Those three “Texans,” Mitch Miller, Don George and Bill Randle, puff on their cigars and smile happily as they contemplate the part each of them played in making “Yellow Rose Of Texas” a hit. It all started while Randle, of station WERE in Cleveland and the CBS network, was playing Columbia’s “The Confederacy” album. He heard the “Yellow Rose” tune and pointed out to Phil Kahl, the publisher, that it would make a good pop song. Kahl consequently commissioned Don George to write a lyric, dispatched it to Mitch who cut it immediately and the rest is record history.
Eddie Fisher
you ever heard

MAGIC FINGERS

(I Wanna Go Where You Go, Do What You Do)

THEN I'LL BE HAPPY
(with Hugo Winterhalter's Orch. and Chorus)

20.47-6264

"New Orthophonic" High Fidelity Recording

RCA VICTOR
The Significance of "The Cash Box"

For years now, there has been no question about the leadership of The Cash Box in the Rhythm 'N Blues field. Anywhere you inquire, The Cash Box Hot Charts have been the criterion by which artists, publishers, record company execs, juke box operators, disk jockeys and retailers have guided themselves.

We have been told about—and witnessed—retailers buying records by going right down our Hot Charts. We have seen juke box operators do the same. And everyone knows that disk jockey after disk jockey programs directly from these charts.

Why has The Cash Box taken on such importance in this field?

Because nowhere else is the information we offer available with the same degree of accuracy, honesty and integrity.

The Cash Box Hot Charts cover the R&B field in its entirety. The charts are compiled with the greatest objectivity possible. And they encompass the widest possible area. In short, The Cash Box charts reflect what is actually happening, not at what someone thinks may be happening or what someone would like to have happen.

As a result, we have become the authority in R&B.

And this authority has taken on unsuspected proportions now that R&B has such an overwhelming influence on the Pop field.

There is no Pop A&R man today who does not follow our Hot Charts to the minutest detail. We know for a fact that several top A&R men send for each record as soon as it hits the chart to see whether it is adaptable to the Pop market and to determine which artist could do it.

The significance therefore of our Hot Charts extends far beyond the R&B field. It reaches throughout the entire record business, determining which songs are to go Pop, which records are to be pushed, which artists are to get the hot material.

And just as our leadership in R&B continues to take on new proportions, so does the influence of The Cash Box continue to grow in all other fields. Week by week, month by month, the magazine reaches a larger audience, attains greater recognition, becomes more authoritative.

The purpose of The Cash Box is to serve our subscribers in the best possible way. As we reach for and attain new levels of achievement, we have every confidence that our readers too will progress and prosper and achieve successes beyond those they have ever achieved before.
Gordon Jenkins
"GOODNIGHT SWEET DREAMS"

Richard Maltby
"BOOK OF LOVE"

Frankie Lester
"NIP SIP"

Betty Clooney
"KI-KI"

"JUST TO BELONG TO YOU"

The Chuckles
"STILL THINKING OF YOU"

"TIMES TWO, I LOVE YOU"

Dick Lee
"BABY, BABY YOU"

"I MISS YOU"

THE CASH BOX
September 24, 1955

YELLOW ROSE OF TEXAS
MITCH MILLER-JOHNNY DESMOND

AINT THAT A SHAME
PAT BOONE-FATS DOMINO

SEVENTEEN
FONTANE SISTERS-BOYD BENNETT

ROCK AROUND THE CLOCK
BILL HALEY & his COMETS

LOVE IS A MANY-SPLENDORED THING
FOUR ACES

HARD TO GET
GISELE MacKENZIE

WAKE THE TOWN AND TELL THE PEOPLE
LES BAXTER-MINDY CARSON

LEARNIN' THE BLUES
FRANK SINATRA

TINA MARIE
PERRY COMO

MAYBELLENE
CHUCK BERRY

"X"

The Cash Box, Music
Page 4

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
Dot RECORDS • • • GALLATIN, TENNESSEE • • • PHONE: 1600
THE NATION'S BEST SELLING RECORDS

"It's What's in THE CASH BOX That Counts"
“AMUKIRIKI” (2:52) [Famous ASCAP—Livingston, Russell]
“MAGIC MELODY” (2:10) [Ivis-Trojan BMI—Paul]
LES PAUL & MARY FORD
(Capitol 1224; F-1224)

“The Laurie Sisters”

“Love and Marriage” (2:13) [Famous ASCAP—Van Heusen]; Van Heusen. The Laurie Sisters do a big job with a cute novelty from the forthcoming TV musical “Our Town.” Light bouncy ditty that has hit qualities. Thrushes are gonna make the grade.

“Angels’ Tears” (2:30) [Famous ASCAP—David]. An inviting Waltz with a tearful story. Delicate song with appeal.

George Shearing Quintet

“Love Is Just Around the Corner” (2:40) [Famous ASCAP—Robin, Gomacle] The Shearing Quintet comes up with an easy swinging rhythm arrangement of a standard. The artist’s following will get a kick out of this side.

“Get Off My Bach” (2:38) [Famous ASCAP—Van Heusen, Cahn]. The boys jump rough on an upbeat cutie with a clever title. Rhythm stylings of a Bach theme.

Georgie Shaw

“Nothing Can Ever Hold You” (2:46) [BMI—Craver, Nebb]. This is Shaw’s best platter since “Tell Me We Two Are One.” A beautiful full-voiced rendition of a tremendous new ballad. A chorus enhances the delivery with a soft dreamy backing. Big song.

“Look to Your Heart” (2:55) [Carter-ASCAP—Van Heusen, Cahn]. This half is a tender romantic offering from the forthcoming TM musical “Our Town.” Smooth side.

Buddy Morrow Orch.


“Who But You” (3:05) [Criterion ASCAP—Hudleston, Rinder]. A good hand-chore arrangement of a warm and wistful ballad. Solid item for the dance floor.

Vico Torriani

“Mandolino” (London F1242; 45-F1242). Vico Torriani, an artist with a brilliant voice, does a Caterina Valente hit as he fashions a delightful ballad in German. A most enjoyable piece of listening. Side has a continental flavor that could make it stick.

“Simonetta” […Fanoock, Caen, Seldge]. The high-voiced singer handles another flirty favorite in a novel manner. Wonderful backing on both ends.

The Cash Box

“At My Front Door” [Tolly BMI—Moore, Abner]

Pat Boone

Pat Boone was introduced to the record buying public with a rock and roll tune “Two Hearts.” He proved that he could repeat when he hit the top with his tremendous hit version of “ Ain’t That A Shame.” Now the artist heads for three out of three. But it’ll be no surprise to us if it’s four out of three. Because his latest waxing sounds like a side two smash. One half “At My Front Door” is the Boone we’re familiar with. It features the younger on another driving rock and roll item tagged “At My Front Door.” It’s a real harmonica pocket of rhythm, and it’ll be up there in no time flat. But please us to see that Pat gives the artist. Rhythm backing the coupling “No Arms Can Ever Hold You.” The songster waxes a beautiful new ballad and he ranks with the best of the crooners. A great song that’ll be a fast fire hit. Two great sides to get with quicky.

“No Arms Can Ever Hold You” (2:38) [BMI—Craver, Nebb].

“Bring Me a Bluebird” (2:07) [E. H. Morris ASCAP—Ballard],

The Galdyors

The Galdyors are headed for hitville once again with a tremendous waxing of a beautiful new piece of material dubbed “No Arms Can Ever Hold You.” It’s a wonderful tune that has all the characteristics of a top hit song. It’s an intimate, romantic affair, and to get in on this exciting fullness, the boys work with a big chorus in the backdrop. Stirring arrangement of a tune that should be all over the charts in short order. It’s defined as boys’ best platter this year. The lower lid is a cornball novelty with a cute bounce beat. It goes under the title “Bring Me A Bluebird.” “No Arms” could be a great big hit.

The Impatient Youth

“The Teenager’s Waltz” (2:45) [Famous ASCAP—Sahir, James]. The Tennessee Waltz continues to inspire songwriter. On this waxing, Eddy Howard glides thru a lovely waltzer. Soft, appealing ballad. Pretty lyric. Song has a charm about it that could make it a hit. Watch this one.

“You Choo Cha Cha” (2:15) [Branden ASCAP—Hoffman, Manning]. Eddy changes the pace and comes up with a cute cha cha tune. Infectious pleaser. Light and danceable.

Xavier Cugat Orch.

“At Last We’re Alone” (2:29) [Saunders ASCAP—Blanc, Martin]. A new Cugat debuts on Epic wax with a commercial Latin tempo ballad from the forthcoming pic “The Girl Rush.” Chorus handles the vocal effectively. A refreshing Cugat.

Who Me” (2:11) [Lark BMI—Cameron, Wilson, Wegreit]. A different twist on the usual choral-work arrangement of a cute charmer. A colorful item that’s suitable for dancing. Good coupling.

The De Castro Sisters

(Album 301; 45-301)

“Too Late Now” (2:38) [Leo Feist ASCAP—Lerner, Lance]. The De Castro Sisters are in great form as they dish across a wonderful version of a terrific standard. Lovely job that could break.

“Give Me Time” (2:34) [Dandell BMI—De Sylvio]. The throbbing beat on this tender, sentimental Waltz tempo ballad. Pretty melody wed to a fine set of lyrics. Good coupling.

Kitty Hit

(Mercury 70704; 45-70704)

“The Impatient Ye’er” (2:30) [Bartson ASCAP—Cahn, Van Heusen] An artist that does a beautiful job on a wonderful new tune from the upcoming TV production “Our Town.” Captivating voice. Song could catch on after video showing.

Rick (2:33) [E. H. Morris ASCAP—David]. A clever bounce novelty with an imaginative lyric and a cute melody is very staid by the versatile artist. Catchy song with hit qualities. Could smash thru. Strong showing.

Billy Ward & His Dominoes

(King 1502; 45-1502)

“Over The Rainbow” (2:45) [Feist ASCAP—Arlen, Harlan]. The rich voice delivery of the Dominoes does a big job with a great hit of this year. Strong delivery on this punch. Group portion is somewhat overarranged.

“Give Me You” (2:22) [Ward ASCAP—Cahn, Van Heusen] This one is later suited for the group’s r & b following. A driving beaty deck full of rhythm.

Only those records best suited for commercial use are reviewed by THE CASH BOX.
**A SUMMARY OF REPORTS RECEIVED FROM THE NATION'S DISK JOCKEYS**

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<th>Number</th>
<th>Record</th>
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<td>YELLOW ROSE OF TEXAS</td>
<td>Mitch Miller (Columbia)</td>
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<td>2.</td>
<td>LOVE IS A MANY-SPLENDORED THING</td>
<td>Johnny Desmond (Coral)</td>
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<td>3.</td>
<td>AIN'T THAT A SHAME</td>
<td>Four Aces (Decca)</td>
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<td>Fontane Sisters (Dot)</td>
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<td>THE LONGEST WALK</td>
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<td>WAKE THE TOWN AND TELL THE PEOPLE</td>
<td>Les Baxter (Capital)</td>
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<td>TINA MARIE</td>
<td>Mindy Carson (Columbia)</td>
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<td>I WANT YOU TO BE MY BABY</td>
<td>Jerry Came (RCA Victor)</td>
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<td>9.</td>
<td>AUTUMN LEAVES</td>
<td>Lillian Briggs (Epic)</td>
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<td>THE BIBLE TELLS ME SO</td>
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<td>HARD TO GET</td>
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<td>GUM DROP</td>
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<td>13.</td>
<td>ROCK AROUND THE CLOCK</td>
<td>Nick Noble (Wing)</td>
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We learn from Ed Robbins (WKNR-Hartford, Conn.) that the recent 16-hour telephone put on for the benefit of the flood victims of Connecticut has almost reached $200,000. The telephone presented more than 75 acts, including Eddie Fisher, Bobby Dukoff, Bobby Sherwood, Frank Verna, Bob Carroll, Ralph Young, Richard Malby, Archie Bleyer, Matt Dennis, and many more. John Reed King and Bert Parks shared M. C. chores. Ed Robbins just returned from a week's vacation at Tamaram Lodge in the Catskills, which he terms "the cradle of America's dance crazes." Says, "Course, right now they're flipping over the cha cha. Even managed to learn a few of the basic steps myself."

* * *

**THE TEN RECORDS DISK JOCKEYS PLAYED MOST THIS WEEK**

(PLUS THE NEXT TEN)

We learn from Ed Robbins (WKNR-Hartford, Conn.) that the recent 16-hour telephone put on for the benefit of the flood victims of Connecticut has almost reached $200,000. The telephone presented more than 75 acts, including Eddie Fisher, Bobby Dukoff, Bobby Sherwood, Frank Verna, Bob Carroll, Ralph Young, Richard Malby, Archie Bleyer, Matt Dennis, and many more. John Reed King and Bert Parks shared M. C. chores. Ed Robbins just returned from a week's vacation at Tamaram Lodge in the Catskills, which he terms "the cradle of America's dance crazes." Says, "Course, right now they're flipping over the cha cha. Even managed to learn a few of the basic steps myself."

* * *

**Pic of the week—Harvey Lembeck, who gained national prominence for his comedy role in "Stalag 17," made his disk jockey debut on Monday evening, September 12, from Johnny Johnston's East Side Charcoal Room in New York City, via WVNJ-Newark, N. J. He'll be heard nightly except Sunday from midnight to 2 a.m. ... Georgie Cook, Decca recording artist in the polka department, has picked up one of Rick Reigard's (WCUE-Akron, O.) pet phrases and incorporated it into the title of his latest release. It's called "The Happy Music Polka." In a letter to Rick, Cook said: "I need not tell you where I got the title as you've been using it ever since you started the polka show (Polka Time) and so it is dedicated to you and your program." ... WCUE's president, Tim Elliott, has announced that close to five thousand dollars will be spent on new equipment to "increase our flexibility, put more steam into our operation, and improve our service to our listeners." ... Dick Doty (WIAM-Rochester, N. Y.) tells us of Eileen Mack (radio and publicity) who is now in the Passavant Hospital, 305 East Superior Street, Chicago, Ill. Eileen was to start another radio show in Chicago this month. She was hit on the arm by a golf ball and landed in the hospital with a blood clot. Attempts are being made now to dissolve the clot. Dick asks all record stars and jockeys to write Eileen to cheer her up. ... Stephen Paul is line-uping a show, "Hello From Broadway," which will be designed for records, guest stars and other phases of the music business. It will take the listener backstage to clubs, concerts, plays, etc. Paul plans to have such stars as Patti Page, Julius La Rosa, Tony Bennett, and others. For the first show Paul will have La Rosa, Patti Page, Dave Dreyer, Bernie Wayne, Irving Deutch, Lucky Carle from backstage at the Birdland, Mambo-land. Paul would like to hear from artists who are interested in appearing on his shows."
Bob Anderson (Wendy's 9:025; RKO Films 45445)

WHAT'S THE DIFFERENCE
WHAT THEY SAY: (2:31)
(Woman ASCAP—Swole, Sozoway)
Bob Anderson, a newcomer to the big screen, glides through an inviting romantic offering. Pleasant voice on a tender tune.

UNDERSTAND
(2:39) [Judy Pepper ASCAP—Stromer, Joss] An appealing up-tempo romance with a chorus assisting in the backdrop. Easy going delivery.

Red Nichols Orch.

(Capitol 8229; F-3329)

The Viennese LANTERN
(2:15) [Emil Berlin—Delmar, Joss] The soloist is most effective on this pretty walzy number soothingly fashioned by Red and his amiably piano Quarter Symphony. Easy listening.

While You're away
(2:54) [Remick ASCAP—Striner, Adams] A man chorus handles the vocal chores on this dreamy piece of mood music. Warm inviting stuff.

The Burton Sisters

(RCA Victor 20-6265; 47-6265)

I AM SO GLAD
(2:29) [Nasca BM—Robinson] A rock and roll novelty that's stirring up some noise in certain territories. Colorfully treated by the Burton Sisters. Driving item that could make the grade.

The $64,000 Question
(2:02) [A ric BM—Sears, Sharp] The duet fashion another r & b tune inspired by the TV show. Cute novelty with a beat.

Elmo Tanner & Billy Vaughn

(Det 14154; 45-14151)

AVALON
[Remick ASCAP—Rose, DeSylva, Jolson] Elmo Tanner, the man who makes his whistle sound like an instrument, is capably assisted by an attractive Billy Vaughn arrangement on this great Jolson favorite. Good swinging side that the teen-agers can jump to.

Nightengale
[Advanced ASCAP—Scott] The artists team up on a fascinating rendition of another wonderful oldie. This one has a delightfully near air about it.

Art Mooney Orch.

(MGM 12073; K-12073)

Give Me a Band and My Baby
(2:49) [Columbia Pic ASCAP—Styne, Robin] A lively Charleston type novelty from the forthcoming musical version of "My Sister Eileen," is given a colorful cornball treatment by Art Mooney and the Cloversleafs. Cute item that could catch on when the pie hits.

The Girl I Left Behind

Rita Raines

(Deed 1006; 45-1006)

The Wedding Song

Don't Touch Me
(2:15) [Hall & Range BM—Gershman, Sterling Card] This half is a Latin tempo romantic offering with a male chorus assisting in the backdrop.

Norman Petty Trio

(*/X-0167; 4X0167)

Solitude
(2:30) [American Academy ASCAP—Ellington, Dunlap, Mills] The Petty Trio, which clicked on an Ellington tune "Wood Indigo," takes another hit from the maestro's pen and fashion it invitingly. Pretty deck.

Darkness on the Delta
(1:45) [Joy ASCAP—Symes, Neburg, Levinson] This side features the artists as instrumentalists on a beaty, rhythm number.

Bob Manning

(Capitol 3242; F-3324)

Better Be Careful
(2:16) [McGuff BM—Singleton, McCoy] Bob Manning, who, to date, has been doing dreamy ballads, dishes up a new one, and rolls the tune and he handles it strongly. Potent arrangement that could well make the grade.

Honestly
(2:08) [Maggie BM—Singleton, McCoy] On this half the crooner puts out another ballad with a beat. Ok item.

Werner Muller Orch.

(Deed 9670; 29670)

Vieni Vieni
(2:06) [M. Witzmark ASCAP—Scott] Aifty instrumental is enchantingly treated by Werner Muller and his Orchestra. Side has that great sound that only European recordings seem to present. Delightful listening. Great side for jocks in the more swanky spots.

Song of the Pearlfishers
(3:10) [Pélican BM—Binet, Gare]. This side is a lush and flowery tango wonderfully executed.

Ella Fitzgerald

(Decca 79679; 9-29679)

The Impatient Years

But Not Like Mine
(2:55) [Rosenvelt BM—Welsh] Another dream dusted love song read with meaning by the queen.

Kay Arken

(MGM 12078; K-12078)

The He
(2:52) [Asas BM—Mullens, Richards] The rich voice of Kay Arken is most fitting for this stirring inspirational ballad. Polkaish job that should be the hit of the final sales.

Suddenly There's a Valley
(2:47) [Hill & Range BM—Meyer, Jones] Another fast tempo religious tune is capable of being rendered through the trump. Echo effect enhances the romantic melody. Both sides face stiff competition.

Champ Butler & George Cates

(Cool 31496; 4-31496)

Someone on Your Mind
(2:19) [T. C. Pub. BM—Houck] A very pretty and unusual novelty, an excellent piece of material for Champ Butler's debut on Coral. Commercial stuff of the highest order, as otherwise with George Cates' ork supporting.

I Want to Love You
(2:46) [Asas BM—Nelson, Cates, Frey] A nice making rhythm and blues tune, is fashioned for the pop market by the Champ and Cates Driving deck.

Geri Gallan

(*/X-0641; 4X0641)

Autumn Leaves
(2:41) [Capitol Songs ASCAP—Mevery, Prevert] A pretty oldie that's making a big comeback currently, is fashioned in a maribo tempo by pianist Geri Gallan, inviting, is listed as the Latin version. Good piece of cover material and melody. Both sides face stiff competition.

Yellow Rose of Texas
[Planetary ASCAP—George] The keyboard artist offers a fast moving mamba version of that country's topper "Yellow Rose."

Lou Monte

(RCA Victor 20-6264; 47-6264)

Yellowyaller Gold
(2:18) [Wonderland BM—Blackman, Brown] A novelty that reminds one of the West coast era is pleasantly fashioned by Lou. Tune will be used in a forth coming Disneyland TV production. Disk should stir up noise after view showing.

King of the River
(1:48) [Asas BM—Blackman, Bruns] Another similar colorful ditt; from the early west is capably handled by Lou and a chorus. Also from TM production.

Only those records best suited for commercial use are reviewed by THE CASH BOX
Climbing To The Top In A Hurry!

RUSTY DRAPER

And His Great Recording Of

"THE SHIFTING, WHISPERING SANDS"

Coupled With

"TIME"

MERCURY 70696

Sensational New Gaylord Hit!

"No Arms Can Ever Hold You"

Coupled With

"Bring Me A Bluebird"

by THE GAYLORDS

MERCURY 70706

"Teen Ager's Waltz"

Coupled With

"Choo-Choo Cha Cha"

MERCURY 70700

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

#1272  "I Love You Fair Dinkum" (Dinky Di I Do)
        c/w
        "At The Steamboat River Ball"

NEW RELEASES

(Both Recorded in Sweden)

#1271  CHRIS DANE
        "In the Wee Small Hours"
        c/w
        "I Had a Love Who Loved Me"

#1269  ERNIE ENGLUND
        "Night Train"
        c/w
        "'Cuz It's So Good to Eat"

CALLS COMING IN

#1268  THE TOPHATTERS
        "45 Men in a Telephone Booth"
        c/w
        "Wild Rosie"

STILL STRONG

#1263  JULIUS LA ROSA
        "Domani"
        c/w
        "Mama Rosa"

#1266  MARION MARLOWE
        "A Man In a Raincoat"
        c/w
        "Heartbeat"

#1267  THE CHORDETTES
        "Hummingbird"
        c/w
        "I Told a Lie"

ALBUM BEST SELLER

12"  CLP 1004  Piano Perspectives — DON SHIRLEY
    also available on Extended Play
    CEP 503 and CEP 504
    and still strong

12"  CLP 1001  Tonal Expressions — DON SHIRLEY
    also available on Extended Play
    CEP 501 and CEP 502

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

SOUTH AFRICA'S NUMBER 1 HIT*
Published by Peer International, Inc.
Murray Deutch, Gen. Prof. Mgr.

BILL HAYES
No. 1274
c/w WHITE BUFFALO

SOUTH AFRICA'S NUMBER 1 HIT*
Published by Peer International, Inc.
Murray Deutch, Gen. Prof. Mgr.

BILL HAYES
No. 1274
c/w WHITE BUFFALO

Exactly as performed on the Caesar Hour Show Sept. 10, 1955

* BREAKING BIG IN JOHANNESBURG, CAPE TOWN AND NAIROBI

"It's What's in THE CASH BOX That Counts"
NEW YORK:
Mitch Miller, riding the crest of the wave with the number one record in the country, "The Yellow Rose Of Texas," fell and broke his nose last week. Mitch tripped over a puddle in his home. . . . The record label on Pat Boone's latest Dot record was spotted incorrectly. It lists the song as "No Other Arms." It should be "No Arms Can Ever Hold You." Alan Dean's wife gave birth to a baby boy on September 11 in Miami Beach. . . . Harry Belafonte has contracted to record 72 new songs in six albums for RCA Victor within the next six months. He says he'll release a new album every three months. . . . DeCastro single.

CHICAGO:
As the last week of the Ron Terry Show approached many traveled out to the Club Hollywood to get a last look at this grand package. Once again, all rave for that tiny bit of gorgeousness, Evie Eraci. And Ron Terry's suave handling of the Terrytones (formerly The Mabries) and the whole swift-paced, yet smooth and pleasing show. Evie is the showstopper. Wins tremendous applause every performance. Like everyone else we, too, look for this gorgeous armful to go—right up to stardom; By the way, Eraci and the Terrytones all on Ron's new Kabbell Record . . . Jim Lounsberry all thrilled over the awards to be made to dance winners on his Random Matinee; one of the teenager's clickers Tylers. . . . Deane's Al Chapman all hepped up the forthcoming appearance of Sam Davis, Jr., "I'll be bigger than you and me," is the way Al put it. And Al continues to rave about another Al, Bihlbeck, that is, whose "Be" is climbing and climbing. . . . Barney Fields left label "X" and will freelance in record promotion biz. Will work around Chi, Milwaukee and the midwest, Barney hopes to announce some very interesting accounts, but soon. . . . Jim Amache, former Chicagoan, clicking like anything over KLAC in Hollywood. Reports are that he's enjoying top rating. . . . Tom Duggan reported to be ready to back his own wing and be a grand oldie that is, single musical and was made over 35 years ago. In this regard, Irwin Berke says, "The Terrytones. . . ." And adds, "Tom's liable to come up with the next big record hit. . . ." "Seventeen" Boyd Bennett grabbing himself lots of good spotlite with good public relations. . . . Patti Page chosen to sing the national anthem for Armed Forces Day. One more grand honor for a very grand gal . . . Lou Brownie covering the deejays, juke box ops and everyone else "round town with his way of two great oldies on the Wing. Like juke box ops advised Lou, "the record's way in the boxes for a long, long time." Both sides of the disk perfectly timed at 1:50, . . . Len Garms will be handling Am-Par Records distribution here. Opening his headquarters on South Michigan Avenue, Len formerly in the disk distib biz and knows how.

HOLLYWOOD:
The majors are still hopping on the Rhythm and Blues tunes and their coverage is getting faster all the time. Imperial records here released Fats Domino's "All By Myself" which immediately took off in the R&B field. Victor was the first to cover it with Vaughan Monroe, and other labels are set to number tops. . . . George Jay is off to New York on a promotion trip with steps scheduled in Chicago and Milwaukee. DeCicca Sisters new release of "Give Me Time" out on the Abbott label last week and getting good play. Fabor Robinson with his 40's hit in LAFawn Paul's "Learning to Love." . . . Sunset Records which recently recorded a "Wild Bill Hickock" album have set an album of Ed Gardner's famous routines called "Duffy's Tavern Revisited." . . . Gloria Womack has signed with Anne Mills of Gabbe, Brinn and Holler for personal management. . . . Sonny Burke to cut two of his original tunes with a forty piece orchestra for Decca. . . . Ray Wood making the rounds of the stations in his Bermuda shortsatura. Alan Holie's "Rockin' the Cha Cha." . . . The San Francisco return to Honolulu after visiting L.A. disk-jockeys. His new Decca release out last week, "Rainbow In Hawaii," was written by Harry Mahby, prominent Los Angeles attorney. . . . The Paris Sisters, new teen idol group, The Paris Sisters, new teen idol group, were heard over at the Sands in Vegas to appear with Frank Sinatra. . . . Bob Stearns exiting Record Sales promotion this week. While handling Stearns, had two national hits break in here "Suddenly There's a Valley" and "Pancho Lopez." . . . The Los Angeles market is becoming increasingly important in breaking hits in the past few weeks at the R&B field. Latest example the promotion of "Black Denim Trouser and Motorcycle Boots." . . . Barney Fields, Label X's Midwest promotion man, in town visiting his and Jerry Neeler, R&B jockey turned them away at his Record Hop held recently at the Manor Hotel.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
"The Bible Tells Me So"
AND
"ARMY OF THE LORD"
NICK NOBLE
WING 90003

"Back Track"
AND
"Honeymoon"
MALCOLM LOCKYER
WING 90026

"Paper Roses"
AND
"Only You"
LOLA DEE
WING 90015

"Dreamy Melody"
AND
"Ukelele Lady"
EDDIE BALLANTINE
WING 90021

"Kwela-Kwela"
AND
"Who But You"
BUDDY MORROW
AND HIS ORCHESTRA
WING 90027

"Che Sara, Sara"
AND
"I Wanna Be There"
GLORIA VAN
WING 90019

"My Sweetie's Gone"
AND
"Can I Forget"
GLORIA HART
WING 90024

"More And More"
AND
"Gina"
RONNIE GAYLORD
WING 90018

"What's The Difference"
AND
"Understand"
BOB ANDERSON
WING 90025

"Come Home"
AND
"Woke Up This Morning"
ARTHUR PRYSOCK
WING 90016

WING RECORDS
A SUBSIDIARY OF MERCURY RECORD CORP.

"It's What's in THE CASH BOX That Counts"
another smash hit for N.A.T. "KING" COLE

with orchestra Conducted by NELSON RIDDLE

FORGIVE MY HEART AND SOMEONE YOU LOVE

AS FEATURED ON MR. DISTRICT ATTORNEY TELEVISION SHOW

week of September 26

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
MARQUEE RECORDS’ First Release
HAS DOUBLE BARRELLED HITS!!

The First!
The Original!
By The
(Hey Mr. Banjo)
SUNNYSIDERS
"FAIR DINKUM"
The Australian Marching Song That’s Taking America by Storm!

and
"STAY ON THE SUNNYSIDE"
A Banjoking Novelty
Marquee #1023

"ANGEL BELLS"
By The
LEE GORDON SINGERS
and Orchestra Under the Direction of
MONTY KELLY

A Stirring Vocal Rendition!

"YOU NEVER HAVE TO STAND ALONE"
For the First Time the Sensational Vocal Talent of...
MURRAY ARNOLD
...Has Been Revealed on Records!
Orchestra under the direction of Monty Kelly
Marquee #1019

Call your local distributor or call direct . . .

Complete National Distribution

“IT’S WHAT’S IN THE CASH BOX THAT COUNTS”
Piano players may have a special attraction to albums, and these are some of the best-selling albums featuring Piano players:

1. **LOVE ME OR LEAVE ME**
   - Doris Day (Columbia CL 710; EP 540)
   - Peggy Lou & Ella Fitzgerald (Decca DL 8166; ED 2269)

2. **PETE KELLY'S BLUES**
   - Jack Webb & Various Artists (RCA Victor LPM 1129)

3. **IN THE WEE SMALL HOURS**
   - Frank Sinatra (Capitol W 581; EFB 1, 2-581)

4. **OKLAHOMA**
   - Original Movie Cast (Capitol SAO 595; SDM 595)

5. **LONESOME ECHO**
   - Jackie Gleeson (Capitol W 627; EFB 1-627)

6. **STARRY STARRING SAMMY DAVIS, JR.**
   - Sammy Davis, Jr. (Decca DL 8818; ED 2242-5-6)

7. **THE STUDENT PRINCE**
   - Mario Lanza (RCA Victor LM 1837; ERB 1837)

8. **MUSIC FOR LOVERS ONLY**
   - Jacky Gleeson (Capitol H 352; EFB 352)

9. **DAMN YANKEES**
   - Original Cast (RCA Victor LOC 1021; EOC 1021)

10. **SOMETHING COOL**
    - June Christy (Capitol H516)

11. **MEET ANDRE KOSTELANETZ**
    - Andre Kostelanetz (Columbia KZ1)

12. **SONGS OF THE WEST**
    - Norman Luboff Choir (Columbia CL 657; B 2003)

13. **PIANO PERSPECTIVES**
    - Don Shirley (Cadence CLP 1004)

14. **LIKE JAZZ**
    - Various Artists (Columbia ZJ 1)

15. **LOVE PARIS**
    - Bill Haley & Comets (Decca DL 5560; ED 2168)

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**JIMMY FUND RECORD HOP**

Boston—Jack McDermott of WLYN dances with one of the hundreds of youngsters at the Roy Hamilton Fan Club Jimmy Fund Record Hop at Revere City Hall. The dance was sponsored by the Roy Hamilton Fan Club of Revere for children's cancer research. Ten of Boston's top disk jockies were on hand for the event.

---

**THE CASH BOX**

**POPULAR**

"SAMMY JAYS, JR. sings JUST FOR LOVERS"—Decca DL 8170 (12" LP)

"YOU NEVER DO SOMETHING TO ME, YOU'RE MY GIRL, COME RAIN OR COME SHINE, AND WHEREEVER YOU GO, MY HEART WILL FOLLOW YOU"—Decca DL 8170 (12" LP)

"SAMMY Davis, Jr. has become one of the world's greatest entertainers this year, and he's done it with the same success as he was doing it at the top of the chart. His single records have been selling like hot cakes and his first Decca LP "Starring Sammy Davis, Jr." is the best selling album of the month. He spent the time in the number 1 slot. Even tho' the "Starring" LP hit the top spot, it lost a load of sales because many of Davis' fans had already bought it in stores. Later in the month, the record companies, however, of the record was previously released. It's all new. The album's more of the same that of the past, but it is designed for a romantic atmosphere. If you think Sammy had a big seller in his first LP, this one's going to be even bigger. There are great many songs on the album, and if you think the highlight is the sin's 6 minute, 2 sec. delivery of what will probably be another Porter standard "It's All Right With Me."

"THE BOY NEXT DOOR"—Roger Williams, piano—Kapp KL 1003 (12" LP)

"THE BOY NEXT DOOR" is a new LP that will make you feel like you're walking in the rain. It's full of the kind of music that makes you feel like you're in another world.

Roger Williams, a classically trained pianist, is currently proving that he can play pop music—type the public wants. And he's doing this with his beautiful hit record "Autumn Leaves." The recording is the top and could be one of the year's biggest sellers. As is always the case when a newcomer makes the grade, people want to know more about the artist. Kapp answers the requests with a lovely 12" LP featuring piano solos by Williams. The artist is not enhanced by a lush orchestra as he is on his single hit, but he comes off exceptionally strong as a vocalist. He has chosen a dozen great times wonderfully suited for the keyboard. Lovely mood music, Disk has big possibilities.

"TONIGHT AT MIDNIGHT"—Steve Allen and Orchestra—Coral CRL 57015 (12" LP)

"TONIGHT AT MIDNIGHT" in Steve Allen's version of the song "Strange Things Happen"时空．The LP is the follow-up to his first LP, which was with Allen accompanied by a lush string backing showcasing his keyboard artistry to best advantage. Romantic mood music at its best. Steve has a great many fans to his following since his last LP was released. His hit LP and his excellent choice of material for the new album ought to have a marked effect on the LP's sales. Allen's quartet of originals on this disk are quality merchandise. Good sales material.

"CRAZY OTTO RIDES AGAIN"—Decca DL 8165 (12" LP)

"CRAZY OTTO RIDES AGAIN" is an LP that was a strong seller on its first recording for LP. Its first LP was at one time the country's top seller. Although the country record field was strong, Otto has earned for himself a tremendous number of fans who should be as crazy about his second album as they were about his first. Both of the 2 bands in this one, only a few were previously issued as singles, Decca has another strong contender in this item.

"DEE-LIRIOUS"—Lenny Dee—Hi-Fi Organ Solos With A Beat—Decca DL 8165 (12" LP)

"DEE-LIRIOUS" is an LP that was a strong seller on its first recording for LP. Its first LP was at one time the country's top seller. Although the country record field was strong, Otto has earned for himself a tremendous number of fans who should be as crazy about his second album as they were about his first. Both of the 2 bands in this one, only a few were previously issued as singles, Decca has another strong contender in this item.

"GENTLEMEN MARRY BRUNETTES"—Jane Russell and Jeanne Crain with Alan Young, Scott Brady and Rudy Valley—Coral CRL 57013 (12" LP)

"GENTLEMEN MARRY BRUNETTES" is an LP that was a strong seller on its first recording for LP. Its first LP was at one time the country's top seller. Although the country record field was strong, Otto has earned for himself a tremendous number of fans who should be as crazy about his second album as they were about his first. Both of the 2 bands in this one, only a few were previously issued as singles, Decca has another strong contender in this item.

"CREW CUTS GO LONG HAIRED"—Mercury MG 20607 (12" LP)

"CREW CUTS GO LONG HAIRED" is an LP that was a strong seller on its first recording for LP. Its first LP was at one time the country's top seller. Although the country record field was strong, Otto has earned for himself a tremendous number of fans who should be as crazy about his second album as they were about his first. Both of the 2 bands in this one, only a few were previously issued as singles, Decca has another strong contender in this item.
“DANCING WITH THE STARS” — Frankie Carle, Gene Krupa, Hal McIntyre, Jack Teagarden, Benny Carter, Count Basie, Will Bradley, Glenn Miller, Neal Hefti, Leroy Anderson, Tony Pastor, Artie Shaw — Epic-LN-3156 (12” LP) 

The producers of this LP have come up with a top selection of old instruments by some of the top name men listed above. The combination is not quite trad, but most of the are of the slow bop variety. Their tempo is tailor made for dance and many of the songs heard are time classics. Should enjoy a fair sale.

“MANON LESEAT” — Giacomo Puccini—Licia Albanese; Robert Merrill; Jussi Bjorling; Franco Calabrese; Maria Callas; Plinio Clabassi; Anna Maria Alberghetti 

RCA Victor has put together a complete version of Puccini’s “Manon Lescaut,” cut only last year at the Opera House in Rome, and starring Licia Albanese and Jussi Bjorling, with Robert Merrill. The performances of those three, all supported by a cast of Italian artists, are superb. Add to that the Puccini score, replete with melody, and we have an outstanding offering. The story of the ill-fated Manon is thrillingly sung by Licia Albanese and Jussi Bjorling. Combine this with a set that is exactly what Monteverdi accomplishes. He has created a freshness and enthusiasm that are not normally found in thrill the listener. Excellent catalog item and a must for anyone not yet possession of the mystery.

TCHAIKOVSKY Symphony No. 6, in B Minor, Op. 74 (“Pathétique” Boston Symphony Orchestra—Pierre Monteux—RCA Victor LM-1901—(1-12” LP) 

Pierre Monteux leads the Boston Symphony Orchestra through the famous Tchaikovsky “Pathétique.” One of the most recorded Tchaikovsky works, it is played with a great deal of that is exactly what Monteux accomplishes. He has created a freshness and enthusiasm in way that is not normally found in thrill the listener. Excellent catalog item and a must for anyone not yet possession of the mystery.

BRAMS “Symphony No. 2, in D, Op. 73” — Claridge Symphony Orchestra—Camden CAL-2566—(1-12” LP) 

One of Brahms’ most familiar works and one which has been recorded and performed many times. It is a superb effort and is an excellent catalog item for the retailer. Performed in excellent manner by the Claridges Symphony Orchestra, it will be a strong addition to any library.

“PSYCHE” — Frank Wilcox; Van Totton 

Conducts the Hague Philharmonic Orchestra and the Netherlands Chamber Choir; Utah Festival Orchestra, Parley; F. Van Totton leads guides the Hague Philharmonic Orchestra and the Netherlands Chamber Choir; Utah Festival Orchestra, Parley; F. Van Totton leads. A new, poetically vivid for a vividly vivid. The delicate shading of the incoicke work are tastefuls and stirring. The work moves with a new intensity. Album is to be recommended.

JAZZ

LIONEL HAMPTON “ALL AMERICAN AWARD CONCERT” — Decca Records DL 8085 (1-12” LP) 

HAMPTON, I know that you can’t (1-12” LP) 

The ubiquitous Lionel Hampton is heard via a recording of his concert at Carnegie Hall recently. A selected number one “New Star” in the annual poll of Record Mirror. It is Hampton’s most exciting and driving best. Of course, included in the album is the high point of the LP, decca) record the finest instrumental jazz. In addition, he has created a something new and refreshing a “new star” in the annals of jazz history. Album is the great trumpets by Dizzy Gillespie, who said: “Red Cross.

STEVE ALLEN’S “ALL STAR JAZZ CONCERT” featuring the Lawson-Heagart Jazz band with Sylvie Syms, guest vocalist Billy butterfield Jazz Band with Ray McKinley Vol. 1—Decca DL-85141 (1-12” LP) 

I WANT TO BE HAPPY; SWEETGEORGIA BROWN; BIG NOISE FROM WINDREK; LOVE ME OR LEAVE ME; SONG THAT MADE RAY SING; HONEYSUCKLE ROSE; CAN’T GET STARTED.

The magic name of Steve Allen is figured to get this album off to a flying start. Allen, with his vast TV audience representing a great potential market, provides a light comedy. A fine group of musicians has been gathered for both the Lawson-Heagart and Billy butterfield aggregations. With the Lawson-Heagart group are Jack (Yank) Lawson, Bill Stegmeier, Lou McGarrity, Lou Stein, George Barnes, and Cliff Linn. The butterfield’s combo consists of “Cutty” Catshall, “Peanuts” Hugho, Lou Stein, Jack Lester, and Ray McKinley. Sylvie Syms, familiar New York night club figure, sings “Love Me Or Leave Me” with the Lawson-Heagart Jazz Band. It is a swinging, entertaining LP that will find many admirers and many customers. With the talent used here, this is an album that cannot be ignored. Steady sales in the jazz buying stores should not hesitate to stock this offering.

“DON ELLIOTT SINGS” — Bethlehem BCP 15—(12” LP) 

“IT’S A BEAUTIFUL DAY — O.K.” — Cornelia Varner (Polydor)

With Don Elliott you get the jazz artist who specializes as a performer on the oboe, mellophone, trumpet and trombone, is presented here as a singer. The talented folks surprise with a warm, intimate style, and Elliott’s sensitive singing voice is a sensitive performer and will undoubtedly win him himself more fans with this release. An engaging band is “I Hadnt Any Heart” with the use of multi-track recording, has Elliott singing a five-voice chorus backing his vocal solo. Don also plays the trumpet here. However, do not get the impression it is a “cliché.” It is a well-chosen addition to the new, long-playing, well-designed to please, not surprise. Pleasant and pleasing listening.

(Continued on page 21)
New York—Bill Neilson, national sales manager of Epic Records, announced this week that the company’s total higher sales figures last August than in any previous month since its inception. “In fact,” said Neilson, “we increased our business 250 percent over August of 1954.”

In the package field Epic’s August sales figures for pop and classical albums equalled 80 per cent of the combined figures for the months of January through July. Among its best selling pop albums were “Somethin’ Smith and the Red Heads”; “Best of Fred Astaire”; “Willie Bill Davis At Birdland”; “The Lou Stein 3—4—5”, and “Epic’s classical top numbers were “Debussy Images” and “Christinas Story.” Single sales which helped pile up the record sales total “I Want You To Be My Baby”, Little Richard; “It’s Sin To Tell A Lie”, Somethin’ Smith; and “Little Voice” paired with “All This Is Mine”, Roy Hamilton. Neilson attributed the sharp rise in August sales to two factors. The growing acceptance of the label after a year of proving itself through quality and performance—and a concentrated campaign that saw Bill Neilson, Charles Schickie, Walt Hayni, Jim Shevin and Bob Dean personally visit every one of the thirty-three Epic distributors. The campaign included advertising allowances to all distros and concert radio and newspaper Epic advertising. The chief objective of the drive was to impress distros with the future growth of the label based on its ever expanding catalog and younger roster. Its immediate response was both surprising and gratifying.

Already under exclusive contract to Epic in the classical field are Ed. Van Beinum and the Concertgebouw Orchestra of Amsterdam; George Szell and the Cleveland Philharmonic Orchestra; Alexander Uninsky, world famous pianist; and Arthur Grumiaux, violinist. Grumiaux has just recorded the newly discovered Paganini “Fourth Violin Concerto”. It is the first recording of the Paganini work.

Mary Holzman, a & R head, is seeking new talent to build up a jazz roster. In Stein, Holzman has an artist who has proven his sales power with two successful albums. Epic has also released successfully Vocalion, Brunswick and Okeh re-issues as the “Jazz Master Series.”

Future expansion will receive a decided push from Epic’s recently announced agreement with European Philips. Holzman advised there would be a regular schedule of Philips records issued on Epic. A heavy advertising campaign will give a local buildup to several European artists in an effort to duplicate the success already attained by such artists as David Whitfield, Mantovani, and others. Holzman also concluded a reciprocal deal in which Phillips will distribute all Epic releases in Europe. These agreements were reached through discussions with Johnny Franz, a & r head of Philips, London; George Meyerstein, a & r head of Philips, France; and Cuno Solleveld, International sales manager from Holand, who recently visited the United States. Holzman also announced plans to revitalize the Okeh label. The rhythm and blues side, with two solid performers in holdovers Chuck Willis and Big Maybelle, has expanded its roster with the addition of Carmen Taylor, Honey Gordon, and Eddie “Texas” Curtis.
### Livingston Drops Pre-Recorded Tape Prices 25% Thru Dealer Club Plan

**NEW YORK—In a move to expand the dealer coverage in the sale of pre-recorded tapes, the Livingston Electronic Corporation of Livingston, New Jersey, has announced the Livingston Tape Club Plan. This manufacturer-dealer-consumer coop will make possible a 25 percent reduction in the cost of all tapes in the Livingston catalog to members of the plan. Thus, it will now be possible to purchase high-fidelity music on professionally pre-recorded tape for as little as the cost of a single hour recording, such as is available on the dual track, 5-inch reels, recorded at 7.5 inches per second. A binaural tape which previously cost $10.00 per half hour will now be available at $7.50. Similarly, a full hour of music on a 7-inch reel, dual track, at 7.5 ips, will be available at an all time low of $9.00.

Club members will pay an enrollment fee of $6.50 for which they will receive a book of twenty-five coupons. Each of these coupons, when presented to the dealer, entitles the purchaser to a club discount of 25 percent. The dealer, in turn, redeems these coupons for their own special discount. In addition, the coupon books which each member will receive will be filled with a full year's subscription to Tape Recording Magazine. Where a member is already a subscriber to this magazine, arrangements have been made to extend the existing subscription for an additional year.

In areas not yet covered by dealers, the new club plan will make it possible for members to purchase directly from club headquarters. It is planned to keep all members informed in advance of new releases and any new developments affecting their interest in tape. The present Livingston Tape News Letter will be expanded to include all new members in the club plan.

Simultaneous with the announcement of the club plan comes the release of the new expanded Livingston Tape Treasury, which includes over eighty new titles on the following labels: Livingston, Audioselect, Connoisseur, Atlantic, Esoteric, Hack Swain, Empirical, Oceanic, Riverside, Boston, Lyricist, and Flo. A significant feature of these new listings is the increasingly high percentage of binaural (two-channel stereophonic) recordings available for machines using either stacked (in-line) or staggered (displaced) heads. The growth of the binaural audience is displaying an unexpected acceleration, and Livingston plans to continue to make available an increasing number of such recordings.

With its new catalog Livingston hopes by this move to satisfy the growing demand for pre-recorded tapes with a new merchandising and price structure.

### Air Lift

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<th>Selection</th>
<th>Artist(s)</th>
<th>Notes</th>
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<td>1</td>
<td>Yellow Rose of Texas</td>
<td>1956-10-12&lt;br&gt;Johnny Desmond &amp; His Orchestra&lt;br&gt;The Side of Johnny Desmond</td>
</tr>
<tr>
<td>2</td>
<td>Down That Tennessee Saturday</td>
<td>1941-12-15&lt;br&gt;Johnny Desmond&lt;br&gt;The Side of Johnny Desmond</td>
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<td>3</td>
<td>I'm a Little Splendid Thing</td>
<td>1939-07-15&lt;br&gt;Little Orphant Annie&lt;br&gt;The Tramps</td>
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<td>Seventeen</td>
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<tr>
<td>5</td>
<td>Maybellen</td>
<td>1947-10-09&lt;br&gt;Maybellene &amp; Her Heartbreakers&lt;br&gt;The Side of Maybellene &amp; Her Heartbreakers</td>
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### Other Selections

- **LAVEN, AL—** "Babe Me" (42-1204)<br>
- **RIVER—** "Bell Me" (45-6145)

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*Only those records best suited for commercial use are selected by THE CASH BOX*
THE CASH BOX
SURE SHOTS

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

"ROCKIN' THE CHA CHA"

September 24, 1955

Alan Dale
Coral 61495; 9-61495

NEWBERRY, SO. CAR.—One of the prizes offered at Columbia's regional retail dealer meetings was a Ford Thunderbird. Each dealer put his name into a hat, and one name was drawn from each territory. These regional names were put into the national hat and the winner was Mrs. Clara Wertz. Above she is pictured with her prize in front of her Wertz Music Shop in this city.

Decca And Dress Set Promotion
Campaign On Dance Albums

NEW YORK—Decca Records, in conjunction with Patricia Fair Dress
Eyes, Dakota Fabrics and the Independ
tent Retailers Syndicate, has announced an
extension of the Four-Week-Long promotion
of national scope. The promotion—known as "Platter Prizes"—involves a new wave of
high-fashion dance dresses by Patricia
Fair, all made by Dakota Fabrics, that will be exhibited along with new
Decca dance albums in many of the member stores of the Independent
Retailers Syndicate across the country.

The promotion plans include
advancing in the Advertising
November issue of "Mademoiselle" in which the
Decca LPs will be illustrated. The
album listings are "Waltz

Every dress by the company will carry a tag made like a Decca record, and on the reverse side of the tag, the albums mentioned above will be listed.

The companies will also sponsor a design contest, to stimulate interest on a local and consumer level. Local tie-ins between stores and department stores are being arranged whereby the jockey will tell about the contest on the air. Each entry will be asked to design a dress inspired by the mood of one of the Decca LPs. Application blanks will illustrate the album covers and prizes will be awarded the winners on the basis of originality of design and on the appropriateness of the design to the album that inspired it. The contest will also be described in local advertising.

It's What's In THE CASH BOX That Counts"
NEW YORK—Mantovani, British recording star and conductor, has ar-

dived in New York for his first concert tour of the United States. The con-
ductor, whose music and fame have preceded him here, will give perfor-
man at Carnegie Hall on October 5th and 8th and November 6th with his

of 45 musicians.

After several days how Mantovani will go to Canada where he will open
a tour on September 19th in Toronto. He returns here afterward for his
New York appearances and his national tour which will include such cit-
ies as Boston, Hartford, Newark, Baltimore, Harrisburg, Pittsburgh, Clev-
edon, Toledo, Detroit, St. Louis, Kansas City, Des Moines, Omaha, Min-
neapolis, Chicago, Philadelphia and Washington.

On his tour of this country, the conductor will be billed as “Mantovani
and His New Music.” His “New Music” dates from 1951 when the British
Decca firm for whom he has recorded since 1940, asked him to record some
favorite waltzes. The distinctive ar-

rangements which put the emphasis on the strings and the original scoring,
which Mantovani does himself, caught the public fancy immediately, and his
recording-sales have hit astronomical

It was Mantovani’s recording of “Green Sleave” broadcast nightly on a

radio network station that first
identified the tone-named conductor to the American public. His recording

album, “Waltzing with Mantovani”

became a best seller here and Man-

tovani soon became a popular favorite. Among his own compositions is the

talled, “Cara Mia.”

Mantovani, though raised in Eng-

land, was born in Venice, the son of a

violinst who had once been concert-
master for Pietro Mascagni, composer of “Cavalleria Rusticana.” He had his

own orchestra at 18 and later became musical director for Noel Coward’s

London productions. He has composed the background music for many Brit-

ish films.

Mantovani records for London Records.

The American tour will be under the direction of Columbia Artists

Management.

Garcis Re-Enters

Disk Distrib Biz

CHICAGO—Leo Garcia, who got

his first taste of the record distribut-

ing field sometime ago in partnership

with t, liked it so well that, as of this

past week, he officially reentered the

field. He will handle distribution for

Am-Par Records in this area.

Garcis reported, “This is the busi-

ness I like. I want everyone to call at

our new headquarters at 3011 South

Michigan Avenue and visit with us.

“I believe we have a big story for

them in the new Am-Par Records. We

will offer the kind of service and

cooperation to juke box operators,
dealers and disk jockeys that they

have always wanted.”

At the present time Garcia is

handling the Am-Par Record line only

under the firm name of Garcia Dis-

tributing Company.

“We may,” he added, “have some

interesting announcements in the very

near future regarding other lines.”
MINNEAPOLIS: Wing record star, Lola Dee arrives in Minneapolis to participate in Paper Roses Day held in honor of her new Wing hit “Paper Roses” and the opening of an enlarged record department at Don Leary, Inc., Saturday, September 10, 1955. WTCN’s Don Doty, winner of DJ contest held in connection with celebration, welcomes Lola. From left to right: Wince Chamberlain of Leary Tab; Ed Leary, Manager; Midwest Promotion Mgr. of Wings; Lola; Don; and Jack Taylor of Distributing, Wing’s distributor in Minneapolis.

Grandson To Frank Walker

BALTIMORE—A son, Robert John, was born to Mr. and Mrs. John Robert Walker of Baltimore, Md. on September 10th at the Churcheane Hospital in Baltimore.

The mother is the former Grace Houtier, daughter of Mr. and Mrs. James Houtier of New York City.

The father of the child is the son of Frank B. Walker, vice-president of Music Records, and Mrs. Frank B. Walker.

“Plain & Fancy” Quartet

NEW YORK—Four members of the singing ensemble of “Plain and Fancy” hit the musical comedy currently at the Winter Garden Theatre, New York, combined their talents to form a quartet and have been signed by Rama Records. Their first date was recorded last week, the tunes cut being “Every Time I Hear That Sound in My Ear” and “Love Is Like a Raindrop.” The foursome, now known as the Bachelors, is made up of Herb Surface, Ed Thompson, Bob Cole and Jack Nevin.

ALBUM REVIEWS (continued)

THE RED NICHOLS STORY—Red Nichols and his five penguins—Bruckwick BL 54906 (1-12 LP)

THAT’S NO BARGAIN; BONEYARD SHUFFLE; IIDA’ SWEET AS APPLE CIDER; FEELIN’ NO PAIN; BUGLE CALL RAG; ECCENTRIC; NOBODY’S SWEETHEART; AVALON; ROSE OF WASHINGTON SQUARE; INDIANA; DINAH; BOY.

Bruckwick digs into the files for a collectors’ item that features Red Nichols and his five penguins from 1926 thru 1930. Heard as the “penguins” are Benny Goodman, Pee Wee Russell, Jimmy Dorsey, Joe Venuti, Eddie Condon, Eddie Lang, Jack Teagarden, Gene Krupa, Milt Mole and Glenn Miller. TheObviously dated, the jazz swings and one still finds enjoyable listening and nostalgia. The release, for the most part, will find its market among the collectors.

“ROCKIN’ WITH MILT”—Milt Buckner—Capitol Records T 642 (1-12 LP)

LEAN BABY; BERNIE’S TUNE; ROCKIN’ WITH MILT; EASY TO LOVE; BLUES FOR ME; ROBINS NEXT; Slaughter On 12th Street; Little Miss Chocolate; MOVING WITH HITCH; TAKE THE “A” TRAIN

Milt Buckner lends the organ a swing and drive that lifts it from its usual staid position and places it right next to the trumpet and sax as a jazz instrument. Buckner fills the air with a hard hitting, rocking sound and tempo. Jazz fans will be delighted, the Bach lover will have a true innovation. If you like a beat and swinging jazz this is your dish.

JAZZ IN HOLLYWOOD—Libert L111001 (1-12 LP)

SILVER; THERE WILL NEVER BE ANOTHER GIRL; ENCHANTING IN BLUE; YESTERDAYS; THE GIRL FRIEND; BLOO DRAIN; PERPETUAL MOTION; BOB WHITE; DANZA DO BRAZIL; BOB WHITE.

Liberty scoops up a wide variety of West Coast jazz musicians and presents them under the title, “Jazz In Hollywood.” We hear samples of the talents of Herb Harper, Bud Shank, Billy May, Mike Sammes, Harry Baharin, Lou Levy, Dem Frontiere, Abe Most, Bob Enevoldsen, Bob Gordon, Buddy Wise, and the Hollywood Saxophone Quartet. Space does not allow comments on each artist involved. As an over-all description, it is an interesting collection of assorted talents playing easy to listen to west coast jazz. Impressions in most cases stick close to the melody line. Jazz fans should find it of strong interest.

MINNESOTA: Wing record star, Lola Dee arrives in Minneapolis to participate in Paper Roses Day held in honor of her new Wing hit “Paper Roses” and the opening of an enlarged record department at Don Leary, Inc., Saturday, September 10, 1955. WTCN’s Don Doty, winner of DJ contest held in connection with celebration, welcomes Lola. From left to right: Wince Chamberlain of Leary Tab; Ed Leary, Manager; Midwest Promotion Mgr. of Wings; Lola; Don; and Jack Taylor of Distributing, Wing’s distributor in Minneapolis.

Grandson To Frank Walker

BALTIMORE—A son, Robert John, was born to Mr. and Mrs. John Robert Walker of Baltimore, Md. on September 10th at the Churcheane Hospital in Baltimore.

The mother is the former Grace Houtier, daughter of Mr. and Mrs. James Houtier of New York City.

The father of the child is the son of Frank B. Walker, vice-president of Music Records, and Mrs. Frank B. Walker.

“Plain & Fancy” Quartet

NEW YORK—Four members of the singing ensemble of “Plain and Fancy” hit the musical comedy currently at the Winter Garden Theatre, New York, combined their talents to form a quartet and have been signed by Rama Records. Their first date was recorded last week, the tunes cut being “Every Time I Hear That Sound in My Ear” and “Love Is Like a Raindrop.” The foursome, now known as the Bachelors, is made up of Herb Surface, Ed Thompson, Bob Cole and Jack Nevin.

ALBUM REVIEWS (continued)

THE RED NICHOLS STORY—Red Nichols and his five penguins—Bruckwick BL 54906 (1-12 LP)

THAT’S NO BARGAIN; BONEYARD SHUFFLE; IIDA’ SWEET AS APPLE CIDER; FEELIN’ NO PAIN; BUGLE CALL RAG; ECCENTRIC; NOBODY’S SWEETHEART; AVALON; ROSE OF WASHINGTON SQUARE; INDIANA; DINAH; BOY.

Bruckwick digs into the files for a collectors’ item that features Red Nichols and his five penguins from 1926 thru 1930. Heard as the “penguins” are Benny Goodman, Pee Wee Russell, Jimmy Dorsey, Joe Venuti, Eddie Condon, Eddie Lang, Jack Teagarden, Gene Krupa, Milt Mole and Glenn Miller. TheObviously dated, the jazz swings and one still finds enjoyable listening and nostalgia. The release, for the most part, will find its market among the collectors.

“ROCKIN’ WITH MILT”—Milt Buckner—Capitol Records T 642 (1-12 LP)

LEAN BABY; BERNIE’S TUNE; ROCKIN’ WITH MILT; EASY TO LOVE; BLUES FOR ME; ROBINS NEXT; Slaughter On 12th Street; Little Miss Chocolate; MOVING WITH HITCH; TAKE THE “A” TRAIN

Milt Buckner lends the organ a swing and drive that lifts it from its usually staid position and places it right next to the trumpet and sax as a jazz instrument. Buckner fills the air with a hard hitting, rocking sound and tempo. Jazz fans will be delighted, the Bach lover will have a true innovation. If you like a beat and swinging jazz this is your dish.

JAZZ IN HOLLYWOOD—Libert L111001 (1-12 LP)

SILVER; THERE WILL NEVER BE ANOTHER GIRL; ENCHANTING IN BLUE; YESTERDAYS; THE GIRL FRIEND; BLOO DRAIN; PERPETUAL MOTION; BOB WHITE; DANZA DO BRAZIL; BOB WHITE.

Liberty scoops up a wide variety of West Coast jazz musicians and presents them under the title, “Jazz In Hollywood.” We hear samples of the talents of Herb Harper, Bud Shank, Billy May, Mike Sammes, Harry Baharin, Lou Levy, Dem Frontiere, Abe Most, Bob Enevoldsen, Bob Gordon, Buddy Wise, and the Hollywood Saxophone Quartet. Space does not allow comments on each artist involved. As an over-all description, it is an interesting collection of assorted talents playing easy to listen to west coast jazz. Impressions in most cases stick close to the melody line. Jazz fans should find it of strong interest.
That's right! There's never been anything like it in the history of this industry! The Cash Box is the one and only publication in all the history of this industry that dares offer you DOUBLE YOUR MONEY BACK, for any reason whatsoever you don't agree that The Cash Box is the finest publication for your purposes!

Fill out the coupon on the bottom of this page today! Enclose your check for $15 for a Full Year (52 Weeks) subscription to The Cash Box! Read the first four issues! If you don't agree, after reading those first four issues, that The Cash Box is the greatest magazine for your business in all the history of the industry, simply return those first four issues and GET DOUBLE YOUR MONEY BACK for those four issues, PLUS the $15 you sent in for your full year's subscription!

YOU CAN'T LOSE!!

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

OKAY! I'll take your offer! Enclosed find my check for $15 for a Full Year's subscription to The Cash Box (52 Weeks' Issues). If I don't like the first four issues I receive, I am to return those four issues to you and you are to give me DOUBLE MY MONEY BACK for those first four issues, plus the $15 which I'm enclosing herewith.

NAME ..................................................
FIRM .................................................
ADDRESS .........................................
CITY ................................................
ZONE .............................................
STATE ..............................................
Columbia Promotion

NEW YORK—Columbia Records sponsored a display at the National Premium Show, held at the Sheraton-Astor Hotel, this city, September 12 thru 15.

The Columbia display will utilize the full Columbia talent roster to create records in the traditional, promotion, and studio format. The latter calls for the public to return a small fee which goes toward defraying the expenses of the promotion. Al Schuman heads the department.

Columbia has already participated in several of these premium promotions. The most recent campaigns included Rosemary Clooney, Dave Brubeck, Turk Murphy, and his combo, and the record stores and Columbia stores. Columbia supplied the artist and made all the recording arrangements including the use of its recording studio.

Another recent campaign is that of a Helena Rubinstein lipstick promotion. The lipstick is called “Jazz” and recordings by Dave Brubeck and Turk Murphy are tied in with advertising. Previously Smoky Blackfoot used Jo Stafford; Pepsi and Lever Brothers, Arthur Godfrey; Scandanavian Airlines System, Mitch Miller, Jill Corey and Jerry Vale.

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$1,000,000 Campaign Will Promote Jazz

NEW YORK—This week saw the launching of a $1,000,000 campaign to make the country “Jazz” conscious. The campaign is designed to make “Jazz” in its fullest musical meaning and to create for it a new identity which would signify a color—described by Helena Rubinstein as “a color of the 1949, a color of the future.” The campaign is the brainchild of Dave Brubeck and is to be financed by the Columbia Records company.

The national campaign was kicked off at a cocktail party at Basin Street, Broadway. The jazz was in, in collaboration, with Columbia Records, on September 15. Columbia’s latest Dave Brubeck album has been titled “Jazz—Red Hot and Cool” (as has the Rubinstein product). Its album notes refer to the title in all through the album and Coca-Cola.”

The campaign was supervised by a group of jazz artists, including Duke Ellington, Count Basie, and Charlie Parker. Additional Columbia tie-ins are already planned for the future. During the weekend of October 7, 8, and 9 New York will be host to the New Orleans Jazz Festival. A group of Columbia artists, and that can be featured at the festival. During these three days a Turk Murphy album will be cut for the “Jazz”—Helena Rubinstein campaign. It is expected to be titled Turk Murphy “Jazz—Red Hot and Cool.”

The new album will be introduced in the stores in a packaging that will include a Columbia Jazz recording that features Turk Murphy, Eddie Condon, Dave Brubeck and Pete Rugolo. It is features both the “hot” and “cool” jazz schools.

The new color has already influenced manufacturers and designers of women’s clothing and accessories, as well as men’s, including even buttons, towels and wallpaper.

GTJ Inks Claire Austin

HOLLYWOOD—Claire Austin, Sacramento singer, has signed a new long term contract with Good Time Jazz Records, it has been announced by GTJ Vice-President Robert D. Kinney.

“The contract is unusual in that Claire will do traditional jazz and blues for our GTJ label,” Kirstein said, “and modern and pop tunes for our subsidiary label, Contem- porary Records.” The first of her Contemporary LPs will be released in November, with an all-star group behind her including Shelly Manne and the Modern Jazz Quartet, and GTJ’s trumpet star Bob Sheehy.

Miss Austin will make her first personal appearance away from Northern California this October in New York as guest star at the annual jazz festival sponsored by the New Orleans Jazz Society.

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

Victor Signs Gary Graffman

NEW YORK—The young American pianist, Gary Graffman, has been signed to an exclusive RCA Victor contract. According to George R. Marek, director of artists and repertoire for RCA, the twenty-six-year-old pianist is one of the most significant piano prospects since Louis and Jelly Roll Morton.

Gary Graffman was the only winner of the first Rachmaninoff Fund Contest in 1944, recipient of the Special Award in 1948, and winner of the 1949 Leventritt Contest.
HOLLYWOOD—Sonny Burke, Decca's West Coast A & R chief, is in the midst of carrying out an idea of pairing two famous youngsters on a couple of new Decca Releases including a new rendition of "Accentuate the Positive." Result is the intense look on the faces of Sammy Davis Jr. and Gary Crosby, as Sonny explains several details about the sessions. Sammy and Gary's first duo release will be early this fall.

Peer Gets Gita's Film Music

NEW YORK—Peer International has acquired the American rights to the music from the forthcoming Gina Lollabrigida motion picture "Friskly," Paul Seigel announced this week. The agreement was made between Organizzazione Musicale Nazionalmente, the Italian music syndicate which Seigel represents in this country, and Murray Deutsch of Peer.

Peer acquired the following songs: "Gita," recorded in the U.S. by Richard Hayman on Mercury; "Lied," Ronnie Gaylord on Wing; and the title tune for which the English lyrics were written by George Thorogood.

Decca Promotes "Fill Your Home With Music" Program

NEW YORK—Decca Records announced this week that their "Fill Your Home With Music" program is now in full scale operation on the disk jockey level. The jockey participation in this fall program is spearheaded by a specially designed kit containing a selected number of albums comprising the disk jockey's extensive fall release. The albums contained in the kit are: "Old Masters," Bing Crosby; "Just For Lovers," Sammy Davis, Jr.; "Memories," Ethel Merman; "Walkin' Blues," Wayne King; "Crazy Otto Rides Again," Crazy Otto; "Broadway Goes Hollywood," Jack Pleis; "Dee-Licious, Lenny Dee; "Music For Barefoot Ballerinas," Larry Elgart.

In addition to these albums, the Decca kit contains a recorded interview (and accompanying script) by each of the eight artists whose albums are in the package.

Crew- Cuts Turn Over Shampoo Firm

CHICAGO—The Crew-Cuts, who recently formed the Quartz Chemical Company, which makes 5h-Boom Shampoo and College Cream Oil now on the market, have turned over business interests of the firm to Mark Baskin, 9th generation of the Edwin Chemical Company of Chicago.

The firm will continue under the name of the Quartz Chemical Company, and Baskin will be in charge of manufacturing and distribution of the products. The Crew-Cuts will be retained in the promotion of the item.

Wen Dee Names A & R Head

BRISTOL, Pa.—Harry Hollenbach, president of Wen Dee Records, this week announced the signing of Jules Levan, musical director of the "Miss America" beauty pageant and long associated with the Steel Pier Orchestra, as A & R head of the Indie.

Levan, a pianist, arranger and conductor, has already directed a session with Julie Joyce. Dick is slated for release within the next two weeks. The label has also signed three new pop recording acts. Thrush Lewis Martin; the Bud Brothers, vocalists who accompany themselves on the banjo and guitar; and Ronnie Morris, a male singer, have all been pacted to exclusive Wen Dee contracts.

Breaking Big on - GROOVE

"GOODBYE, GOODBYE GOODBYE"
B/W "SIX O'CLOCK BOUNCE"

With . . . PIANO RED

"COMEBACK MAYBELLEN" JOHN GREER

GROOVE 4/G 0119

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
THE CASH BOX  
THE RHYTHM & BLUES RAMBLERS

NEW YORK:
R and B firms will be glad to know that another 50,000 watt has become available to them. George "Hounddog" Lorenzo, moving from WJZ-JJ-Niagara Falls, New York, opened WKBW-Buffalo, New York, on the 12 at WKWB-Buffalo, New York. Lorenzo new station will be known as "The Town of Tonawanda, City, to the south. Hounddog will broadcast out of the Zanzibar Lounge, Buffalo. He opened his show with "Peace of Mind" by the King's "It's a wonderful song." The figure will zoom upwards shortly. When on WJZ Lorenzo got an average of 25,000 listeners weekly but it was basically a blue man," said Hounddog, "My audience likes Muddy Waters and I'll give them plenty of that type of material and I'll use all R & B and some fringe releases." . . . Ray Clark, Groove Records, advises us of a new Groove release next week titled, "A-Group." An Atlanta group of youngsters, still going to college, called The Sycamores. They say "I'll Be Waiting" and "Daring Is It True," And The Two Sweethearts, a pair of Detroit girls, who recorded "True Love Is Missing." Reports, that the label will be revitalized. With Chuck Wuk, and Big Maybelle, and the likes, says Alan Freed, are in the market for charters. More to come on Thursday, Friday and Saturday bookings starting September 12. . . . The show of interest, a recent perhaps, is the interested contact Abe Feinstein—Pl. 7-7065,. . . Alan Freed wanted to say "Thanks" to Harry Levine, chief booking agent, who released him a show for a re-expected next week. . . . Pauline Rogers, new Atco thursh, has been booked into the Globe Bar, Detroit, on September 22. "Up Till Now." . . . Charlie Gray, Comsat Distributors, will hear from the jockey track in that city. . . . New Atlantic release scheduled for next week comprised of Laverne Baker, Ray Charles, and F-Bee. . . . RCA Victor and the World, Inc. (WEC) asked for his list on September 24, 1955.

JOHNNY ACE

Two Atlantic power secretaries are on the ball this week in the terms "a wonderful session." Clyde McHatter and Ruth Brown form a sensual duo that should create a great deal of interest among the fans when the deck is played. . . . John Stone's "I've been getting good pop reaction. . . . Pauline Rogers, new Atco thursh, has been booked into the Globe Bar, Detroit, on September 22. "Up Till Now." . . . Charlie Gray, Comsat Distributors, will hear from the jockey track in that city. . . . New Atlantic release scheduled for next week comprised of Laverne Baker, Ray Charles, and F-Bee. . . . RCA Victor and the World, Inc. (WEC) asked for his list on September 24, 1955.

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CHICAGO:

This is what George Leaner said, "R&B is not the be-all and end-all. . . . R&B may be someone with a voice like that of a croaking frog, but," George explained, "in R&B this man's voice is important. The man's voice can express exactly what a person feels. And it can express pain and pleasure. . . ." . . . beans and 80 cents in his son's ten, 8; (2) Mary Jane Berry; 81; (3) last Ruby-Earl Gaines; (3) Anymore-Johnny Ace; (4) Hide & Seek-Joe Turner; (5) Paradise Princes-Al Savage; (6) All By Myself—Eats Domino; (7) Come Back Maybellene-John Green; (8) Long Years-B. B. King; (9) Dear Angels Above—Jim Morris; (10) Nip Sip-The Clovers.

ALAN FREED (WKN-York)

"Starlite," The Moonglow (11); "Soldier Boy," Four Fellows (11); "A Fool For You," Ray Charles (8) and "Lonely Nights," The Hearts (6). . . Big Maybelle at the Crown Propeller and going big. . . . The Art Blakey Trio followed the Modern Jazz Quartet into the Be Bop Hive. . . Paul Cass reports that he has just taken over on distribution of the Specialty label. First one he's putting over is "Can You Hear Me Choo-Chooing." . . Abner over at Vee Jay riding high but hitch with The Spanish." Painted Picture" is going all wide over everywhere. . . Points to orders from Newark, New York, Detroit, Cleveland, St. Louis, Cincinnati and Boston. And now Abner of the belief The Eldorados "At My Front Door." Will he even bigger?" Tells that Dewey Phillips of KCUL, Memphis; John Gilliland of KRTU, Fort Worth, and Larry Dean of WUCN, Chicago, are planned to tell him what a great show he has. . . . Los Angeles: "I Want To Love You" has taken off like a jet plane. Read some terrific orders he's received from Philadelphia, North York, Philadelpia, Philadelphia and from right here in the Windy City. . . Grabbin' plenty of listen- ers' ears is the new Lili (Spider) Wash show "Nine to Noon" over WATT. It's a solo and roll show and from the action taking place 'round town, looks like the Sitter has himself one great show front. . . Mahalia Jackson developed herself some stomach aches and went into the hospital for a quick checkup, But the great 'Voice' is just as great. And doing her TV stint without halt. Real trouper.

LOS ANGELES:

Dootoos Williams has signed a new singer whose name is Johnny Twovoices, and whom Dootoos de- scribes as 'the most unusual voice that he has heard. The singer has an extremely high falsetto voice, and when he sings a high tenor or a low bass. . . New R&B show on KKKK with Lonnie Johnson playing the records from midnight until 4 A.M., six nights a week. . . Jimmy Nelson of the 54 Band was down at the Dootoos office and had a good time making a record deal. . . . Duane Eddy's recording star Lowell Fulson will open at the 54 on Oct. 1. . . . The Medallions, with Percy Mayfield and Richard Berry, turned people away at their recent concert in Oakland, and were booked immediately for a return engagement. After one only week in the stores, "Adorable" by the Collins on Larry Meets' Vita label hit the number one spot on two charts. . . The Boss (William Talmadge) has a hit great hopes for "Woke Up This Morning" by Arthur Prysock. . . Fremont High School in L.A.'s southeast side has contributed quite a bit of talent to the local scene. Younger James was a student there when she was discovered on a talent show, and the members of the Meadowhawks and the Penguins vocal groups were all from this school. . . . The Band, "Tell Me Darling" by the Gaylors comes this week.

JEFF MCNEE

Jazz Jots

Los Angeles: Norgran Records releases a single from the new Buddy Rich album, "Sing and Swing With Buddy Rich." The side coupley "Everything Happens To Me" with "Sure Thing" and the reaction for an R&B show is filling the house. . . Tal Farlow, guitarist with the Red Norvo group at the Captains' Table, is making quite a name for himself in West Coast Jazz circles. His new album entitled "A Recital By Tal Farlow" will be out this week. . . Another "West Coast Jazz" that has been picking up is waiting Stan Geozt, Connie Condon, and Eddy Marnie will be released by Norgran.

New York: Last Monday night and Tuesday afternoon, September 12 and 13, Herald Records cut its first jazz session. Bob Rosen handled the date. The group, The Aaron Bell Trio, did 12 sides—2 originals and 9 standards which will be released in a 12" LP about September 20. The trio consists of Aaron Bell, who was recently signed by the popular Doug Poll on "Beep 'Out and Going." . . . Tal Farlow, drummer, who has played with Goodman, Morrow, Shearing and Kent, (Smith was with Shearing for 18 months) and Charles Bateman, piano. Future plans call for the pacing of additional artists. Also signed was Tony Ortega roolman, who will be cut in the near future.

Breaking for a Hit!  
"WHEN YOU DANCE"  
The Turbans  
458  

"SHIP OF LOVE"  
Clovers  
459  

Atlantic 1073
5 TOP HITS

1. FATS DOMINO
   "Ain't That A Shame"
   (King 5348)

2. SMILEY LEWIS
   "I Hear You Knocking"
   (5356)

3. FATS DOMINO
   "All By Myself"
   (5357)

4. THE BARONS
   "I Know I Was Wrong"
   (5359)

5. THE JEWELS
   "Natural Natural Ditty"
   (5362)

3 New Releases

BRUNO SISTERS
   "Don't Leave"
   (5364)

JOHNNY FULLER
   "Mercy Mercy"
   (5365)

THE SPIDERS
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   (5366)

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

1. MAYBELLENE
   "My Boy-Flat Top"
   "Banjo Rock and Roll"
   (Chess 1946)

2. MAYBELLENE
   "Seventeen"
   "Little Ole U-All"
   (Chess 1970)

3. JACK DUPREE & MR. BEAR
   "Walking The Blues"
   "Daybreak Rock"
   (King 4012)

4. OTIS WILLIAMS
   and his NEW GROUP
   "Gum Drop"
   "Save Me, Save Me"

5. LITTLE WILLIE JOHN
   "All Around The World"
   "Don't Leave Me Dear"
   (King 4018)

6. MAYBELLENE
   "It's Love, Baby"
   "Save Me"
   (Clef 6130)

7. MAYBELLENE
   "It's My Life, Baby"
   "Dorothy's Dream"
   (Clef 1605)

8. ALL BY MYSELF
   "Gum Drop"
   "Save Me"
   (Chess 1964)

9. ONLY YOU
   "It's Love, Baby"
   "Save Me"
   (Imperial 5357)

10. WALKING THE BLUES
    "Save Me"
    (Chess 1964)

Big and Getting Bigger

"I want you"

by

The Jaguars

Aardell Record Co.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
Coming Up In R & B

Listed Alphabetically

SHIP OF LOVE
Nutmegs (Herald 459)
Cleveland, Detroit, Marianna, New York,
Philadelphia, St. Louis, San Francisco, Youngstown

New Duo

NEW YORK—Singers Ruth Brown and Clyde McPhatter take time out during a break in their recent session at Atlantic Record studios to chat with Jerry Wexler, left, and Almert Eztegan, who supervised the date. This was the first time that the two hot attractions on the Atlantic label had been teamed together for a date.

Herald To Debut New Jazz Series

NEW YORK—Al Silver, Jack Angel, and Jack Braverman, announce the formation of their newest project, Herald’s Jazz Series. Silver, Angel and Braverman combine a total of 30 years experience in the music business covering all of its many phases. They have successfully guided Herald through the growth of Rhythm and Blues coming up with many R & B hits, such as Face Adams, “I’ll Be True,” “Shake A Hand,” “The Nutmegs’ “Story Un-Told,” etc...

Herald will constantly seek new talent and is planning to set aside special days to audition. Demo records may be mailed direct to their office at 1647 Broadway, New York 16, N.Y.

The initial album, with Bob Rosen in a & r capacity, was cut last week and will be released about September 25. The artists were The Aaron Bell Two, who cut 3 originals and 9 standards.

RUSTING WIDE OPEN!
“TELL ME, DARLING”
by THE GAYLARKS
MUSIC CITY B-792
AND
“W-P-L-1”
by THE 4 DEUCES
MUSIC CITY B-790

DISTRIBUTORS—Some Territories Available

MUSIC CITY RECORDS
1815 ALCATRAZ AVE., BERKELEY 3, CALIF.

“IT’S WHAT’S IN THE CASH BOX THAT COUNTS”
"SONNY BOY WILLIAMSON" (Checker 824)

Sonny Boy Williamson chants a down south blues with a "gossipy" story. Good beat and strong reading. Deck should grab a good piece of action.

"ALL MY LOVE IN VAIN" (2:42) [Arc BMI—Williamson]

Similar southern market flavor, with Williamson relating a sad love story. Williamson's simple but effective style lends punch to the deck.

EDDIE BOYD (Chess 1606)

"I'M A PRISONER" (2:44) [Arc BMI—Boyd]

Eddie Boyd chants a slow southern blues telling of his loneliness and his woeful life. Strong storyline and good, simple, sometimes emotional, delivery.

"I'VE BEEN DECEIVED" (2:51) [Arc BMI—Boyd]

Boyd is singing the sad blues on the flip. His baby has been cheating on him. Slow, pulsating rhythm underscores his effective story telling. Two good sides.

LINDA HAYES (Decca 29544)

"OUR LOVE FOREVER BLESSED" (2:31) [Golden State BMI—Chambers, York] Linda Hayes sings a slow pretty ballad with tender melody. Tune rocks gently as Miss Hayes handles the romantic lyric in good voice and in easy fashion. Given exposure, it could stir things up.


SAM (THE MAN) TAYLOR (MGM 12065)

"DON'T TAKE YOUR LOVE FROM ME" (2:50) [M. Wiltermark ASCAP—Nemo] Sam Taylor blows sweeter as he performs the lovely standard. An excellent sax solo treatment that will provide listener pleasure to any market.

"AS TIME GOES BY" (2:30) [Harms ASCAP—Hupfeld] A similar velvety reading of another pretty oldie. Both sides are music to dream to.

SOMEBODY STOLE MY GIRL" FROM ME" (2:15) [Commodore BMI—Curry] Ear! Curry walls in slow ballad ballad style telling the story of his lost love. Curry is believable as the saddened lover and the haunting melody is effectively waxed.

"SPECIAL GIRL" (2:25) [Commodore BMI—Curry] Curry softly etches a melodic love tune in which he dramatically sings of his search for that special girl.

EALR CURRY (King 1504)

"IT JUST AIN'T LOVE" (2:33) [Joe & Cos BMI—Indus, Glover] Kay Adams defines love to a middle beat bouncing tempo. Deck is an easy rocker handled with restraint by the gal singer. Easy listening.

"ALL AROUND THIS WORLD" (2:41) [Cibby BMI—Titus Turner] Miss Adams sings the current hit and turns it into good reading. Nice treatment tho it lacks the excitement of the other versions.

IRENE RIEDEL-KELLY OWEN'S ORCH. (Savoy 1170)

"SWEETIE" (2:41) [Crossroads BMI—McCoy, Singleton, Mendelsohn] Irene Ried chants a cute romantic ditty to the orchestral backing of Kelly Owen's Tune. A modified jump and Miss Ried handles the vocal with appeal.

"I'M SO GLAD" (2:42) [Owens Dix] Irene Ried backs with a slow blues in which she advises her man to get his flirt but she's glad he met her free. Moaning sax in the break lends atmosphere to the track.

THE CARNATIONS (Savoy 1172)

"THE ANGELS SENT YOU TO ME" (2:34) [Crossroads BMI—Van Dyke] The Carnations blend sweetly on a lovely slow blues ballad. Melodic pretty is treated with a tender touch and lilting vocal manners. Enough radio exposure could get it going.

"NIGHT TIME IS THE RIGHT TIME" (2:29) [Crossroads BMI—Van Dyke] The Carnations back the ballad with a fast beat jump exclam. Good for the dance crowd, tho it comes out the lesser side.

THE SPARKS OF RHYTHM (Apollo 479)

"WOMAN, WOMAN, WOMAN" (2:37) [Beas BMI—Barkendale, Edmonds] A quick beat jump in which woman is told to shut her mouth, she doesn't know what she's talking about. It's a driving vocal with instrumental to match. Deep voiced lead does a strong, but somewhat side.

"DON'T LOVE YOU ANYMORE" (2:26) [Beas BMI—Jones, Edmonds, Smith] Another quick beat jump hit ditty backed with enthusiasm and gusto by the Sparks. Both sides are music for the teens.

"Only those records best suited for commercial use are reviewed by THE CASH BOX."
**Fisher In Flatbush**

New York—Pee Wee Reese (right) captain of the Brooklyn Dodgers, presents Eddie Fisher with a 5 à que honoring him for his "outstanding contribution to the youth of America." The ceremony took place in front of the Brooklyn dugout at Ebbets Field. The Dodger fans (they're probably Fisher fans too) were on hand to welcome the crooner.

**Monument Moves**

New York—Monument Music announces the moving of its offices to new and larger quarters at 125th Broadway, Suite 1204, New York City. Bill Buchanan, who has headed the firm since February 1954, also announces that Larry Uttil has joined Monument as a full partner, and, in conjunction with the firm's expansion, Buchanan & Uttil will work hand in hand to further develop their activities.

Monument, one of the leading R&B publishers, has had such number one hits as "Bart's Me To My Heart," "Mambo Baby," and "Honey Bunch," among others, many of which have been written by Charles Singleton & Rose Marie McCoy.

The firm is currently working on "Same Ole Me," recorded by Faye Adkins on Herald; "One Monkey Don't Stop No Show," recorded by Big Maybell on Oak Records; and "Night Crawlin'" by John Grover on Groove Records. They anticipate healthy pop coverage on their R&B material, as well as release of several important pop records during September and October.

**Ballant Sells Pressing Plant**

Philadelphia, Pa.—Ivan Ballant, Gotham and 20th Century Records, this week announced the sale of his pressing plant to Al Pitner, Quaker Plastic Research. The plant occupies part of the Gotham and 20th Century Record building and alterations to completely separate the pressing plant from the record firm have already begun. The pressing plant will begin operations on or about October 1. Quaker will pay a rental to Ballant presently, although it is Pitner's intention to obtain new quarters as quickly as possible.

Pitner was formerly manager of Paramount Record and Pressing for two and one-half years. One of the clauses of the sale provided for Quaker to press Gotham and 20th Century disks.

Ballant stated that the sale of the pressing plant will free him for heavier concentration on his two labels and his distributing setup. He has added to his staff Harry Fink, formerly of Mercury Records, and Sterling Dovers, former pressing manager of Mercury in Atlanta. Fink will handle promotion and Dovers will be in the sales department.
**CINCINNATI CUT-UPS**

Here in the Queen City this week one of the world's Originals, Jimmie Lee Sutton back on his DJ shows over WWVA after his airplane accident. He also has a new show heard Mon.-Fri. called "Home Folks Gathering" in addition to "Jamboree Party" which has been heard regularly over WWVA... Hardrock Gunter's new record "I'll Give Them Rhythm" to be out soon on the king label... Dusty Owens back after a two month tour of Canada... Warner Runyan (King) sliming personalists in Texas where his record, "Gone With The Wind This Morning," is going great... Charlie Bailey mingle personalists with the Happy Valley Gang in the Carolinas... Jimmie Williams (MMG) taping two shows a week for WWVA in addition to appearing on the Jamboree. He is also still working on WNOP during the week.

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

1. Satisfied Mind
2. I Don't Care
3. All Right
4. Just Call Me Lonesome
5. Yellow Rose of Texas
6. That Do Make It Nice
7. Daddy, You Know What?
8. Cattle Call
9. Turnaround
10. Yellow Roses
11. Don't Blame The Children
12. When I Stop Dreaming
13. Go Back, You Fool
14. Crying, Fraying, Waiting, Hoping
15. So Lovely, Baby
16. I Forgot To Remember To Forget
17. Young Comes A Sucker
18. You Thought, I Thought
19. Maybellene
20. Mixed-Up Medley

**THE CASH BOX**

**HICKORY CELEBRATES 2ND ANNIVERSARY**

NASHVILLE, TENN. — Hickory Record Company celebrated its second anniversary the first of this month with an exclusive country music label under the supervision of Wesley Rose, who heads up the Acuff-Rose Publishing firm. Distributors-wise, the label has undergone an over-all change during the past year, and various new distributors have been added to handle the Hickory line. Joe Lucas is in charge of the label's distribution and sales, as well as Record and Ross handles A&R work for the label. Bud Brown is office manager, assisted by Eleanor Haddad and Dean May. Willie Hanberry is head of the shipping and receiving department.

**MOUSON ASSUMES MANAGEMENT OF DEL WOOD**

NASHVILLE, TENNESSEE — It was officially announced here last week that Dewey Mousson has taken over the exclusive representation of Del Wood, auburn-haired RCA Victor keyboard artist, into national prominence with her recording of "Down Yonder." In addition to Del Wood, Mousson also holds an exclusive management tie with Little Jinnie Dickens, featured Grand Ole Opry entertainer and Columbia recording artist. It is understood that Del will be booked on personal appearances by Mousson as a 'single' plus fulfilling her engagement with the Little Jinnie Dickens Show.

**WITTMAN TO PLAY LONDON PALLADIUM**

NEW YORK — Ray Bartlett, manager of Slim Whitman, Imperial Record star, came to New York from Shreveport, La., last week, to meet with representatives of Lew and Leslie Gramercy, British personal appearance bookers. An agreement was reached whereby the Graces will represent Whitman for several weeks as he appears at the London Palladium and the theatres in the provinces next April. The demand for Whitman's appearance on the Isle was stirred up by two of his records released in England — "Indian Love Call" and "Rose Marie"—two disks which were hits in the United States some years back. "Rose Marie" is currently England's top selling record and is in contention for the No. 1 spot for a number of weeks. "Indian Love Call" is currently on the rise in England. It now sits in the No. 1 spot on the best sellers.

**EXCELSO SIGNS LIGHTIN' SLIM**

NASHVILLE, TENNESSEE — Ernest Young, head of Excelsos and Nashboro Record Companies here, announced last week the signing of Lightin' Slim to his roster of Excelsos artists. Lightin' Slim is best remembered for his hit recording of "I Can't Live Happy." Slim formerly recorded for the Feature label, Young plans to introduce the newly signed artist with a special release in the near future.

**THERESES STARTS "PIGGSKIN PARADE"**

NEW YORK — "Pigskin Parade," college football show series, has been announced by RCA's Theatres to all of its subscribing radio stations. First broadcast of the quarter-hour show series covered pre-season games of Saturday September 17th.

As in past years, "Pigskin Parade" feature spot predictions, big game highlights, sports stories and other round-up features. Stories about great moments in football will also be highlighted in the show. Other facet included in the series is the Theatres' list of marches, anthems and Alma Mates for over 100 universities and colleges in the United States and Canada.

"It's What's in THE CASH BOX That Counts"
JIMMIE WILLIAMS
Singing star on WWVA's "World's original Jamboree" on M G M
"I Wouldn't Hurt You For The World"
WHITE OAK MUSIC — B M
Cincinnati 4, O.

NEWS that's UP-TO-THE-MINUTE REVIEWS of the LATEST RECORDS CHARTS compiled EVERY WEEK ADS from LEADING RECORD FIRMS, ARTISTS and PUBLISHERS Every Week In THE CASH BOX ALL FOR ONLY $15. PER YEAR (52 ISSUES)

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Please enter our subscription for 1 year (52 issues) at $15. Enclosed Our Check □ Please Send Us A BILL □

FIRM NAME

ADDRESS

CITY ZONE STATE

Individual's Name

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

MAC WISEMAN (Dot 1566, 15-166)
B "WHEN THE ROSES BLOOM AGAIN" (American 112, N. A.) Delmore, R. Delmore. In his "pure country style" Mac Wiseeman comes up with a rich performance that offers a quick tempo, heart rending ballad. Could be a hit for Wiseeman, who is a very versatile artist.

BOBBY BYRD (Sage and Sand B M 1-4523)
B "PLEASE DON'T HURT ME" (2:26) [Sage & Sand B M — J. O’Neill & C. Shaw] Bobby Byrd shines as he etches this up tempo romantic weeper. melody and vocal blend in poignant style.

BUCK GRIFFIN (Lin 1014; 1014-45)
B "NEXT TO MINE" (2:27) [Lin BM — W. D. Patty] Buck Griffin enters the religious fold as he joins former Opry Singers on a stirring, middle tempo gospel piece. Should do well in both the country and pop markets.

"DON'T POINT YOUR FINGER" (1:36) [Rend Stewart BMI — Stewart, Doll]
B "THE fellow we'll ever know" (1:35) [Mildred ASCAP — W. J. Rose]

"I NEARLY GO CRAZY" (2:07) [American BMI — F. Terry]

TERRY FELL
(RCA Victor 20-6256; 47-6326)
B Terry Fell, who created a heap of excitement, a white back, when he signed with his waxing "Don't Drop It", shifts over to the Victor label on this release as he offers two dandy sides, each of which could head way up there. One of the top end, the other center through in sparkling fashion as he delivers a fast paced, love unity number that's that "White Label". In alluring there's talk of the singer's delight in romantic, with his assertive. On the flip, Fell shows off his vocal versatility as he smoothly waxes an up tempo, lover's lament, dubbed "I Nearly Go Crazy". Flawless instrumental backdrop rounds out this two-sided money maker for the ops and dealers.

JIMMIE WILLIAMS
(MGM 12074; K12074)
B "I WOULDN'T HURT YOU FOR THE WORLD" (White Oak B M — Eddy Arnold)
B "UNLESS IT'S A FANCY LITTLE SENTENCE" Williams waxes very effectively.

CHARLIE ADAMS
(Capitol 12144; 4-2344)
B "PISTOL PACKIN' MAMA HAS LAID HER PISTOL DOWN" (Silver Screen — J. C. Adams) Charlie Adams has a gay, happy-go-lucky cutie to work with and he handles it in attractive A fast moving ditty with catchy lyrics.

JIMMY COLLY
(Hickory 1033; 45-1033)
B "SHE WILL GET LONESOME" (2:30) [Acuff-Rosene BMI — C. Louvin] Jimmy Colly infectiously renders a terrific up tempo, love item that has hit possibilities. Splendid job loaded with feeling and personality.

"SINNERS' ANGEL" (2:37)
[Acuff-Rosene BMI — F. Brown, Jr.] The fine vocal styling of Hylo Brown lends itself to a fast paced weeper with expressive lyrics. Good instrumental backdrop on adeck to which

HYLO BROWN
(Capitol 3240; F3240)
B "LOVESICK AND SORROW" [Central BMI — F. Brown, Jr.] The fine vocal styling of Hylo Brown lends itself to a fast paced weeper with expressive lyrics. Good instrumental backdrop on a deck to which

"A ONE SIDED LOVE AFFAIR" (2:20) [Central BMI — A. M. Wriston] This end Brown spins a biting, middle tempo, crying towel item in persuasive fashion.

"THAT'S WHAT I LIKE" (2:35) [Murray Nash BMI — Axton, Reaves]

"I NEARLY GO CRAZY" (2:07) [American BMI — F. Terry]

TERRY FELL
(RCA Victor 20-6256; 47-6326)
B Terry Fell, who created a heap of excitement, a white back, when he signed with his waxing "Don't Drop It", shifts over to the Victor label on this release as he offers two dandy sides, each of which could head way up there. One of the top end, the other center through in sparkling fashion as he delivers a fast paced, love unity number that's that "White Label". In alluring there's talk of the singer's delight in romantic, with his assertive. On the flip, Fell shows off his vocal versatility as he smoothly waxes an up tempo, lover's lament, dubbed "I Nearly Go Crazy". Flawless instrumental backdrop rounds out this two-sided money maker for the ops and dealers.
In October, WSM played host to the “Night of 100 Stars.” In the show, an all-star cast of country and pop stars performed, with some of the biggest names in the music industry appearing on stage. The event was a huge success and helped to raise money for various charities.

The Country Roundup was a regular feature on WSM, and it featured interviews, guest appearances, and live performances by country music artists. The show was a staple of the WSM broadcast schedule and helped to bring country music to audiences across the country.

Another highlight of the year was the recording of the album “Songs of the South,” which featured some of the biggest country music stars of the time. The album included hits like “Jambalaya,” “Mr. Bojangles,” and “Wooly Bully,” and it became a huge success, selling millions of copies worldwide.

Throughout the year, WSM continued to play an important role in the country music scene, with artists like Johnny Cash, Dolly Parton, and Loretta Lynn all appearing on the station.

In summary, 1965 was a year of great change and growth for WSM and country music as a whole. The station continued to be a major hub for country music, and its programming helped to shape the genre for years to come.

But despite all the changes, one thing remained constant: the love and support of fans across the country for their favorite country artists. And for that, we are grateful.

The WSM Grand Ole Opry was one of the most iconic country music venues in the world, and it played a crucial role in the growth and development of country music. The show featured some of the biggest names in the industry, including Johnny Cash, Dolly Parton, Loretta Lynn, and many others.

The show was known for its high-quality performances and its unique format, which featured a mix of live music, interviews, and audience interaction. The Opry was a place where country music lovers could come together to celebrate their love of the genre and the artists they admired.

But despite all the success, the Opry faced some challenges during the year. In November, the Opry was forced to cancel its regular broadcast due to a strike by the local union. This was a significant blow to the station, which relied on the Opry to bring in revenue and support its operations.

In response, the station decided to put on a special one-hour broadcast on Thanksgiving Day, which featured some of the Opry’s biggest stars. The broadcast was a huge success, and it helped to boost the station’s morale during a tough time.

Despite the challenges, WSM continued to thrive and grow during 1965. The station continued to feature some of the biggest names in the country music industry, and it remained a vital hub for the genre.

But for fans of country music, the real story of 1965 was about the artists themselves. From Johnny Cash to Loretta Lynn, these artists brought their unique talents and perspectives to the genre, shaping it in ways that would last for generations to come.

And for that, we are grateful. As we look back on 1965, we are reminded of the power of music to bring people together, to inspire us, and to lift our spirits. And we are grateful that we have the Opry and the artists who keep it going to remind us of that every week.

So here’s to 1965, and here’s to the Opry! May it continue to bring joy and music to us all for many years to come.
NOW 4 GREAT, NEW

SEEBURG DEVELOPMENTS

1. 200 selections

2. the world's first dual music system

3. Tormat memory unit
   NO MOVING PARTS • PERMANENTLY SEALED
   GUARANTEED 5 YEARS

4. Revolving-drum program selector

See other 2-page advertisement in this issue for more information on these great Seeburg developments

America's finest and most complete music systems

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

"It's What's in THE CASH BOX That Counts"
*And Still Another Reason For:

**DIME PLAY**

* Union Oil Company of California gives an illustration of how costs have risen by featuring a representative group of 22 items purchased for its day-to-day operations. It reports that the cost of the group has jumped from $42,164 in 1945 to $73,078 in 1951 to $91,879 in 1955.

Regardless of all its efficiency experts, its economists, its experienced purchasing agents, its many other saving-methods, even so large an organization as the Union Oil Company of California is now forced to report that the cost of its major 22 items, which it purchases to do day-to-day business has risen in price, in the past ten years (from 1945 to 1955) over 117%.

This company, like many, many others throughout the nation, to be able to remain in business and to continue to enjoy some return on its investment, has been forced to raise the prices of the products it sells.

This is no different than the tavern owners whose beer, wine, whiskey, food, and all other items have been raised to him. And, he in turn, has been forced to raise his selling price to his customers.

For music operators the costs of: Records, Tires, Gasoline, Trucks, Cars, Insurance, Tubes, Needles, Plastics, Fluorescents, Lumines, Rent, Phonographs, Wall and Bar Boxes, Speakers, Volume Controls, Cable, Wire, Loans, Taxes, as well as salaries for: Office Help, Mechanics, Collectors, Bookkeepers, Accountants, Attorneys, and hundreds of other day-to-day requirements have risen far over 100% in the last ten years.

There is no longer any way out of this continuing inflationary morass than to match the increases with the necessary raises so that, somehow, the music operator equalizes and reconciles his increases against his selling price.

Nor does this publication urge the music operators to "raise" the selling price of their music. The Cash Box, instead, has pointed out in the past, time and time and time again, that the American Dollar of 1939 was actually worth 100 complete, full American cents. Today, 1955, this very same American Dollar has been devoured by inflation to a valuation of but 50¢ in buying power.

Therefore, with the 1955 American Dollar worth but 50¢, the present Dime is only worth 5c. And, to bring into further and stronger scope the reason why The Cash Box urges the nation's music operators to change to dime play (with the 1955 dime only worth as much as the 1939 nickel) is that, since 1939, costs of all requirements to do business have gone up over 300% to every music operator in the nation.

In fact, costs have risen better than 100% in the past ten years alone, not only to oil companies and other businesses, but also to the music operators.

Therefore when The Cash Box urges, thru the slogan it coined, "LET'S GET A NICKEL A PLAY 46¢-H-Y!" by using the 1955 Dime as the present Nickel—it also reminds the music operators that, only getting as much as they did 17 years ago in 1939, THEY ARE STILL PAYING 300% MORE FOR EVERYTHING THEY REQUIRE TO CONTINUE TO DO BUSINESS!

Dime play, of itself, may not be the complete answer. 'Front Money Guarantees' may also be necessary in many, many instances. But surely, when everything is considered by the intelligent music operators, they will admit that it's a lot better to get at least as much per play as they did 17 years ago, in 1939, the 1939 nickel being the 1955 dime, than to continue to charge a nickel which, based on the valuation of today's Dollar, is worth but 2½¢.
The new Seeburg Select-O-Matic “200” is the world’s first—and only—music system to play 200 selections! This great Seeburg development presents a new horizon of opportunity to music operators. That’s because with 200 selections you actually have two music systems in one! Now, more than ever, there’s “music for everyone.”

Two music systems in one! Now you can take complete advantage of current trends in the recording industry because the Select-O-Matic “200” permits you to program:

1. 50 single records—100 selections (one tune per selection) with a separate credit system
2. 50 Extended Play records—100 selections (two tunes per selection) with a separate credit system

Ask your Seeburg Distributor for the complete “SELLING TIME” story.
is first again

REVOLVING-DRUM PROGRAM SELECTOR!

The last word in proper programming! The new Revolting-Drum Program Selector clearly displays 40 selections under each of the five basic musical selections—a total of 200 selections. Once you try it, you'll agree that this kind of programming—made possible only by the world's first Dual Music System—is the answer to modern music merchandising.

NOW! NOW!

TORMAT MEMORY UNIT

A Seeburg engineering triumph, the new, exclusive selection system is equipped with a Tormat Memory Unit. Each of the 200 selections is controlled by a tiny Toroid.* There are NO MOVING PARTS and the entire assembly is PERMANENTLY SEALED and GUARANTEED FOR FIVE YEARS.

*This is the first commercial application of Toroids other than for "memories" of mammoth computing machines.

SEE THE GREAT, NEW Select-o-matic

200

AT YOUR SEEBOURG DISTRIBUTOR
THE CASH BOX PRICE LISTS' 17 YEARS OLD THIS WEEK

Have Kept Faith With Industry by Never Missing a Single Week's Publication. 833rd Consecutive Week's Issue Appears in "The Cash Box" Today. "The Cash Box Price Lists" are Officially Accepted Internationally. Are Used by Banks, Finance Firms, Governmental Agencies as well as Operators, Jobbers, Distributors, Manufacturers, Exporters, Importers and All Others Allied to the Industry. Are Recognized as Official "Blue Book" of C. M. Field.

"End-Of-Month Inventory Issue" of "The Cash Box Price Lists" Proven Invaluable to All in the Industry.

CHICAGO—"The Cash Box exists today because, 17 years ago, "The Confidential Price Lists" came into being.

At first they were legal-sized type-written sheets that were sent to various well known concerns throughout the country.

Demand for them grew so rapidly that they were mimeographed and featured in all categories on various colored papers.

They were in existence for about three years before The Cash Box itself came into being.

Once The Cash Box was created "The Confidential Price Lists" became part and parcel of the weekly publication.

At various times, in addition to being termed "The Confidential Price Lists", they were also called "The CMI (Coin Machines Industry) Blue Book".

To bring all names under one banner, about a year or so ago, the name decided on was "The Cash Box Price Lists". This is the name most commonly used by all the industry.

"The Cash Box Price Lists" have kept faith with the industry. They have never missed being published for even a single week in all the past 16 years.

Now entering their 17th year, "The Cash Box Price Lists" are accepted internationally.

Bankers, finance firms, loan companies, government agencies, cities, states and counties, as well as operators, jobbers, distributors, manufacturers, exporters and importers use them constantly.

Foreign countries use them officially for custom declarations on valuation of equipment of all kinds.

Operators, distributors and manufacturers in foreign countries refer to them constantly to evaluate American equipment.

"Here in the country the same statement is heard when anyone buys, sells or trades in this industry: "High 'Cash Box.' Low 'Cash Box'."

Estates of many deceased operators have been adjudicated by the courts of the land only by using "The Cash Box Price Lists".

Certified Public Accountants have presented them in countless tax cases as "fair market value" for any equipment which was in dispute. They have been officially recognized in this regard.

Countries all over the world communicate with The Cash Box regarding "The Cash Box Price Lists" when customs or duties or acceptance of any equipment is in question.

Many disputes have been settled by drawing a price "down the middle, between the low and high", in partnerships and in other matters relative to sales and purchases of routes.

To add to this unbroken, consecutive weekly service "The Cash Box Price Lists" have given to the industry, an addition was made some 40 years ago known as the: "End-Of-Month Inventory Issue".

This has proved itself invaluable to those who own equipment all over the world.

The initiated think and again, initiators have completely failed, because of the fact that "The Cash Box Price Lists" are guided by men with over 45 years of experience in this field and, furthermore, because they are the most complete, most authentic and most carefully compiled for the benefit of all the industry, worldwide.

United Starts Six Day Work Week Arranges Biggest Production Schedule in Firm's History

"We are arranging for the biggest production schedule in the history of our firm," is the way Bill DeSelm, general sales manager, reported United Manufacturing Company's new six full days work week which went into effect with this past week.

Sahl DeSelm, 'We are simply deluged with orders and this full six days' week was instituted in an effort to catch up on our backlog of orders.

"Whichever we will or will not be able to catch up is something we can't tell as yet, because of the fact the orders are coming in faster than we can ship, regardless of this six full days work each week."

Biggest production schedules, according to DeSelm, are set for "Pixies," the firm's new line game: the three models of "Bonus Shuffle Alley," and production continuing for "Super Shuffle," "Derby Roll" and "DeLuxe Derby Roll" and "Capitol Shuffle Alley."

DeSelm also stated, "The Cash Box' told the truth when it reported that this Fall-Winter season was under way with greater production and more optimism than ever before.

"Not only that," he added, "but 'The Cash Box' should also have reported that, at least as far as we're concerned, business is better than ever."

Atlas To Show New Seeburg V-200 & 100-J

CHICAGO—A five-day Open House in the beautiful showrooms of Atlas Music Company, this city, is now in progress. Starting Monday, September 10, this distributing organization is showing the new Seeburg V-200 and 100-J phonographs to operators in the territory.

Music operators served by Atlas are invited to attend the Open House showings, which start at 9 AM and run until 5 PM daily from Monday thru Friday, September 23, Catered refreshments will be served throughout the week long session.

Eddie and Morrie Ginsburg, Atlas chiefs, together with Bob Dunlap, Seeburg sales executive, will head a complete staff who will be on hand to greet the operators. Atlas sales executives, Nate Feinstein and Harold Swartz, as well as Frank Bach, chief engineer for Atlas, will describe the new phonos, with Bach going into detail on the technical aspects.
The Cash Box

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September 24, 1955

ROCK-OLA

Hi-Fidelity Music

Greater Profits

because the ROCK-OLA
play-proven
Accumulator...

permits players to deposit
as many coins as they wish
at one time up to 26 credits
with complete assurance that
all the selections
WILL BE PLAYED
in the order selected

Speeds Up Play

Reduces Refunds

Eliminates a
Common Cause
of Player
Irritation

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

Model 1448
120 SELECTIONS

SEE YOUR ROCK-OLA DISTRIBUTOR

ROCK-OLA Manufacturing Corp. 800 N. Kedzie Ave. • Chicago 51, Illinois
Time is Money! • • • as every operator in the world realizes—the sooner he gets a great new game out on location—the sooner he begins to earn money! While others are just talking

EXHIBIT is delivering the most sensational, low-priced, money-making game of all time!

"SKILL POOL"

Time is Money! Don’t waste it! Your order will be quickly filled by your Exhibit distributor! Hurry! See Him Today!
AMAZING NEW MAGIC CARD
grows bigger and bigger

Time-tested play-appeal of triple cards is built into the amazing new MAGIC CARD that expands from 5 lines to 7 lines, then to 8 lines, finally to 9 lines, as MAGIC CURTAIN folds back, revealing extra lines and giving players widest choice of ways to score. See the new MAGIC CARD and see why MIAMI BEACH is breaking records for earning-power from coast to coast.

SUPER-X
BOOSTS 3-IN-LINE TO 5-IN-LINE
RED AND YELLOW SUPER-LINES
BOOST 3-IN-LINE TO 4-IN-LINE

SELECT-A-SPOT
X-CORNERS
SCORE 100 OR 300
ADVANCING SCORES
EXTRA-BALLS

MIAMI BEACH

BALLY MANUFACTURING COMPANY
2640 BELMONT AVENUE • CHICAGO 15, ILLINOIS
AMI Model “G” Shown Distribrs


GRAND RAPIDS, MICH. — What was probably the most interesting and the most pleasant sales convention the AMI distributors have ever attended, took place this past week, Wednesday and Thursday, September 14 and 15, at the Rowe Hotel, as well as the AMI factory in this city.

Executives of the firm reported as the sessions came to a close, and which was agreed to by all the distributors present:

“This was the most enthusiastic gathering in all of our history.”

Many arrived here on Tuesday evening, September 13, and eagerly awaited the showing of the new AMI model “G” the next day.

The applause that greeted this new, modern and very colorful phonograph caused every one of the engineers and executives of the firm to smile with pride.

AMI distributors believe that this year’s model “G” has even finer tone than last year’s model “F”. And as many of those distributors stated: “We never would have believed that any phonograph ever made would surpass in high fidelity total qualities the marvelous model ‘F’.”

Distributors are tremendously enthused over the new phonrafts. They are also very much pleased with the design of the phonograph and with the appearance which it makes.

The entire sales convention dealt with the modernistic theme surrounding the complete design and plan of the new “G”. From sales talks to slides to advertising literature to playlets, it was the most interesting sales convention, the AMI distributors said, they had ever attended.

Though information as to the many features of the new model “G” is as yet being withheld by the firm as a courtesy to their many distributors, the distributors, themselves, were so enthused that many phoned to their offices to advise their staffs that they, as one distrib said,

“Have the greatest of them all in the new AMI model ‘G’.”

Many of the distributors present brought entire crews of their men along with them and held their own private meetings. These men claim that they had something “really great” to present to the operators in their areas this year.

The Rowe Hotel in this city was the center of all the meetings, displays, dinners and merriment.

Distributors and executives of the firm mingled freely and openly discussed plans for the forthcoming showings in various areas as well as what they felt the future held for AMI, Inc. and its distributor organization.

In addition to the distributors and executives of AMI, Inc., there were also many finance firms’ representatives and bankers present who had been invited to come to the showing with the distributors. These men spoke brilliantly regarding the future of the phonograph industry and why they were happy to financially serve this field. They were very much impressed with what they saw and heard and stated that they had been given a new insight into the field and would be able to bring back to their firms a much closer and better understanding of the automatic music industry.

In the meantime, as the meetings finished, many distributors were heard to say.

“Just can’t wait until I get back to my offices and can tell my operator-customers all about the new model ‘G’. This is the phonograph that’s going to set new sales records for us and for AMI as well.”
After a stopover in Houston Ed E. Levin, sales director for Chicago Coin, spent a day in Dallas with Chicago's distributor, Abe Susman, State Music Distributors. Abe is spending a week in Chicago visiting manufacturers. Mrs. Ray Langley and the boys are running things smoothly while Rob De Priest is away. Allen Wallace, Waco's distributor, was in Mineral Wells, on a business trip in Chicago. Peter Noel of Texas Record Distributors (London Records) doesn't let a broken ankle keep him away from the office. Record Mart moving to 2222 E. 47th Street in October. E. D. Purtell of 381 S. H. Lynch visiting in San Antonio. Jack Sprot's purchase of Kincannon Music in Waco was made from Central Music. Jack, who is also the owner of Central Music in Temple, is replacing all old musical equipment with new machines and old shuffle alley with new games. Billy and Tommy Cellam enjoying their love of fishing. Fishing week-ends at Bridgeport and Los Angeles. Louis Kollman sporting a new car. H. G. McKenzie of Rudolph Wurlitzer Company visited Com- mercial Music. John McKeen just purchased a new business manufacturing auto clothes racks. John is also expanding his phonograph route. "Speddy" Walker of Waco in buying equipment. Also visiting were Bob and Yvonne Nelson of Cy-Fair, Nick Saneretta of Marlin; from Fort Worth we saw Jiggs Halton, also Austin Ball of Nobody Record Shop. Deeks of Dallas busy filling orders on Joni James. "You Are My Love". After nine years in Europe where he manufactured and distributed coin machines, Clyde Orms has returned to Dallas to open the Dallas Manufacturing and Sales Company. The company will manufacture the Belgium Bumper Pool Table which Clyde introduced in Belgium in 1950.

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George Miller to Attend Music Ops of N. Y. Banquet

Will Confer With Al Denver And Sidney Levine On Several MOA Matters

NEW YORK—Al Denver, president of Music Operators of New York, reports that George A. Miller, president of Music Operators of America (MOA), is flying in to attend the 18th Annual Banquet of the association being held at the Waldorf-Astoria Hotel on Saturday night, October 8.

Miller will stay on for about a week after the banquet, and Denver advises he will discuss MOA matters with Sidney Levine and himself. Denver and Levine are on the advisory committee of MOA.

Among the subjects to be talked over are Public Relations Program; a National Radio Hook-up program; 3rd Performance Rights Society; ASCAP type legislation; and several other matters pertinent to the welfare of the music machine industry.

Miller has been holding similar talks with other members of the advisory committee in preparation for the meeting of the executive committee later on in Chicago, at which time all these subjects will come before their attention.

At the same time, Denver stated that the forthcoming banquet looms as one of the best ever held in this city. Two hands, one a Mambo, will be available for dancing, and, as usual, top recording artists will entertain.

Bowler Tournaments Double Collections

MASSILLON, OHIO—Ed Elum, Elum Music Company, this city, reports that bowler-earnings are easily doubled by organized tournaments.

Elum, who operates many bowlers in his area, promotes tournaments by a copyrighted plan for which he is distributor. Key of the tournament is a blackboard, 3 ft. by 3 ft., stating rules of the tournament and providing space for 15 players to enter their names as contestants by bowling a pre-announced qualifying-score, usually 300. Board is displayed in each location, together with prizes awarded at intervals of 2 weeks.

"Tournaments increase play in several ways," says Elum. "First, players play to qualify. Even after 15 players are listed, other players can 'bump' qualified players by topping the lowest listed scores. Naturally this competition to get on para and stay on the tournament list results in a busy pin-chute.

"Then, too, during the 2 week pre-tournament period, qualified players are given an opportunity to play in the tournament not only to defend their place on the list, but to keep in practice, and improve their shooting in preparation for the run-off.

"The run-off with preliminaries, quarter-finals, semi-finals and finals produces a nice evening's play, and, of course, after the run-off, the momentum keeps players for the rest of the evening. Next day another 2-week period starts, and the cycle of play starts over again.

"Because locations get, not only increased cash-box receipts, but increased bar and snack business, as well as widespread publicity, location-owners are enthusiastic about the tournament idea and will usually cooperate on prizes.

"Although very worthwhile prizes are awarded, the tournament plan is not open to criticism, because the players are competing against each other for prizes, not merely receiving prizes for a certain score.

"The tournament idea may be used with any type of group-play bowler, including speed-control bowlers such as Bally "Jumbo Bowler" and "King-Pin Bowler." Bally bowlers scoring by Official Bowling Rules—"ABC-Bowler" and "Congress-Bowler"—are, however, open-registered to tournament play. Official Bowling Rules add prestige to the tournament and equalize play, skill on a strictly bowling-skill basis.

"I shall be happy to outline details of the tournament idea to operators, not only because I sell the board that has proved successful in doubling my bowler collections, but also because I know that every bowler-operator in the country can profit by promoting tournaments."

Mich. Music Ops To Set Up Own Permanent Home

DETROIT, MICH.—At a meeting held on Friday, September 9, at the Port Wayne Hotel, this city, the United Music Operators of Michigan launched plans for a permanent home, club rooms and a One-Stop record distribution.

President James Jeffrey, Jeff's Music Company, appointed Lou Fisher, Fisher Music Company, and Chairman and Past President Edward Carlson, Carlson Music Company, Chairman of the Activities Committee. Roy Small, Conductor, was chosen to assist. The committee will find and recommend suitable locations for the permanent home, which will be arranged to set up a One-Stop.

The meeting was followed by a two hour show at which RIA Victor artist Sonny Graham (Miss Juke Box), and Epic thrios Lillian Briggs participated, Dick Jockey's Bob Maxwell (WWJ-TV) and Larry Gentile (WXYZ) shared emcee duties.
Fall coin machine biz perking in New England as ops throng Hub distributors showrooms for glimpses of new equipment. First showing of the new Seeburg is slated for Trumount Automatic Sales Corp’s plant on Waltham St. on Tues., Sept. 20 to Thurs., Sept. 23. Irwin Margold, general manager, and Dave Bond, president of Trumount, will host New England ops. . . . Flood damage now cleaned up and ops in the hard hit areas back in action. All damaged equipment has been repaired and put back. . . . Skill pool games still the big attraction at Red Distributors (Wurlitzer) where Bob Jones, sales manager, waxes enthusiastic about the potential of the new games. Music looks big again and set for another tremendous season as indoor locations start their operation. . . . Ed Rarrey, World Fair and Associated Amusements, on a selling trip to the north country, Maine and Vermont. . . . Kiddie rides and outdoor pieces being pulled in from resort spots as extended season, made longer by postponement of schools in Boston, ends. . . . High pitched fever of Red Sox pennant chances ended too as team went out of contention this frame. With Red Sox upspring baseball games enjoyed immense popularity.

Atlas Distributors busy with fall selling program on new AMI model “G.” Ops visiting with Louis and Barney Blatt included Bill Lang, Fairlee, Vt.; Dan Casale, Portland, Me.; Bill Hamel, Concord, N. H.; Sol Taube, Manchester, N. H.; Henry Brooks, Dover, N. H.; and Martin Oliver, Portland, Me. . . . Blatter biz booming at Jerry Flatter’s Boston Record Distributors. Visitors included Don Foote, Randolph; Charlie Sharpe, Portland, Me.; and Al Dolins, Hyannis . . . Beanatown getting an influx of singers, Harry Belafonte at Blinstra’s; Dick Roman on WNZR-TV at Norumbega Park; Pat O’Day at the Bradford Roof; Merelyn Tate upcoming at Bradford. . . . Ops in for fall buying this week included Jim O’Connor, Danielson, Conn.; Martin Ferrell, New Bedford; Ray Shear, Worcester; and Jim Balboni, Springfield. . . . Big influx of ops from all New England expected at the Trumount open house party for the new Seeburg Sept. 21 and 22. . . . Dick Mitchell of Dick’s Record Co. and family back from Montreal. Dick reports that all box records there are in line with hits here with “Mablelene” “Ain’t That A Shame” and “Yellow Rose of Texas” getting biggest portion of spins on the Canadian jukes.

**NEW ENGLAND NIBBLES**

All Southern Automatic Offices to Hold AMI “G” Showings Sunday & Monday, Sept. 24 & 25

Southern Ohio operators. As in past showings, Leo expects these operators to be accompanied by their families as well as members of their sales and service organizations.

Open house showings of the AMI model “G” phonographs will be held in Louisville, Ky.; Lexington, Ky.; Cincinnati, O. and Indianapolis, Ind. There will be factory representatives at each of these offices to demonstrate the AMI “G-50” and “G-120” instruments, and the Southern personnel, executives, department heads, sales and service staffs will be on hand to greet all operators.

Operators from Columbus, O., and surrounding territory are advised to visit the Cincinnati showrooms.

The showing for Evansville, Ind., area music men will be held in the showroom of Carl J. Speis, 314 W. Columbia, Evansville.

“Adding to the interest of the two-day showing will be a display of the latest types of amusement games,” said Weinberger. “All operators in the territories served by Southern Automatic are cordially invited to join us in what promises to be a significant event in phonograph annals. Of course, Southern hospitality will be evident in ample refreshments and gifts for all visitors.”

**“It’s What’s in THE CASH BOX That Counts”**
SOUTHERN AUTOMATIC MUSIC CO., Inc.

LOUISVILLE, KY., 735 S. BROOK ST.  CINCINNATI, OHIO, 1000 BROADWAY
LEXINGTON, KY., 1535 DELAWARE AVE.  INDIANAPOLIS, IND., 129 W. NORTH ST.

OPEN HOUSE...
SATURDAY, SEPTEMBER 24th
SUNDAY, SEPTEMBER 25th

Refresments Served! Gifts for all!
All operators, their families and service men are cordially invited. Make a date now for September 24th and September 25th.

SEE IT—HEAR IT ... THE NEW
A. M. I. Model G 80 — G 120!

ALSO ON DISPLAY—
NEWEST TYPES OF GAMES

NOTE: Evansville Operators—visit show-
room of CARL J. SPEIS
314 W. COLUMBIA

SPECIAL NOTE: Operators of Columbus, Ohio, and surrounding territory, see
the new Model G at our Cincinnati showroom.

“Perfect Partners” Married to Sisters
ADA, OKLA.—The “perfect part-
ers” as they are called, are Ada Mc-
Farland, Jr., and N. A. Robertson of
this city, report that:

They continue, “We are married and
we all enjoy working to-
gether. We started with 15 Milla Dance
Masters. We now operate over 100
photographs. We also enjoy a good games
route.”

Blatt Buys 50% of American
MIAMI, Fla.—“Willy” (Little Map-
olot) Blatt, this city, advises he
has purchased a half interest in Amer-
ican Operating. Dave Friedman, who
retained a 50 per cent share, will
continue to run the operation.

Blatt states he also bought out
the route of Isidore Stone, who returned
to Toronto, Canada.

Bally Mfg. Production At
All Time Peak

Chicago—A trip through the
plant of Bally Manufacturing
Company, this city, reveals that the
firm is at its busiest peak of all time. The
production lines of Bally are turning
out a total of 8 products.

“Miami Beach,” newest in-line
game, heads the list.

Bally bowlers in production are
“A.B.C.” bowler and “Congress” bowler,
scoring by Official Bowling Rules.
The latter game with match-score
features, together with “Jumbo”
bowler and “Ring-Pin” bowler (match
models), scoring spares, strikes and
close-in super-strikes by speed-con-
trol of puck shots.

For the kiddie market, Bally is
rolling out “The Champion,” Bally-
horse (In production since spring of
1957 and reported as popular as ever); “Model T,” flashed up version
of “Hot Rod” auto-ride which Bally offi-
cials state will soon catch up with
“The Champion” in total sales; and
“Baily’s Eye,” junior shooting gallery
with bears, as well as bison, moose and
mountain-lions to test the marksm-
anship of junior Davey and Daisy
Crocketts.

All 8 Bally products are reported to
be doing well above average in the
cash-box department.

Charles E. Ewing, Sr. and Charles Ewing, Jr., Evansville very busy this
week at their Automatic Amusement Co., showing off the new Keeny Coffee
Vendor. They report a lot of interest among the operators in Indiana, Illinois
and Kentucky. In this machine, Guy Freeman of Automatic Amusement back
from the Barnes Hospital of St. Louis after some weeks stay after a serious
Evansville, joins the “20 Year Club.” . . . Tommy Wise, Sorel, Ky., a golf
bug. . . . Carl Speis, Evansville, out seeing the ops, while Lynn takes care of
the office and shop. Everyone interested in Bally’s “Miami Beach,” and
awaiting the showing of A.M.I’s model “G” phonos. . . . Over at S. L. Stiebel,
Evansville, everyone excited about the showing soon of the new Seeburg
phonos. . . . At Tri-State Amuse, Evansville, John Scheickel, Oliver Bough
and Elma Benson, all busy with their operations. . . . Distributors report more
action on Evansville’s coinrow this week than for a number of months. Some
of the operators seen were: William Brenner, Gordon Hesswell, Ray Anderson,
Madisonville, Ky.; Tom Shacklett, Owenboro; Al Cool; James Walton, Mt.
Vernon, Ill.; D. C. Fortner and Elvin Ruie, Mt. Carmel, Ill.; Gerald Miller,
Lawrenceville, Ind.; Gilbert E. Phelps, Mt. Carmel, Ill.; Doris (Scooty) Scott,
Newton, Ill.; Hubert Williams, Olney, Ill.; Ray Halter, Vincennes, Ind., Walter
Geschrogh, Vincennes, Ind.; Steve Kelly and T. Sebokkett, Owenboro, Ky.;
J. E. Smith; Joe Walton, Mt. Vernon, Ill.; A. L. Higdon; G. Fulkerson; Jerrett
Foster, Mt. Martin; L. Reed; Carl Semoff of Washington, Ind., and Nick Sarris,
Lenton, Ind. . . . Ralph Beal, Olney, Ind., back in business after being out for
some time. Ralph has a new partner, Bob Fulghum. They are starting a new
route of Keeny Coffee Vendors, and state they will spread out with a full line
of vending machines. . . . Bob Brown, Olney, out on the route when we called.

Walter Yarbrough, Vincennes, out working. . . . Tom Broulette, Vincennes,
reported to have bought the route of Robert Shepard. . . . Nalp Joseph,
Vincennes, joins the “20 Year Club.” . . . Gilbert Phelps, Mt. Carmel, Ill., who has
been adding to his shop and display room, now almost runs thru the block. . . .
The Vendal Co., Ft. Branch, operated by Melvin and Speed Hollis, doing a big
job in Indiana and Illinois.

AMAIL
SUBSCRIPTION to THE CASH BOX $30.

FORDRAWN
FORDRAWN

"It's What's in THE CASH BOX That Counts"
Ed Holyfield, Dixie Coin Machine Co., away at the AMI factory viewing the soon to be displayed new AMI model “G” phono's. While we do not know date for official showing to us here, we can expect it to be announced when Ed returns. . . Johnny Casola, rep for United Mfg. Co. in town for a few days, then off for a tour of Texas. We understand Johnny well pleased with the reaction on United in-line game “Pixies” at Huey Distributing Co., . . . Malcolm Farmer in town for a day. He now resides in Gulf Port, Miss. . . . L. J. Peschler and Huey Warmick, Pelican Amusement, Alexandria, La., in town over the week-end. . . . Everyone here saddened by the death of Douglas Holyfield, baby brother of Ed Holyfield. Another death, that of John Pentecost's father, also saddened column here. John is head salesman for Dixie Coin. . . . Jackie Hirtius of Tac Amusement, said “I do” about a week ago. . . . John Kerr passing around those seagulls, celebrating the arrival of a son. . . . Martin Tertoric, Baton Rouge, seen shopping around. . . . Two of the best here are Herman La- Mothe, Jr. and Charles Babin of Jefferson Music, who usually are seen riding bumper to bumper on the way to service their locations. . . . Frank Buscholz, owner of Lucky Ball Amusement Co., Luling, La., is putting up a new building next door to the Rest & Bar, owned by his mother and father. In addition to using it as his office, we understand he will open up a record shop.
A GENCO EXCLUSIVE

1½" BALL IS ACTUALLY KICKED THRU THE AIR!

GENCO'S NEW, ACTION PACKED

FOOTBALL GAME where BALL IS KICKED through the air
FOR 5 FEET

The ONLY FOOTBALL GAME Tested and Proved IN TAYLORS THROUGHOUT THE COUNTRY

Moving Tee Adjusts Ball for
HIGH KICKS...LOW KICKS
or Left and Right!

COLORFUL REPLICA OF FOOTBALL FIELD WITH REALISTIC ACTION!

"KICK OFF" Your Biggest Season with "QUARTERBACK"
WRITE, WIRE OR PHONE YOUR GENCO DISTRIBUTOR TODAY!

GENCO MFG. & SALES CO.
2621 N. Ashland Avenue
Chicago 14, Illinois

Chi. Auto. Phono Bowling League
In First Meet of New Season

NEW YORK—Coin machine men who were this week entered on the roster of the "20 Year Club" are as follows:

Bob Charles, Binghamton, N.Y.
Harold Motherway, Chicago, Ill.
Sam Richlin, Los Angeles, Calif.
Mont Z. Ellkins, Charleston, W. Va.
Cecil L. Hopkins, Galion, Ohio
James Vernen Sloat, Dallas, Texas
Clyde J. Addy, Inegawa, Iowa
Garth M. Bryan, Boyne City, Mich.
Otto Francis Wissner, Mt. Clemens, Mich.
Ed Brown, Dallas, Texas
March M. Rutherford, Alamogordo, N.Mex.
Andy Benta, Ironwood, Mich.
W. Arnold, Hannibal, Mo.
Frank J. Bellmaier, Carroll, Iowa
Freeman D. Munson, Indianapolis, Ind.
Albert J. Anderson, Elwood Park, Ill.
Naif Joseph, Vocenane, Ind.
Gilbert Taylor, Evansville, Ind.
Paw Ewing, Evansville, Ind.
John W. Kerns, Colorado Springs, Colo.
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Charles S. Lichtman, Newark, N.J.
Benjamin J. Fine, Baltimore, Md.
Gottlieb Clicks With New "Wishing Well"

CHICAGO—"This looks like the greatest five-ball game we have produced in a long, long time," was the statement made by Alvin Gottlieb of D. Gottlieb & Company, this city this past week, when the firm officially announced its new single player five-ball game "Wishing Well".

Four rows of four advancing colored lights offering special targets to players, along with the possibility of skillfully scoring free games, is something that is bound to challenge the skill of any five-ball player anywhere in the nation.

The colorful board arrangement, the new Gottlieb special features, the beautiful cabinet, the many skill-play ideas all combined into one game, makes "Wishing Well", as Gottlieb executives reported:

"One of the most outstanding five-ball games our firm have ever produced."

But Dave Gottlieb had this to say of the firm's newest creation:

"This is one game where everyone of our distributors has come thru with some of the finest orders they have ever placed."

"It is one of the games where our distributing organization has not only gone all-out as far as business potential is concerned, but have frankly told us, 'This is a truly great game'."

"And that's something", Dave Gottlieb added, "that we look forward to hearing. We know that our distributors are very close to their operator-customers and, before giving us their personal opinion of any game we ship, they check with their operators who have already placed the games on location."

"Therefore", he concluded, "we feel very safe in stating that, as far as our factory is concerned, there is now no doubt that 'Wishing Well' has helped us start the new fall-winter season with better business than ever."

"It's What's in THE CASH BOX That Counts"
Full activity is quite evident along coinrow. Games wholesalers report keen interest in all new machines. Music operators anxiously awaiting the unveiling of the phonographs of AMI and Seeburg. At the same time, reports coming in from operators in the recently flooded areas are heartening. Seems that damage isn’t as bad as originally thought. Some operators, caught in the devastated areas, naturally found the majority of coinmen figure their losses ran from 3 to 5 machines on the average. Heartening, also, is the report that not many locations were totally destroyed. Most of them, after a clean-up and repair job, are now functioning..... Harry and Hymie Koeppe, Koeppe Distributing Co., advise that, in addition to wholesale reconditioned music, they will now handle every type of coin operated equipment—amusement machines and vending..... Tried our hand, once again, on Exhibits’ “Skill Pool!” at Mike Munves’ and did much better than last week. A little more practice, and no doubt we’ll develop into a pool shark. Mike tells us the game going big..... Joe Fishman, Atlantic, Penna. Corp., Phila., visits with Meyer Parkoff, Atlantic, New York, and they discuss the details of their showings for the new Seeburg phonos. They present us with a disc called the “Toroid” unit which goes into the “Tormat” unit, and which reads “Seeburg Memory.” We’re supposed to carry this disc with us so that we can recall memory all names of our friends, how to spell them, and other matters that fill the mind. Parkoff claims that in addition to performing miracles for the Seeburg phonos, the same machine will help us develop a better memory with our mind. (Note: We doubt it)..... Ed Edelman in town. Is finished with his vacation stay at Seenon Lake. Will remain in town until after the Moore-Murano fight, for which he has tickets. Edelheim’s firm, Edelhein Products, Detroit, manufacturing “Ten-H!” a pool table, which is displayed here at Dave Lowy & Co., his distri

"It's What's in THE CASH BOX That Counts"
How times do change. Back in the 30's some music ops changed coin chutes and featured records in their phones at 2c each, 2 for 5c. Music ops, this year of '56, will get the opportunity to sell tunes on their new 200 phono, Seeburg Deluxe machines, at 5c each, 2 for 10c. Very few of these for 15c EP discs run over 4 minutes for both tunes, they report. (The Cash Box sought to get diskellers to make 2 minute records. The Cash Box originated the idea of "timeing" all record releases. So that record men wouldn't heed the 2 minute cut-off.) According to Walter Nelson, Seeburg, talking about "timeing." "Tell us how important "timeing" is to introduction of new products in this industry. "For example," he says, "just take our new 'Miami Beach.' This game was perfectly timed." Jack reports that Bally enjoying greater acceptance for "Miami Beach" than for any game so far produced in '56.

Demand for a "National Credit Bureau" begins to grow greater each week. The Cash Box will, once again, revive the facts as to why such a "Bureau" should come into being. Appreciate San Francisco's Walt Huber sending us these overlay match books. A great gathering at the Bally rooms. Lou Doris, Bill Hopp, Jimmy Johnson, JOHNNY MCMURDO, Wally Finke, Joe Kline, Barnet (Shuggy) Sugarman, Abe Green, Abe Susman, and many others. All hosted by Bill O'Donnell, Jack Nelson and Phil Weinberg. Bally now in its 5th production release of its kiddie gun, "Bally Bull's Eye." Bally is also producing the model B "Denver," as well as offering production lines just as speedily as possible. . . . With not a room to spare in Our Town, AMI distribs came in one right after the other. Whittakerjotgronthselvestheseboys. . . . And just as tight as these letters are, how is it there are future releases for compartmentalizing Fast and, the big AMI distrub's convention. . . . DAVE, SOL, Nate and Al Gottlieb all excited over the marvelous reception their brand new single player five-ball, "Wishing Well," received from all of their distribs. The game has been tested, retested and tested all over the country everywhere.

Ed Levin of ChiCoin returned from a fast trip throughout the Texas country-side and, as he landed in Chi on Friday, was told to fly right out to Baltimore. What a job that was. Ed dashed to the airport as a "stand-in." But luckily, got the first place out. Seeburg machine distributors will be the first to try. Bill DeSelm more excited than ever as United goes into a full day work week with production stepped up to the very top peak. What created all the backlog? "Pixies." And the three models of "Bonus Shuffle Alley" according to Bill. . . . Lou and Ann Kenealy, Jack from the Ambassadors, Joe Robbins report that Empire's new "Export Catalog" now being mailed out everywhere overseas. "It's a great job," Joe says. . . . Even as he was announcing Williams' two new games, "Smoke Signal" and "Bank Shot," Art Weinand was grabbing for his coat. Probably the airiest visit of any of the firm's distribs. . . . John Kerns of Western States Amuse Co., Colorado Springs, Colo., writes, "Everyone, or almost everyone, likes to brag. I am the person responsible for the industry having in-line games. Of this I am sure."" Of course, a fast trip has made Ed Levin a bit weary. He won't have to hold off his trip to the West Coast because all of their distribus in that area sold out of "Skill Pool." Now Frank sitting and waiting for the shipments to get there so that he can fly West again. "Next week," he announces, "The Homeowners Journal." Congratulations to C. N. (Mac) McMurrich, Johnny Ruggiero and all the other swell Jones Boys on this Aug.-Sept. issue. . . . Paul Huebner reports, "Now I'm really busy," Explains that Keene's "Fascination" pool game, "Challenge Bowler," Deluxe Hart, and all his people. . . . Joe Robbins reports that Empire has a new "Export Catalog" now being mailed out everywhere overseas.

"WANTED QUICK!" BRIGHT SPOTS - CONEY ISLANDS BRIGHT LIGHTS - ATLANTIC CITIES CASH OR TRADE Empire COIN MACHINE EXCHANGE 1012-14 MULWAKIE AVE., CHICAGO 22, ILL. PHONE: EVERGLADE 4-2600

CHICAGO CHATTER (Cont.)

A. Miller of MOA all hopped up over the idea of 5,000 new members for this big organization. . . . Lee Weinberger of Louisville advises that his firm going all out on the new products and forecasts, "The finest Fall season of all time.

With all the boys coming to Chi for the Seeburg and now the AMI meets, some of the old timers ganged up on us and asked a few questions. . . . Asked one, "Do you recall the Thomas A. Edison recording unit that used to say Thank You?" We sure do. This was installed on the Camco vending machine. A vender that used to make change. Franklin D. Roosevelt was a "Director" of this firm. In fact, William "Little Napoleon" Blatt bought out a warehouse full of them, when he was Supreme Vending Co., 557 Rogers Ave., Brooklyn. Sold them for $500 each. . . . Still another question we were asked, "Do you recall the Rowe cigarette machines with the two cherubs holding up the circular mirror?" (Do we? Not only do we know the machine, originally built in the late Bill Rowe's cellar in Inglewood, Calif., we had a hand in redecorating it. Produced a vender called, "The Imperial." As Robert Z. (Bob) Greene will testify): . . . To the old timers who like to ask us these questions we suggest that they remember The Cash Box is edited by men who've been in the coin biz for over 25 years each.


"It's What's in THE CASH BOX That Counts"
FOR SALE—Wurlitzer Bar Boxes 2140's; Wurlitzer Wall Boxes 3020's Steppers and Master units. No reasonable offer refused. YOUNG DISTRIBUTING, INC., 599 TENTH AVENUE, NEW YORK, N. Y.

FOR SALE—Complete line of used phonographs, shuffle games, cigarette machines, all other equipment. Lowest prices. Best merchandise. One letter, wire, or phone call will convince you. Factory Representatives for United, Kenney, Bally, Taran DISTRIBUTING, INC., 3401 N. W. 36th STREET, MIAMI 42, FLA. Tel.: 64-4864.

FOR SALE—Seyburg “A’s”, $269.50; AMI “A”, $69.50; Exhibit Star Shooting Gallery, $197.50; Seyburg Bear Gun, $99.50; Race The Clock, $314.50; Bally Space Ship, $249. Write, Wire, Phone Today. LAKE CITY AMUSEMENT CO., 4533 PAYNE AVENUE, CLEVELAND 3, OHIO. (Tel.: HEnson 1-7577).

FOR SALE—18 foot Rock-Ola Shuffle Board $169.50; Sleeve Board game wax (12 cans) $3.50; Fast wax case (12 cans) $4.50; Pack (set of 8) $12; Fluorescent Lights pair $22.50; Adjusters $18.50. PURVEYOR DISTRIBUTING CO., 4322 N. WESTERN, CHICAGO 18, ILL. (Tel.: JUniper 8-1814).

FOR SALE—United Bingos; 7 Takitis, $99.50 ea.; 7 Simpsons, $225 ea.; 9 Tropicaus, $239.50 ea. WESTERN DISTRIBUTORS, 1226 S.W. 16th AVE., PORTLAND, OREGON. (Tel.: ATover 7565).

FOR SALE—Send $1.00 for the record of “The Cat Came Back” b/w “Stop Crackin’ Peanuts” by Lee Moore, disc scooter of WWVA in Wheeling, W. Va. Please state whether 45 or 78 rpm. CROSS COUNTRY RECORDS, 229 OUTWATER LANE, GARFIELD, N. J. Tel.: PFluest 9-0182.

FOR SALE—10 cent Operators don’t let profit walk out the door. Use General’s Two Nickels for Dime Play Kits. Install in minutes. $3.50 Revenue increase. Samples $3.50 each, lots of 10, $2.95 each. GENERAL DISTRIBUTING COMPANY, 3574 HARDING STREET, CLEVELAND, OHIO. Tel.: Saratoga 2-5151.

FOR SALE—Reconditioned phone—ready for location: AMI A; AMI B; D-40 and D-40; Rock-Ola Fireball 45 rpm; Seeburg M 100A; Wurlitzer 1500. Write for low prices. RUNYON SUPPLIES COMPANY, 595 TENTH AVENUE, NEW YORK, N. Y., or 221 FREELINGHUYSEN AVE., NEWARK, N. J.

NOTICE—Attention, Wurlitzer 1500, 1700 and 1800 Operators. Connect 24 and 48 Selection Wallboxes to these phonographs. Use Regular 219 and 248 Steppers with Adaptor. Specify model. Change one wire in Stepper. $34.50. MIDWEST MUSIC SERVICE, 819 WEST SECOND ST., WICHITA, KANSAS.

NOTICE—We are converting Bally Hi-5s into that ever popular Bench Club. Why not have the equivalent of a new Bench Club? Call, write or wire us for more information. All our equipment is completely reconditioned. DONAN DISTRIBUTING CO., 5007 N. KEDZIE, CHICAGO 25, ILL. (Tel.: JUniper 8-5211).

NOTICE—Texas operators—write or phone your Rock-Ola Phonograph repairs. PHONO-VENT OF TEXAS, 1023 RASSE ROAD, SAN ANTONIO, TEXAS. Tel.: FReeling 3-7197 or PHONO-VENT OF HOUSTON, 1408 JOE BILL STREET, HOUSTON, TEXAS. Tel.: FLewart 4791, for genuine factory parts, also good reconditioned phonographs priced right.

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

WANT FOR SALE

Classified Ads at 10 Cents a Word

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Notice to Holders of "Special" Subscription: You are entitled to a free classified ad in each week's issue containing no more than 40 words, which includes your firm name, address and telephone number. All words over 40 will be charged to you at the rate of 10c per word. Please count words carefully.

ALL CLASSIFIED ADVERTISING CLOSES WEDNESDAY NIGHT AT THE CASH BOX, 26 West 47th Street, New York 36, N. Y.
Hear the "G" and you'll agree—there's no HI-FI like AMI-FI!

at your AMI distributor's beginning
September 24

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

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

"It's What's in THE CASH BOX That Counts"
This week's used machine quotations

**Numerical of Each Machine Owned Value of Machines Here**

For Inventory Purposes Ascertain Value by Figures between Low and High Prices

**This Week's Used Machine Quotations**

17th Year of Publication
833rd Consecutive Week's Issue

**How To Use**

"The Cash Box Price Lists"

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

FOREWORD: Many times, wide differences appear in the quotation of high and low prices of certain equipment. Like any true reporter, "The Price Lists" can only give the prices as they are quoted. "The Price Lists" acts exactly the same as the market quotation board at the Stock Exchange—posting the prices as they are quoted for the past week, regardless of how much they may seem to be out of line. Some prices do not change for months. "The Price Lists," rather than show no price, retain the last known quotation for such equipment, so that the subscriber at least has the last known prices as a basis to work with. Prices may be very widely divergent. Some deals in the West Coast may fetch a certain machine worth $150.00 whereas someone on the East Coast may think it worth but $37.00. Of course, serial, appearance, demand, territory, quantity, and condition of equipment must be taken into consideration. (See also section offered by outstanding firms, having a reputation for shipping completely reconditioned machines, will be offered at higher prices than others, due to the added cost of reconditioning.) "The Price Lists" reports each quotation exactly as it is made and depends on the subscriber to make average price adjustments to fit the peculiarities of his territory.

**METHOD:** "The 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., add an additional $20 to $25 on Pin Games—$20 to $30 on Phonographs.

**REPAIRING&SOLDING PRICE LIST**

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

Reports received indicate that, in some cases, purchasers become upset due to the fact that they cannot, in many times, buy equipment listed in the lower price brackets. Sometimes sellers of machines listed at from $10.00 to $25.00 ask from $50.00 up to $75.00 and even more for those very same machines. Purchasers of such equipment must realize that machines in the very low price brackets much were to be priced at these low figures. To completely recondition such machines, the reconditioner must add onto his price the cost of transportation to obtain these machines, the labor, parts and supplies needed to recondition the machines, plus the cost of curios, crates and labor for packing and shipping of the machine, in addition to a decent profit which will, in most cases, raise the price of a $10.00 to $25.00 machine anywhere from $50.00 to $75.00 and up. In the case of the arcade and kiddie ride机型 these may even be higher due to the fact that many of the parts have to be made by hand or contracted for. Some manufacturers of many of the old arcade machines and kiddie rides no longer in business, and it is impossible to obtain parts for reconditioning. Purchasers of such equipment should take these facts into consideration and, at the same time, should also realize that many buyers today have their own repair and reconditioning departments as well as experienced mechanics. These buyers will purchase machines "as is" at prices quoted by the trade at large and recondition the machines to meet their own operating standards.

**The Cash Box Page 58 • END OF MONTH INVENTORY ISSUE • September 24, 1955**
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### Pinball Games (Cont.)

<table>
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<tr>
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<tr>
<td>4. Thing (CC 2/51)</td>
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<tr>
<td>4. Three Feathers (Ge 5/61)</td>
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<tr>
<td>4. Three Four Five (Un 6/51)</td>
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<tr>
<td>6. Three Musketeers (Get 7/49)</td>
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<tr>
<td>6. Thrill (CC 9/48)</td>
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<td>6. Thunderbird (Wm 5/54)</td>
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<td>2. Times Square (Wm 4/53)</td>
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<td>4. Touchdown (Un 1/52)</td>
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<td>4. Triplet (Get 7/50)</td>
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<td>4. TriScore (Ge 1/51)</td>
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<td>2* Tropicana (Un 1/55)</td>
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<td>6. Tropics (Un 7/53)</td>
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<td>6. Tetman (Wm 1/49)</td>
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<td>6. Tumbleweed (Ex 8/49)</td>
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<td>6. Turf King (B 6/50)</td>
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<td>6. Twenty Grand (Wm 3/54)</td>
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<td>6. Twin Bill (Get 1/51)</td>
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<td>6. Utah (Un 7/49)</td>
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<tr>
<td>2* Variety (R 9/54)</td>
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<td>6. Watch My Line (Get 7/50)</td>
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<tr>
<td>6. White Kids (CC 3/52)</td>
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<td>6. Wild West (Get 8/51)</td>
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<td>6. Wimpee (Ex 2/54)</td>
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<td>4* Yacht Club (B 6/53)</td>
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<td>6. Zingo (Un 10/51)</td>
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--- TOTAL NO. TOTAL VALUE --- 17,388 475.00

### Shuffle (Cont.)

<table>
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<tr>
<td>4. ChiCoin Advance (10/53)</td>
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<td>4. ChiCoin King (10/53)</td>
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<tr>
<td>2. ChiCoin Cross Bowling (12/53)</td>
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<tr>
<td>5* ChiCoin Triple Frame (3/54)</td>
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<td>2. ChiCoin Starlite (3/54)</td>
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<td>2. ChiCoin Skid (3/54)</td>
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<td>6. ChiCoin Holiday (5/54)</td>
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<td>2. ChiCoin Triple Strike (2/55)</td>
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<td>4. ChiCoin Cross Criss Cross Targete (1/55)</td>
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<td>4. Exhibit Two Bonus Snowman (5/52)</td>
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<td>6. United 10th Frame Star (10/52)</td>
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<td>6. United Manhattan 10th Frame (10/52)</td>
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<tr>
<td>6. United 10th Frame Super (10/52)</td>
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--- TOTAL NO. TOTAL VALUE --- 4,376 250.00
The Cash Box, Page 61 - END OF MONTH INVENTORY ISSUE - September 24, 1955

Manufacturers New Equipment

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

AIBT MFG. CORP.
1956 Challenger $75.00
Rifle Sport (3 guns, 6 gun and 12 gauge range). Prices on Request
Chin Chutes, Slug Rejectors, Coin Changers, Timer
Switch, Coin Pay Meters, other Accessories
Prices on Request

AMI, INCORPORATED
F-129 Juke Box (Recevier included) $6,000.00
F-30 Juke Box (Recevier Not Included) 7,000.00
HS-30 Selective Hideaway 8,000.00
WS-30 Wall Box 9,000.00
S-80 Receiver 10,000.00
S-120 Receiver 11,000.00
Wall Speaker Corner Speaker
Restaurant Speaker
R-167 Bartop

AUTO-PHOTO CO.
Auto-Photo Studio Model "I" $2,950.00

BALLY MFG. CO.
Miami Beach $750.00
Jumbo Bowler (without Match Feature) Model J-110, 10 a play 760.00
Model J-325, 3 plays for 25c 825.00
King Pin Bowler (with Match Feature) Model K-110, 10 a play 995.00
Model K-325, 3 plays for 25c 1,000.00

ABC Bowler (without Match Feature) Model A-110, 10 a play 760.00
Model A-325, 3 plays for 25c 825.00
Congress Bowler (with Match Feature) Model M-110, 10 a play 800.00
Model M-325, 3 plays for 25c 825.00

Bally Lucky Shooting Gallery $950.00
The Champion (with new metal cabinet) 750.00

CHICAGO COIN MACHINE CO.
Blinker Bowler (with Match Feature) $815.00
Bonus Score Bowler (without Match Feature) 695.00
Big League Match Feature Model 595.00
Bovadora Bowler (without Match Feature) 850.00
Bulls Eye Bowler (with Match Feature) 775.00

EXHIBIT SUPPLY
Treasure Cove Regular Model $675.00
Match Play 690.00
Junior Jet Ride, '55 Model 800.00
Big Brother, '55 Model 1,100.00
Roy Rogers' Trigger, '55 Model 1,847.50

GENCO MFG. & SALES CO.
Quarterback (Football Game) $355.00
Sky Rocket Rifle Gallery (with Match Feature) 675.00

D. GOTTLEB & CO.
Wishing Well (Single Player, 5 Ball) $87.50

INTERNATIONAL AUTO. CORP.
Dream Yourself (new Driveable) $795.00
Photomatic '54 2,150.00
3-D Art Parade, 10 show model 950.00
Universal Post Card Vendor 600.00

J. H. KEENEE & CO., INC.
DeLuxe Challenge Bowler (with Match Feature) $995.00
Challenge Bowler (without Match Feature) 665.00
El Toro Cigarette Vendor 335.50
Coin Changer Model 391.50

ROCK-OLA MFG. CORP.
Model 1948 Hi-Fi Phonograph $1,200.00
Model 1950 Hi-Fi Phonograph 1,750.00
Model "1600-A" Hi-Fi Phonograph 1,675.00
Model 5206 5c-10c-25c Wall Box 4 Wire (8 Selections) 1,700.00
Model 5207 5c-10c-25c Wall Box 3 Wire (10 Selections) 1,700.00
Model 5100 8" Speaker 400.00
Model 5110 12" Speaker 600.00
Model 5111 12" Enclosed Speaker 600.00
Model 5112 8" Wall Speaker HP 3,150.00
Model 5115 Hi-Fi 4 Cone Corner Speaker 2,750.00
Model 5116 Hi-Fi Coaxial Corner Speaker 2,150.00
Model 5117 Hi-Fi Coaxial Wall Speaker 3,150.00

J. P. SIEEBERG CORP.
HP-100R
3W-1 Wall-O-Matic "160" M RV1-1 Master Remote Volume Control
CVS-6-8" Wall Speaker Ivory (Tandrop) 750.00
CVS-6-8" Recessed Speaker 850.00
PS-10-12" Recessed Speaker 900.00
ARAIL-1 Auxiliary Remote Amplifier 1,050.00
AYCI-A Automatic Volume Compensator Unit 1,100.00

UNITED MFG. CO.
Bonus Shuffle Alley Single Chute 705.00
Double Chute 725.00
DeLuxe Bonus Shuffle Alley (with Match Feature) Regular Model, 10 a play 750.00
Special Model, 10 a play, 3 plays for 25c 775.00
Pyramid Bonus Shuffle Alley Regular Model, 10 a play 700.00
Special Model, 10 a play, 3 plays for 25c 795.00
Super Stubby Regular Model 850.00
DeLuxe Bonus Shuffle Alley (with Match Feature) 850.00
Cupboard Shuffle Alley Single Chute 705.00
Double Chute 725.00
Derby Roll (without Match Feature) 705.00
De Luxe Derby Roll (with Match Feature) 725.00
Plex 725.00

WILLIAMS MFG. CO.
King of Swat $549.00
Three Deuces 389.00
Sidewalk Engineer 259.00

THE RUDOLPH WURTLIZER CO.
Model "1800" Hi-Fi Phonograph 2,100.00
Model "1700" Hi-Fi Phonograph 1,800.00
Model "1600-A" Hi-Fi Phonograph 1,675.00
Model 5206 5c-10c-25c Wall Box 4 Wire (48 Selections) 1,700.00
Model 5207 5c-10c-25c Wall Box 3 Wire (10 Selections) 1,700.00
Model 5100 8" Speaker 400.00
Model 5110 12" Speaker 600.00
Model 5111 12" Enclosed Speaker 600.00
Model 5112 8" Wall Speaker HP 3,150.00
Model 5115 Hi-Fi 4 Cone Corner Speaker 2,750.00
Model 5116 Hi-Fi Coaxial Corner Speaker 2,150.00
Model 5117 Hi-Fi Coaxial Wall Speaker 3,150.00
THE WURLITZER 1800

WINS THE TOP LOCATIONS

WOWS LOCATION GOERS

WORKS WITHOUT INTERRUPTION

RESULT?

IT OUTEARN ALL OTHERS!

See it—Hear it—Buy it
at your Wurlitzer Distributor

Wurlitzer 1800

THE YEAR'S TOP PHONOGRAPH
IN BEAUTY - IN TONE - IN EARNINGS

THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK
Established 1856
THE BIGGEST HIT IN BASEBALL GAMES

UNITED'S DE LUXE SUPER-SLUGGER

ANIMATED BASE RUNNING
BEAUTIFUL 3-D EFFECT

PLAYER CONTROLS
SWING OF BAT TO HIT
WEAK... MEDIUM... HARD

New Super Homer Feature Scores
HOME RUN PLUS 50 ADDITIONAL RUNS

Hit in LOWER, CENTER or UPPER DECK
SCORES HOME RUN PLUS 10 ADDITIONAL RUNS

Player gets 50 Extra Runs for
landing in all 3 Decks

SIZE:
6'6" FT. HIGH, 6'6" FT. LONG, 2 FT. WIDE

DOUBLE CLOVER MATCH FEATURE

UNITED'S SLUG REJECTOR

SEE YOUR DISTRIBUTOR

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

SUPER SLUGGER IS ALSO AVAILABLE IN
REGULAR MODEL WITHOUT MATCH FEATURE
Pick the Ballybowler best for each location... your choice of Official Scoring or Speed-Control Scoring... with or without match-score features... dime-play or three-plays-for-a-quarter. All four Ballybowlers are location-proven big money-makers.

BOWLER earnings climb to a new sensational high... as 20,000,000 bowlers and their millions of non-bowling friends... discover the fun and fellowship... and the sporting satisfaction of shuffle-bowling by OFFICIAL BOWLING RULES. For biggest group-play... and continuous repeat-play... resulting in bigger bowler profits... get Bally ABC-BOWLER on location now... or CONGRESS-BOWLER for added attraction of match-score features.

NOW popular 4-digit shuffle-bowling... with exciting, bell-ringing SUPER-STRIKES and SPEED-CONTROL scoring... is more fun than ever... on newest Ballybowlers with sensational king-size pins and hefty, human giant puck. Get more money out of your bowler-spots by getting Bally JUMBO BOWLER busy for you now—or KING-PIN BOWLER for added play-appeal of triple-match feature. Order Ballybowlers from your Bally Distributor today.

**Popular Official Bowling Scores**

NEW KING-SIZE Pins

New over-size puck

New king-size pins, nearly a foot high and almost as long as official bowling-alley pins, increase play-appeal of all 4 Ballybowlers. Compare new giant pin (left) with old-fashioned pin (right). Matching the new big pin in the new Bally over-size puck with a hefty, lucky ball that adds to thrills of skill-shooting. New over-size puck is larger puck on each playfield below. Compare size with smaller, old-fashioned pucks.

**Thrilling Speed-Control Scores**

NOW popular 4-digit shuffle-bowling... with exciting, bell-ringing SUPER-STRIKES and SPEED-CONTROL scoring... is more fun than ever... on newest Ballybowlers with sensational king-size pins and hefty, human giant puck. Get more money out of your bowler-spots by getting Bally JUMBO BOWLER busy for you now—or KING-PIN BOWLER for added play-appeal of triple-match feature. Order Ballybowlers from your Bally Distributor today.

**New ABC BOWLER and ABC BOWLER play 10 frames... are available in dime play or one play for a dime, 3 plays for a quarter... require only 8½ ft. by 25 in. floor space.**

**New CONGRESS-BOWLER and JUMBO BOWLER are easily adjustable for 5 frames or 10 frames... available in dime play or one play for a dime, 3 plays for a quarter... require only 8½ ft. by 25 in. floor space.**

**ABC Bowler**

**Congress Bowler**

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