONUS SCORE

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

EXTRA FAST PLAY
• EQUIPPED WITH UNITED'S LATEST E-Z SERVICE FEATURES
• SIZE 8 FT. BY 2 FT.
• SEE YOUR DISTRIBUTOR
I'm not too good

BUT I CAN SCORE STRIKES

YOU'VE GOT TO BE GOOD TO HIT THOSE FANCY EXTRA-SCORING

SUPER-STRIKES

Typical comment, heard on location, tells the play-appeal reason for record-smashing earning-power of newest Bally shuffle-bowling sensations—MAGIC-BOWLER and MYSTIC-BOWLER. Average players hit plenty of Strikes, enough to hold their interest and keep them coming back to try for Super-Strikes. Better-than-average players, who soon get bored with "too-easy" Strikes, find a new thrilling skill-satisfaction in the new thrilling Super-Strike feature. So MORE players play MORE . . . and operators earn MORE! Read the big bowler news below.

How SUPER-STRIKES boost play, profit

PUCK shot along strike-lanes (grey in picture, yellow on actual game) scores Strike. But, if puck stays between 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. Result is that MORE players play MORE, operators earn MORE.

Bally BIG-TIME

GREATEST IN-LINE GAME EVER BUILT

SEE PAGE 46

THE CHAMPION

GREATEST KIDDY-RIDE OF ALL TIME

SEE PAGE 49

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

POPULAR Speed-Control SCORE-BOOSTER

Player controls speed of shot—not too fast, not too slow—to end up highest score for Spares, Strikes and the new thrilling Super-Strike.