One of the fastest breaking records in Capitol's history is "Sixteen Tons" by "Tennessee" Ernie Ford. The singer first performed the song on his NBC-TV show and the response to it was so great that his manager, Cliffie Stone, quickly arranged with American Music, publisher of the song, and Capitol to have it recorded. Above left to right are: "Tennessee" Ernie Ford; Jack Fascinato, who is the orchestra leader on both Ford's show and records; and Cliffie Stone.
the group: THE AMES BROTHERS

THE NEXT TIME IT HAPPENS
(from the Rodgers-Hammerstein musical production, “Pipe Dream”)

MY LOVE, YOUR LOVE
20/47-6323

the girl: JUNE VALLI

DON'T TELL ME NOT TO LOVE YOU

OH! WHAT A DAY
20/47-6331

the dealer’s choice rcaVICTOR
“New Orthophonic” High Fidelity Recording
A few days ago, a bunch of music and record boys were standing around Al & Dick's discussing their favorite subject—the record business. The name of a certain artist was mentioned and since a member of the disk firm for which he records was present, one sharp Brill Building character said, "Oh him, is he still on your label?"

"I want to tell you something," the record exec answered. "Not only is he on my label, but if I had to make a choice between releasing him or any one of my top stars, I would have to think very seriously. Any record this guy turns out has an assured sale of at least 100,000—and this is with hardly any extra cost to us. Any time I can find an artist who can guarantee me that, I'll hung onto him for dear life and I don't care if he never has a smash hit!"

This conversation pointed up a factor in the record business which many of us overlook. Everyone is so busy trying to get the smash that we sometimes overlook the fact that the base of the record business is the steady seller. This has been best exemplified in the recent development of packaged goods sales. While still working for pop single hits, almost every company has quietly developed a substantial album business, a business which guarantees sales week in and week out, which pays salaries all year round whether the company has a pop smash or not.

Likewise almost every diskerry has an artist or two who really doesn't make too much noise, but who has a basic following that buys his records. It doesn't matter that this artist never sells four or five hundred thousand records. He sells one hundred thousand. And even if he only sold seventy-five thousand on each release, he would still be a profitable member of the firm, one to be treated with as much deference as the star.

An important part of the phrase "record business" is the word BUSINESS. And a business consists of many factors. One of these factors is the hit. Of course everyone wants the smash. There lies the great profit, the excitement, the glamour. But you can't always have smashes and in between you need another factor, the steady sellers, the artists who make records that you can count on to be profitable not through stupendous sales, but through constant sales.

Artists like those are just as hard to come by as the big stars. Record firms that endure them with the same care are assuring themselves the basic product that every business needs.
**Best Country Record of 1955 (Cont.)**

*Live Fast, Love Hard, Die Young*—Faron Young... 10,207
*There Goes She*—Carl Smith... 9,367
*Fall From Grace*—Faron Young... 8,756
*Just Call Me Lonesome*—Eddy Arnold... 8,608
*Love Me, Do, Lover*—Hank Snow... 8,382
*Ballad Of Davy Crockett*—Ernie Ford... 8,081
*Love, Love, Love*—Webb Pierce... 7,705
*Heart Of Stone*—Red Foley... 6,482
*Are You Mine*—Ginny Wright & Tom Tall... 6,465
*The Kentucky Song*—Eddy Arnold & Hugo Winterhalter... 5,973
*Satisfied Mind*—Red & Betty Foley... 5,774
*As Long As I Live*—Kitty Wells & Red Foley... 4,782
*Satisfied Mind*—Jean Shepard... 4,628
*Would You Mind*—Hank Snow... 4,371
*Making Believe*—Jimmie Work... 4,328
*Are You Mine*—Myrna Lorrie & Buddy DeVal... 3,980
*That Do Make It Nice*—Eddy Arnold... 3,720
*Calling It Davy Crockett*—Mac Wiseman... 3,416
*In The Jailhouse Now, No. 2*—Jimmie Rodgers... 3,228
*Kiss Don't Lie*—Carl Smith... 2,766
*New Green Light*—Hank Thompson... 2,631
*Youngster Comes A Sucker*—Jimmie Rees... 1,972
*Cryin', Prayin', Waitin', Hopin'*—Hank Snow... 1,856
*It Tickles*—Tommy Collins... 1,314
*Baby, Let's Play House*—Elvis Presley... 1,264
*This Poison In Your Heart*—Kitty Wells... 1,745
*If You Were Me*—Webb Pierce... 1,720
*Most Of All*—Hank Thompson... 1,683
*Wildwood Flower*—Hank Thompson... 1,552

**Best Country Male Vocalist of 1955**

Webb Pierce... 18,653
Eddy Arnold... 15,272
Hank Snow... 14,561
Connie Smith... 13,712
Carl Smith... 12,368
Red Foley... 9,968
Hank Thompson... 7,841
Jim Reeves... 7,258
Ernest Tubb... 7,226
Ernie Ford... 6,616

**Best Country Female Vocalist of 1955**

Kitty Wells... 17,312
Jean Shepard... 15,783
Goldie Hill... 11,221

**Best Country Vocal Combination of 1955**

Johnny & Jack... 14,191
Carlisles... 13,248
Red & Betty Foley... 6,728
Lamb's Of The Pioneers... 4,321
Homer & Jethro... 4,863

**Best Country Band of 1955**

Hank Thompson's Brazos Valley Boys... 16,128
Pee Wee King... 15,837
Ray Price's Cherokee Cowboys... 7,584
Carl Smith's Tunesmithes... 7,257
Bob Wills' Texas Playboys... 5,848
Tex Williams... 2,764
Wade Ray's Cow Six... 1,802
Wade Ray's Star Five... 1,556

**Best Country Sacred Singer of 1955**

Martha Carson... 11,481
Red Foley... 11,371
Stuart Hamblen... 11,428
T. Tommy & The Chanters... 6,316
Lloyd Collins... 6,282
Lover's... 6,274
Jimmie Davis... 4,884
Carl Ruth... 4,428
Jordane Smith... 2,688
Jordane Smith... 2,702

**Best Country Instrumental Artist of 1955**

Chet Atkins... 11,311
Bob Wills... 7,597
Speedy West & Jimmy Bryant... 4,441
Del Wood... 2,416

**Most Promising New Male Vocalist of 1955**

Pat Boone... 17,650
Chuck Berry... 8,559
Chuck Miller... 5,497
Ferr Parker... 4,993
David Whitfield... 4,993

**Most Promising New Female Vocalist of 1955**

Gogi Grant... 15,833
Caterina Valente... 14,972
Gale Storm... 13,381
Joan Weber... 8,685
Priscilla Wright... 7,000
Faye Dunaway... 6,922
Marion Marlowe... 4,388

**Most Promising Vocal Group of 1955**

Platters... 15,629
Sundial... 13,274
Ladies... 12,918
Don, Dick & Jimmy... 7,108

**Most Promising New R & B Male Vocalist of 1955**

Chuck Berry... 19,850
Bob Dodd... 17,622
Nappy Brown... 15,183
Jimmie Reed... 14,707
Joe Williams... 12,838
Lil Willie John... 12,017
Earl "Connelly" King... 9,584
Earl Gaines... 9,083

**Most Promising New R & B Female Vocalist of 1955**

Lavern Baker... 19,247
Rita James... 8,325
Donna Hightower... 5,629

**Most Promising R & B Vocal Group of 1955**

Penguins... 20,176
Three Chocklites... 12,282
The Moonglows... 14,568
The Medallions... 13,274
Gene & Eunice... 10,107
The Four Fellows... 8,697
Maxine & The Marigolds... 7,963
The Jaguars... 7,949

**Most Promising Country**

Elvis Presley... 10,481
Porter Wagoner... 10,206
Tommy Collins... 7,424
Jimmie Work... 6,934
Jimmy Newman... 6,873
Jimmie Rogers... 5,755
Jimmie Edwards Brown... 5,629
Bonnie Brown... 4,812
Bobby Lovi... 4,763
Red Sovine... 3,712
Tom Tall... 3,658

**Male Vocalist of 1955**

Sonny James... 2,964
Jim Wilson... 2,872
Terry Fell... 2,502
Marvin Rainwater... 1,728
Al Terry... 1,492
Eddie Dean... 1,245
Buddy DeVal... 1,370
Walter Farrow... 658

**Female Vocalist of 1955**

Nettie Nelson... 1,840
Dorothy Merrill... 1,734
Betty Attenborough... 1,208
Marvin Rainwater... 1,087
Bobbie Taylor... 821
Joan Hager... 376

**Vocal Group Combination of 1955**

Ginny Wright & Tom Tall... 5,878
Williams Brothers... 5,164
Maxine & Jim Ed Brown... 4,926
Nita, Rita & Ruby... 4,725
Levin Brothers... 4,122

**Most Promising Vocal Group**

Smokey Joe's: Leonard Berry, Ray Charles, Little Richard: 7,878
Rita, Ruby & Maxine: 7,878
Nita, Rita & Ruby: 7,878
Dorothy and the Dominoes: 7,878
}
From Out of The Pages of History steps . . . .

"Robin Hood"

recorded by

ALAN DALE
on Coral

JOE REISMAN Ork & Chorus
on RCA Victor

NELSON RIDDLE Ork & Chorus
on Capitol

THE NATURALS with JOE LIPMAN ORK.
on MGM

and More To Follow

*as featured on "The Adventure of Robin Hood" program every Monday evening, 7:30-8 PM, over CBS-TV est. Coast to Coast.

OFFICIAL MUSIC CO. INC.

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1619 Broadway, N. Y.

Music

Nelson

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The NELSON Cash ALAN*

Monday as featured on "The Hood of MGM on CBS-TV records by JOE RCA LIPMAN ORK."

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KENTUCKY

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23)

SHIFTING,

WHISPERING

SANDS

RUSTY DRAPER—BILLY VAUGHN

DO-15409 (45-15409)—Billy Vaughn Vi-20-243 (47-2423)—Johnny Johnson Family ML-70696 (70696 x 45)—Rusty Draper Singers

HE

AT HIBBLER—McGUIRE SISTERS

CR-6105 (9-6105)—McGuire Sisters MG-12078 (X12078)—Kay Arminn

DE-29660 (9-29660)—Al Hibbler

AIN'T THAT A SHAME

PAT BOONE

DO-13377 (45-13377)—Pat Boone IM-3348 (45-3348)—Patsy Domingo

PA-11228 (15-11228)—Bill Martin

W-90080 (90080 x 45)—Connie Gaylord

SUDDENLY THERE'S A VALLEY

GOOGE GRANT—JO STAFFORD—JULIUS LA ROSA

CA-1228 (F-1228)—Patty Andrews CD-1725 (45-1725)—Gloria Jones

CO-40519 (40-40519)—Jo Stafford

DE-29666 (9-29666)—Jimmy Bros.

CR-1005 (45-1005)—Gigi Grant

MG-12078 (X12078)—Kay Arminn

YOU ARE MY LOVE

JONI JAMES

JU-2218 (45-2218)—Four Tunes

MG-12066 (X12066)—Joni James

A bright "new" note is about to resound through the record industry as the ABC-Paramount label makes its premiere appearance! Imagine a "newcomer" with a foundation of many years of show business know-how. Picture this vast experience, the ability to sell entertainment, the talent to produce the right product...and you'll have an inkling of why there exists within us a feeling of great pride and confidence. We're sure the ABC-Paramount label is destined to become outstanding in the minds of Mr. Distributor, Mr. Coin-Machine Operator, Mr. Disk Jockey and most important, Mr. and Mrs. Public and Family!

"It's What's in THE CASH BOX That Counts"
EYDIE GORMÉ...Exciting singing star of the Steve Allen “Tonight” show has already been heralded with “picks” by Cash Box and Variety on her first ABC-Paramount release...moving fast on the air and off the counter!
ANNETTE WARREN..."Sensationally sultry" are the only words to describe this girl...and her delivery! Remember "Tame Me", "Circle" and Annette Warren...you'll be seeing them on the charts!

DICK DUANE...Here is a truly rare and versatile voice coupled with the good looks to take him to stardom in a hurry. "Siboney" and "Now" have the selling power to do it!
THE ROVER BOYS...These lads get the full treatment on backgrounds for their distinctive sound-styling of "Come To Me" and "Love Me Again". Both capable of breaking big from the start!

THE TRIO SHMEED...
They have a "touch" all their own that made them European recording and nightclub favorites. They debut in the U.S. with two sure-fire sides in "Yodel Cha Cha" and "Polka Yodel".

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
REX TRAILER...The popular rodeo star and western balladeer presents two sides with all the earmarks of big “POP” potential.

BERNIE WAYNE...A top composer and arranger wields the baton over his own compositions, “Vanessa” (a completely new vocal treatment of this big seller) and “Piff! Paff! Puff!” (a meringue).

AM-PAR RECORD CORP.
New York, N.Y.
(Distributed in Canada by Sparton of Canada, Ltd.)

“It's What's in THE CASH BOX That Counts”
**THE CASE BOX**

**DISK OF THE WEEK**

**"MY BELIEVING HEART"** (2:40) [Vandalos ASCAP—Crane, Jacobs]

**"YOU'LL NEVER FALL IN LOVE AGAIN"** (2:23) [The Hub-Loeds ASCAP—Oakland, Webster]

**JONI JAMES**

(MGM 12120; K12126)

- While enjoying a most successful run with "You Are My Love," MGM introduces a new Joni James platter that you'll be hearing often. A catchy and romantic affair titled "My Believing Heart." It's an enchanting piece of material, fashioned tenderly by the dream-like voice of the songstress. A velvety, sincere performance of a number that'll keep the love birds happy. "You'll Never Fall In Love Again," the tune on the flip side, is another teaching love song pretty piped by Joni. A money-making release.

**THE NEXT TIME IT HAPPENS**

**MY LOVE, YOUR LOVE** (2:17) [Chappell ASCAP—Hammerson, Rodgers; Scharffenberger]

**JAMES BROTHERS**

( RCA Victor 20-6332; 47-6333)

- The four James Brothers have a twin threat in their latest Victor release as they offer a pair of wonderful new songs that should attract a heap of coin. One end features the quartet with a persuasive interpretation of an item tagged "The Next Time It Happens," a potent love story penned by Rodgers and Hammerstein for the forthcoming musical "Pipe Dream." It's a commercial show song that grows on you. Equally outstanding is "My Love, Your Love," a glowing and sweetly sung ballad that has all the earmarks of a big hit. Beautiful job by the boys and the Winter-Lasker orchestra. Side has the same simplicity that made their "You You You" disk such a hit. Two hot discs.

**WANTING YOU** (2:40) [Harvey ASCAP—Hammerson, Romberg]

**NIGHT WIND** (2:13) [Garland ASCAP—Williams]

**ROGER WILLIAMS**

(Kapp 127; 45-127)

- Right up at the very top of the hit list is "Autumn Leaves" by Roger Williams. A waxing which proved that a classical pianist can produce a pop hit—a number one pop hit. Now as a follow-up, the Kapp label offers another beautiful Williams arrangement of an old favorite, the Hammerson-Romberg classic "Wanting You." It's a lush and flowing piano-orchestra rendition that should appeal greatly to the many hundreds of thousands who enjoyed his "Autumn Leaves" platter. The bottom half, is a fast moving original by the pianist bearing the title "Nite Wind." The top half is the one that'll create the excitement.

**THE CASH BOX**

**BEST BETS**

- "SWEET LORENA" [Norman Luboff Choir; Columbia 40604; 4-40604]
- "GROWIN' UP" [Dolores Hawkins; Epic 9130; 5-9130]

**THE CASE BOX**

*In the opinion of The Cash Box music staff, records listed below, in addition to the "DISK & SLEEPER" Of The Week, are those most likely to achieve popularity.*

- "SWEET LORENA" [Norman Luboff Choir; Columbia 40604; 4-40604]
- "GROWIN' UP" [Dolores Hawkins; Epic 9130; 5-9130]

**LU ANN SIMMS**

(Columbia 40606; 4-40606)

- "CONVICTED" [Rene Pub. ASCAP—Cox; MGM] Lu Ann is most impressive on her latest release. A driving pop treatment of a solid rock and roll ballad that's showing signs of clicking. One of her best sides to date.

- "RED ROSES AND LITTLE WHITE LIES" [Trinity BMI—Colby, Melaned] The lark changes the pace and waits for something an inviting love story. Lovely number with a country flavor.

**CONNIE FRANZIS**

(MGM 12122; K12122)

- "ARE YOU SATISFIED?" (2:34) [Cordial BMI—Wooley, Escamellia] Here's a side to watch closely. It's a tremendous fish beat ditty with a tricky vocal gimmick that sells the side. Connie offers a great reading on a sleeper side that could do big things.

- "MY TREASURE" (2:46) [Song Smiths ASCAP—Templeton, Caba] This just does a pretty job on this slow waltz ballad. Multiple voice is very effective. Inviting number.

**THE LAURIE SISTERS**

(Mercury 70751; 70751x45)

- "WHEN YOU DANCE?" (2:40) [Angelo BMI—Jones] A rock and roll tune that's breaking into the pop fold, is covered by the Laurie Sisters. Potent treatment of a catchy novelty.

- "THE LORD IS A BUSY MAN" (2:20) [Hill & Range BMI—Allen, Joyce] The title's in the race for top honors on this song. Tune is a fast moving inspirational ballad that's making a lot of noise. Good rendition that should share in the final take.

**THE ACCENTS**

(Acton 1031; 45-1031)

- "COY YES" (2:25) [American BMI—Knotek, Gordon, Bigler] The Accents, three guys and a gal, come up with a cute novelty waxing of a happy ditty that should attract attention. Boys ask questions and the girl answers them. Good side.

- "FOREVER YOURS" (2:32) [American BMI—Knottek, Gordon, Bigler] The gang gives its all for this appealing ballad.

**GORDON MaeRAE**

(Capitol 3284; F-3284)

- "A WOMAN IN LOVE" (2:56) [Frank ASCAP—Leslie] A big new ballad from the film version of "Guys and Dolls," is superbly styled by the rich voice of Gordon Macrae. Beautiful backing by a chorus and orchestra. Song looks like a big hit. It's already on its way.

- "A WONDERFUL CHRISTMAS" (2:04) [Hillary ASCAP—Jilley, Duham] This side is an inviting Waltz beat Xmas song. Pretty melody with a gentle and lightly swung air. Wonderful stuff for the holidays. Commercial song.
A Great NEW Recording!

ROGER WILLIAMS

'WANTING YOU'
The Beautiful, Haunting Sigmund Romberg Melody

"NIGHT WIND"
An Exciting Pianistic Smash Written By ROGER WILLIAMS

KAPP K-127

KAPP RECORDS, INC.
119 West 57th St., N.Y.
**LAJO GUERRERO**

*Real 1303; 45-1303*

"MICKEY MOUSE MAMBO" [Decca 28215] Yuletide Beat is the tempo for Lalo Guerrero, who made big noise with his "Pachuco Lopez" recording, offers a catchy waxing of a cute novelty from the "Mickey Mouse Club" shows. Rounding mambo ditty.

"TACOS FOR TWO" [Famous ASCAP—Conlow, Johnston, Guerrero] This end is a humorous take-off on the standard "Tea For Two." Very funny lyrics that should get laughs. Excellent comedy patterning.

**DANNY SCHOLL**

(Unique 320; 45-320)

"SOMEDAY SOMEWHERE" (2:51) [—Blasoaner, Hollander] Danny Scholl does a fine job with a lovely new ballad, Joe Leah's accompaniment gives the songster a beautiful background.

"ONE" (2:51) [Lasmas ASCAP—Silver, Schroeder] Another enchanting melody as the ballad's verse is rendered by the balladeer's mellow tones. Impressive big-finsh. Side could make some noise.

**THE FOUR VOICES**

(Columbia 40582; 4-40582)

"DARLING, THANKS TO YOU" (2:01) [Blackwood BMI—Weinmantel] The Four Voices who made big noise with their debut disk "Honest Darling. Believe Me," offer another pretty romantic ballad as their follow-up. Good tune with a fish beat. Side should be very big in New York where the boys have established a loyal following.

"THE BIG EYE" (2:15) [Regina BMI—Weinmantel, Scholl] This half is a catchy and syncopated驱动 rudder with a driving up-beat. Solid side that makes good dance material.

**RALPH YOUNG**

(Decca 2974; 7:9-2747)

"ARRIVEDERCI, ROMA" (2:50) [Rey Comedy ASCAP—Rase, Sigman] Ralph Young lends his big rich voice to one of Italy's biggest hits of the present day. Lovely ballad with a subdued Latin beat. This version should help the tune click.

"THE LORD IS A BUSY MAN" (2:30) [Hill & Range BMI—Allen, Joyce] The songster does a big job with this handclapping inspirational tune. The song is expected to break and Young's waxing deserves attention.

**BUNNY PAUL**

(Capitol 3286; F-3286)

"WHO AM I FOOLIN'?" (2:28) [SongSmiths ASCAP—Cohen] Bunny Paul comes up with a convincing performance as she renders a tearful, romantic story. Touching ballad that should make the grade.

"OPEN THE DOOR" (2:27) [Malabar BMI—Wordman, Noteman] A slow fish beat is the tempo for this appealing love song. Good item rendered with a great deal of feeling.

**ANNETTE WARREN**

(ABC-Paramount 9637; 45-9637)

"TAKE ME" (2:59) [Jack Gold ASCAP—Adams, Strause] Annette Warren makes her debut on the ABC disk with an attractive ditty in the "Make Yourself Comfortable" category. A naughtily novelty with a cute lyric and a light melody. Fine first showing.

"CIRCLE" (2:45) [Jack Gold ASCAP—Berman, Cohn, Mitchell] This half is a pretty romantic ballad warmly thrashed by the artist. Two attractive arrangements accompany Annette. Talented performer.

**VAL VALENTE**

(Columbia 40459; 4-40459)


"WITH ALL MY HEART" [Hawthorne ASCAP—Wayne, Frisch] The vocalist belts out a new big ballad much like Mario Lanza's "Be My Love," Val sings from the heart.

**LAFAWN PAUL**

(Abbott 123; 45-3013)

"WHERE DOES A BROKEN HEART GO" (2:28) [Dandolom BMI—Reeves] Lafawn Paul's attractive voice comes over warmly on this touching and beautiful love song. Accompaniment and arrangement are superb. Pretty performance that could make noise.

"BUN DOWN" (2:38) [Trinity BMI—Raye] The versatile performer changes the mood and glides through a solid piece of blues material. Good number performed with feeling.

**FRANK FIELDS**

(Novel 105; 700)

"AVENUE" [ASCAP—Fields] A beautiful melody is gorgeously interpreted by pianist Frank Fields. Lovely theme a most semi-clasical in nature. Like "Autumn Leaves," it could be a step up.


**MARIO LANZA**

(ABC-Paramount 9659; 45-9659)

"AVE MARIA" (2:42) [P. D. — Schubert] One of the great religious favorites is penetratively performed by the beautiful voice of Mario Lanza. The singer is superibly showcased in a song that lends a church-like atmosphere to the recording. Touching side that should enjoy a healthy sale during the Christmas season and afterwards.

"TILL WE WALK WITH GOD" [Harms ASCAP—Brodsky] This tune is the inspirational favorite from "Student Prince" and is a religious performance. Another fine piece of material for the holidays.

"Only those records best suited for commercial use are reviewed by THE CASH BOX**
ED PENNEY—FRANK DAVINO CHORUS (Jose 2972; 9-9727)

"WHAT IS CHRISTMAS!"
(2:20) [Hill & Range BMI—Penney, Razza] Dick Jackey Ed Penney comes up with a Christmas record that should be every home for the holiday. It's a beautiful rendition explaining the meaning of Christmas and the Yuletide. A choir hums "Silent Night" in the background. Wonderful deck for youngsters.

B "NUTTIN' FOR CHRISTMAS"
(2:20) [Ross Jungnickel ASCAP—Tepper, Bennett] Bicky Zahn sings his version of the big new Yuletide novelty to a group of sympathetic youngsters. It's a lively treatment of the song. Record is being issued by the Jingle as a kiddie single and a pop release.

C "SOMETHING BARKED ON CHRISTMAS MORNING"
—[Sanford, Stanley, Fitzsimmons, Dexter] This is a pleasing, light ditty about a child who discovers that his dog is a puppy for Xmas. The Blue Jennings supply the vocal assist.

JOE WARD (King 4834: 4-4545)

"NUTTIN' FOR XMAS"
(2:12) [Ross Jungnickel ASCAP—Bennett, Tepper] Eight-year-old Joe Ward, well known to TV audiences for his work on the "Juvenile Jury" show, does a good job with this commercial Xmas ditty. Should take a good cut of the song's final income.

D "CHRISTMAS QUESTIONS"

BETTY MADIGAN (CBS 5283; 1949)

"WE'RE ALL KIDS AT CHRISTMAS"
(2:19) [Brigh ton ASCAP—Dampier, Dee] Betty handles this refreshing Xmas ditty in the same, delightful manner with which she recorded "Joye". An attractive light-hearted novelty. Good idea for programming.

D "THE STORY OF CHRISTMAS"
(2:30) [Trinity BMI—Mills, Moore] The part voiced through recounts the story of Xmas on this side. The highlights of the familiar story make up the lyrics. Pretty side.

GAYLORD CARTER (Skyway 105; 4-4545)

"CHRISTMAS GREETINGS"
(2:30) [Whenham] The organ artistry of Gaylord Carter is displayed in fine form on this joyful holiday piece. Melody is exceptionally pleasing to the ear.

D "DELICIOUS AND REFRESHING"
(2:25) —[Whenham] This side is a light and refreshing bonbon capably handled by the organist. Although not a Xmas tune, it fits right in with the gay holiday spirit.

JACK MOON (Aardell 120; 4-120)

"HO HO HO" (1:44) [Teresa BMI — Moon, Ross] The little toots oughta get a big kick out of this joyous Xmas ditty. It's a zany novelty with Jack Moon as Santa Claus and supplying plenty of laughs. Record makes you start laughing. Could catch big.

D "HA HA HA HO HO HO"
(2:15) [Teresa BMI — Moon] This side is another appealing novelty aimed at the younger set. Happy cutie with an inviting melody and good lyrics.

ART MOONEY & BARRY GORDON (MGM 12092, K12092)

"NUTTIN' FOR CHRISTMAS"
(2:23) [Ross Jungnickel ASCAP—Tepper, Bennett] The Xmas novelty that looks like the biggest hit of this year is this much recorded new cut. It's an exceptionally clever ditty about a little boy who's gettin' nuttin' for Xmas because he was bad all year. Barry Gordon's contagious child's voice plus the Art Mooney backing makes this side a strong contender for top honors.

D "SANTA CLAUS LOOKS JUST LIKE DADDY"
(2:30) [Hannshire House ASCAP—Tepper, Bennett] Another infectious boomer about a tot who discovers that Santa is his daddy.

STAN FREBERG (Capitol 3280, F-3280)

"NUTTIN' FOR CHRISTMAS"
(2:20) [Ross Jungnickel ASCAP—Tepper, Bennett] Comic Stan Freberg, who has been doing big things on wax with his novelties, does an amusing job with this big Xmas newcomer. Stan plays a little boy and handles the chore well. Surprise ending should get many laughs.

D "THE NIGHT BEFORE CHRISTMAS"
(3:30) [Maytime BMI—Freberg, Brooks] Freberg tells the familiar story with a cool Marlon Brandoshi accent. The rock and rollers will find this one right up their alley. An imaginative undertaking that should create a sensation with the teen age set.

EARTHA KITT (RCA Victor 20-6319; 47-6319)

"NOTHIN' FOR CHRISTMAS"
(2:28) [Ross Jungnickel ASCAP—Tepper, Bennett] The "Santa Baby" gal, Eartha Kitt, comes up with a sensational take-off on this big Yuletide novelty. It's a "naughty" treatment tailor made for the Kitt technique. If the straight versions make biggest noise this season, Eartha's rendition will be a smash.

D "JE CHERCHE UN HOMME"
(2:47) [Cromwell ASCAP—Bruyere, Pina, Emer, Pazman] This side has nothing to do with Xmas, but is nevertheless inviting. A cute lilting novelty with Eartha singing about wanting a man, Sung in French and English.

JIMMY BOYD (Columbia 40606; 4-4601)

"THE FLY FOR CHRISTMAS"
(2:17) [Boncon ASCAP—Stillman, Allen] The youngster who created a sensation with his waxing, "I Saw Mommy Kissing Santa Claus" a few years ago, offers another clever novelty for Xmas. But since he's older now, his tastes have changed. And that's what Jimmy sings about. In place of a toy, he wants a kiss. Cute idea that could break big.

D "REINDEER ROCK"
(2:04) [E. R. Marks BMI—Raleigh, Edwards] The rock and roll influence has had its effect on holiday music. Here Jimmy offers a jump novelty about a cool new Santa and his big reindeer. Another catchy side.

RAY HANLEY (MGM 12106; K12106)

"THE STORY OF A CHRISTMAS TREE"
(2:51) [Sikorski BMI—Nelson, DeNoon] A very pretty story about a Christmas tree that people wanted is told effectively by Ray Hanley against a soft and appealing instrumental backdrop. Warm and pleasing piece of material that could stir up some noise.

D "THE PICTURE ON A CHRISTMAS MAN CARD"
(2:50) [Box & Cox ASCAP—Patrick, Snowhill] This is a penetrating religious holiday song. Delivered with sincerity.

Julie London
"CRY ME A RIVER"
Liberty No. 5506E

*"It's What's in THE CASH BOX That Counts*
EPIC Brings You
the BIG RECORDING of the BIG SONG

"MEMORIES
OF YOU"

THE FOUR
COINS

from Universal-International's
THE BENNY GOODMAN STORY
b/w
"TEAR DOWN THE FENCE"
(9129 — 5-9129)

"It's What's in THE CASH BOX That Counts"
Quite an international gathering at this year's Tin Pan Alley Ball! They came from America, France, Belgium, Spain, Portugal, and every corner had a wonderful time.... It seems almost certain now that Ted Heath and his orchestra will visit the States in April and the Promotional Board will be in Britain in May. Let's hope this is the start of regular band exchanges between our two countries.... Still more reports of the Manhattan tour of the U.S. with S.R.O. notices everywhere. It couldn't happen to a nicer guy.

The pantomime season is almost upon us and once again theatre management have looked to the recording names for box office attractions. And no fewer than seven of our leading recording artists will be appearing in productions all over these islands from now until well into the new year.

George Jessel (America's Toast Master General) is appearing in the Toronto production of "Once upon a Time" and will be spending a few months in this country. While he will appear on T.V. and at night spots, and will, no doubt, top off the bill at the halls in the London Palladium when the new vaudeville season starts.... Dorothy Squires back from the States for recordings and film dates.... Josh White was the hit of the BBC TV "Show Band" Show last Saturday and should be asked to return real soon. Joe Loss will be making a tour of this country giving concerts and will appear in vaudeville.... Winifred Atwell due back from her long stay Down Under and apparently part of British life now.... February 27th is the date set for Slim Whitman's debut in England. With his records riding high on the hit parade, Slim is certain to pack 'em in wherever he appears.... D.J. Jack Jackson will start filming soon in a pic titled "Stars Shine in Your Eyes.".... It seems David Whitfield has caught yet another major impression in the U.S. It's good to hear such wonderful response to our musical exports. Murray, Irvin, Columbia cut a new Christmas song called "The Very First Christmas of All"! Could this be another big one for this very popular chipmunk. Same goes for The Johnson Brothers and their latest "Party Sing Song" and Winifred Atwell's new "Party Record." This week's best selling "pop" singles (Courtesy New Musical Express) are: 1) "From January to June" - Jimmy Young (Eng. Decca) 2) "Hernando's Hideaway" - Johnstons Brothers (Eng. Decca) 3) "Blowin" - Cyril Stapleton (Eng. Decca) 4) "Rock Around the Clock" - Doris Day 5) "Yellow Rose of Texas" - Mitch Miller (Philips) 6) "Bojangles" - Johnnie Ray (Philips) 7) "Everywhere" - Rosemary Clooney (Philips) 8) "What Do I Do with My Life" - David Whitfield (Eng. Decca) 9) "Hey There" - Rosemary Clooney (Philips) 10) "I'll Remember You" - Slim Whitman (Eng. Columbia)

**WEB RECORDS**

**NEW RELEASES**

**WATSON'S BALL** (2:00) [Sylvia Marie, Vocals] 1954-45

**SING! SING! SING!** (2:00) [Victor, Vocals] 1955-45

**WOODCHUCKER'S BALL** (2:00) [Instrumental] 1955-45

**DIRECT FROM THE ORIENT...OUR NEW DIAMOND RECORDS**

**THE JAPANESE FAREWELL SONG**

Sensationally recorded by Kay Cee Jones

**RANGER RECORDS, INC.**

149 West 48th Street, New York 36

**THE CASH BOX LONDON LOWDOWN**

**NEW YORK:**

The Variety Club in Washington will present its annual Personality Award this year to Steve Allen at the Statler Hotel in Washington November 19. Previous winners dating back from 1949 were Al Jolson, Arthur Godfrey, Joe E. Brown, Frommer's glamorous Carmen and Eddie Fisher. Joe Martin figures he knows how to make a dog record a hit. He's just bought a dog named "Buddy," and in a few days he expects to have the top ten sellers in England on the Nixier label.... MCA has packaged a 15 minute TV for the 3 Suns (Comedy, Recording, and Advertising).... Dick Diana, ABC-Paramount's new crowning find, a smash at the National Club, Chicago the first night in Chicago this past Friday night, Julius La Roua and Eddie Fisher were the guest soloists at this big affair the NBC-Florence, is a huge success in hotels, and is being booked around the country to grab the plum.... Deca has purchased the master of "That is Christmas" from Ed Penney, while he also has the rights to "Christmas Bells."

**EDDIE FISHER**

Is out here, and is appearing at the Washington Hotel, and is trying to get his friends and associates, but without much luck so far. He is also appearing at the Warner Brothers' "Pillow Talk."

**E B O O K S **

**B a b y b o o k s**

Bobby Shad of Mercury Records in town and will record albums with Du Bakes, Washington, G. F. Adair, and former idol of Seattle, now heard on KNX. - Dan Hassler is Capitol Records local promoter and is now started in this town, and has joined the promotion staff. Promoters are: Paul Mayo, former known as Dick Stapleton who left to head up Capitol's Dallas branch.... Gwen Bar, currently at Art Williams' Elorado, set to cut four four bars, and is being known as "The consummate sensualist."... The Los Angeles branch continues to play the same old songs and is now folding up. Some old releases. Top tunes that recently received their initial impetus in this market are: "Solely There's Alaska" - Xavier Cugat, "Long Way From Home" - Black. Gene Taylor, "Cry Me A River." "Day By Day," and "The Japanese Farewell Song.".. Paul Weston, formerly in Meher's "Radio City," So Cal branch, has joined California Record Distributors. Dick and the new San Francisco branch, will be handled by the firm. (Brunswick Records). In one year.... Dick-Jockies Jim Ameche, Larry Berrill, Alex Cooper, Frank Evans, Larry Pinsky, Johnny Mathis.... Dick-Jockies are sponsors of a speedboat at the "Sleighbell Rodeo" for the Mercury Records, and named singer Kit Carson, who was called Lisa Morrow when she was with singing with the Benny Goodman band.... Local music publishers have instituted the pleasant custom of weekly luncheons every Monday where their gunners, artists, and D.J.'s, the disk jockeys, and the press. Last week's guest was Peggy King.... Paul Weston recorded the title tune from "The Naked Sea" for Columbia last week.... Leighton Noblett brings his "Bandstand Revue" orchestra to the Coconut Grove for seven weeks starting Dec. 6.... KABC's

**JOHNNY DESMOND**

Joe Dill remembered 'way back when Johnny Desmond had played a benefit for one of the coal companies here. And it suddenly occurred to Joe that this would be the time to ask Johnny for an interview.... Johnny, meanwhile, is working with two songs, "Decca." They have lines submitted and a tag line to best describe the Richard Malby orchestra currently playing at the Statler Hotel in N.Y. Prizes are tape recorders.... Columbia is in the market for no. 1 in any section. Absolutely "No." He had the track tie up the world's biggest concert, State and Madison, for the first time and is making his first coming over the State Street clinic. "But," Joe says, "was that, and that, and that." - The Los Angeles Times has just been used to swing round town, and was one of the first to appear on Howard Miller's T.V. is now selling the music specialty, and the next on the chopping block is Irwin Berke, who can get jats up of stones, is now opening his own public relations office. Has some very terrific ideas. On how to make P.R. work for lots of people who need E. R. - Mort Hillman, manager 20th Century Fox, is in deal arranged by the composer's widow.... The Los Angeles market continues to play the same old songs and is now folding up. Some old releases. Top tunes that recently received their initial impetus in this market are: "Solely There's Alaska" - Xavier Cugat, "Long Way From Home" - Black. Gene Taylor, "Cry Me A River." "Day By Day," and "The Japanese Farewell Song.".. Paul Weston, formerly in Meher's "Radio City," So Cal branch, has joined California Record Distributors. Dick and the new San Francisco branch, will be handled by the firm. (Brunswick Records). In one year.... Dick-Jockies Jim Ameche, Larry Berrill, Alex Cooper, Frank Evans, Larry Pinsky, Johnny Mathis.... Dick-Jockies are sponsors of a speedboat at the "Sleighbell Rodeo" for the Mercury Records, and named singer Kit Carson, who was called Lisa Morrow when she was with singing with the Benny Goodman band.... Local music publishers have instituted the pleasant custom of weekly luncheons every Monday where their gunners, artists, and D.J.'s, the disk jockeys, and the press. Last week's guest was Peggy King.... Paul Weston recorded the title tune from "The Naked Sea" for Columbia last week.... Leighton Noblett brings his "Bandstand Revue" orchestra to the Coconut Grove for seven weeks starting Dec. 6.... KABC's
Two Smash Sides
by
RUSTY DRAPER

A Great Follow-Up to
His Big Hit Of
"Shifting, Whispering Sands"

"ARE YOU SATISFIED"
b/w
A Sensational Rendition of
"WABASH CANNONBALL"

A Great New Release
The Beautiful Ballad

"ANGELS IN THE SKY"
b/w
An Up-Tempo Delivery Of
"MOSTLY MARTHA"

by
THE CREW CUTS

Mercury 70757
Mercury 70741

"It's What's in THE CASH BOX That Counts"
NEW YORK—The entire publishing and music fields were shocked last Friday by the death of Jerry Ross, the youthful songwriter who skyrocketed to fame for his work on “Jujube Game” and “Dame Yankie.”

In partnership with Dick Adler, Jerry had become one of the nation’s leading show tunes writers with two great smash hits to his credit. After the opening of “Dame Yankie,” he underwent surgery to eliminate a chronic bronchial condition which had affected him all his life. He had been recuperating at home when the turn for the worse took place.

Jerry was known to his friends and business associates as a warm-hearted, friendly young man. Though only 29, he was able to handle his overwhelming success with a reserve and charm which impressed everyone he came into contact with. His death is a tremendous loss to the American Theater as well as to his family and many friends.

Mardi Gras Carves Niche in Disk Field With Latin Records

NEW YORK—In little more than 15 months, the Mardi Gras line of Latin tempo music has carved an important niche in the record field. The label features two bands—Al Castellanos and the La Playa Sextet—with an extremely danceable variety of mambo, cha-cha and merengues that keep selling without letup. The “Speak-Up Mambo” by Castellanos, released over a year ago, is selling stronger at the present than at any time in its past. The same is true about the La Playa’s “Jamaica,” one of the best-selling cha-cha in the business. On the back of Castellanos’s “Speak-Up Mambo” is a tune called “Merengue No. 28”—a section which has become a standard with the Latin music lovers.

Largely responsible for the new company’s success is its youthful president, Jerry Winston, who says that “all the company tries to do with each release is produce easy-to-follow music with a definite beat incorporating a pop sound in a Latin vein.” He also states that he never rushes into a session without being sure that the number to be recorded is one that will stick. Proof of this pattern is in the fact that the company has had nine best sellers in the 15 months.

More and more pop stations are programming the Mardi Gras Latin line with many deejays featuring a good share of the label’s catalog on a regular basis. “Sweet and Gentle” and “Cherry Pinky,” this year, proved that mambo and cha-cha numbers could top the hit parade lists. And with the Mardi Gras label promoting its releases just as any other company would promote its pop records, the discjockey can be expected to make definite advances in this coming year.
THE ANSWER TO EVERY OPERATOR'S, DEALERS' AND DJ's PRAYER on - Sound Records -

"A Teen-Age Prayer"

recorded by

Gloria Mann

on SOUND RECORD 126

ORDER FROM YOUR NEAREST SOUND DISTRIBUTOR

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N. Y. C.

Music Distributing Company
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Chicago, Ill.

Music Suppliers of New England
263 Huntington Avenue
Boston, Mass.

published by
LA SALLE PUB. INC.
Gen. Mgr: MURRAY DEUTCH
1619 Broadway, N. Y.

1322 LOCUST ST., PHILADELPHIA, PA.

"It's What's in THE CASH BOX That Counts"
YOUR VOTES DECIDE THE WINNERS
IN THE 10th ANNUAL POLL OF THE AUTOMATIC MUSIC INDUSTRY OF AMERICA TO CHOOSE THE BEST RECORDS AND RECORDING ARTISTS OF 1955
VOTE TODAY—FILL OUT AND MAIL PREPAID POSTCARD IN THIS ISSUE

Sponsored and Conducted Exclusively by
THE CASH BOX
“The Official Publication of the Automatic Music Industry of America”
TWO NEW HITS FOR NICK NOBLE

"Lovely Lies"
COUPLED WITH
"Bella Bella Perzicella"
WING 90042

COMING UP FAST!

FRANKIE CASTRO
"Hands Off"
AND
"IN THE KINGDOM OF MY HEART"
WING 90037

LOLA DEE
"In The Year Of Our Love"
AND
"HEY! BA-BA-RE-BOP"
WING 90035

JERRY TYFER
"Ten Times"
AND
"LADY LOVE"
WING 90029

PATRICIA SCOT
“So Many Beautiful Men”
AND
“A DANGEROUS AGE”
WING 90030

RONNIE GAYLORD
“Don’t Ever Change”
AND
“THROUGH THE YEARS”
WING 90034

“IT'S WHAT'S IN THE CASH BOX THAT COUNTS”
THANKS
DJ’s operators dealers
For your help on
“DOGFACE SOLDIER”
(from the U.i picture “To Hell And Back” starring Audie Murphy)
recorded by
RUSSELL MORGAN ........ Decca
JOE LIPMAN & Chorus ... MGM
STEPHEN NAEK Band ........ Original
published by
SHAWNEE PRESS, INC.
1270 6th Ave. (Rm. 507) N. Y.

DOING GREAT
“NOTHIN' TO DO”
ARCHIE BLEYER 8 1279

cadence

“ROCK AROUND THE CLOCK” And Now
“ROCK-A-BEAT-’N-BOOGIE”
MYERS MUSIC, INC.,
122 N. 21st St., Phila. 15, Pa.

Always Working
Thornhill Back In Action

NEW YORK—Clauude Thornhill is back in action once again. Thornhill has re-launched his band and is currently on a one-nighter and college tour of the country. The tour includes dates at the U. of Wisconsin; Penn. State; North Carolina U.; Tampa U.; Georgetown U.; Kent State; Minnesota U.; Northeastern U.; Indiana U.; West Virginia U., and Citadel, among others.

Thornhill Records has released an LP of the choice classics which made the Thornhill orchestra of the forties one of the band greats of our time. The new LP band is under the guidance of Willard Alexander.

Handling record promotion for the crew nationally is Milton Karne in New York City and the East; Dick LaPole in Chicago and the Midwest, and Jerry Johnson in Hollywood.

“ONLY those records best suited for commercial use are reviewed by THE CASH BOX”
“Music at Midnight”—Carmen Cavallaro—Piano solos with rhythm accompaniment—Decca DL 6115 (12” LP)

Tenderly. I didn’t know what time it was; all through the night, it’s the talk of the town, how to concentrate on you, little girl, blue moon, some one to watch over me, I’ll follow my secret heart, the nearness of you, when you love has some, it’s all right with me.

This set contains a time-tested formula for easy-listening. One ingredient is that the songs are well-chosen to fit the setting. The other is Carmen Cavallaro’s relaxed but fresh interpretation of them. Carmen Cavallaro is tops in that respect. Another valuable ingredient is, of course, something good to work on. Here, again, this disk hits the mark. These all-time standards include such classics as “Tenderly,” “I’ll Follow My Secret Heart,” “The Nearness of You,” and “All Right.”

“Latin and American Favorites”—Jimmie Dorsey Orch.—Decca DL 6116 (12” LP)

Green Eyes—The Breeze and I; Six Lessons from Madame La Zonga; Amapola; The Chicago Tropics; Merry, Gay, Pieces; That Make Issues by Nineteen Twenty—Decca DL 6116 (TROPICAL MAGIC) AT THE CROSS ROADS.

Time really flies for Jimmie Dorsey only yesterday that Jimmy Dorsey and his orchestra along with vocal favorites Bob Eberly and Helen O’Connell were supplying the best in dance music for the teen-agers. The six star had a great band and introduced a long series of hits and others which have since become standards. Many of his hits were set to a Latin tempo and these are the numbers which Dorsey feels are the very best. Classics such as “Green Eyes,” “The Breeze and I,” “Yours” and a host of others were popularized by the maestro. Helen and Bob add the vocal choral on all of these records and the certainty to bring back fond memories. Folks in their late twenties and thirties should find this album much to their liking.

“Merry Christmas”—Kenny Baker, piano—RCA Victor 1527 (12” LP)

Kenny Baker has set up a wonderful career as a soloist and composer in his own right. This recent album is an especially good one, for it is a collection of his own original compositions. The pieces are all written for piano and are in a style that is both contemplative and stately. The album is a wonderful introduction to Baker’s unique musical vision.

“Merry Christmas”—Bing Crosby—Decca DL 6125 (12” LP)

Bing Crosby has been one of the most celebrated performers of all time. His smooth and suave vocal style has made him a favorite among audiences of all ages. This album is no exception, as it features some of his most beloved Christmas songs, including “White Christmas,” “A Casey at the Bat,” and “Rudolph the Red-Nosed Reindeer.” The album is a perfect fit for the holiday season, with its warm and festive sound.

“Merry Christmas and New Year”—Jimmie Dorsey Orch.—Decca DL 6116 (12” LP)

Jimmie Dorsey was a highly influential bandleader and saxophonist who was known for his smooth and swinging style. This album features some of the band’s most popular Christmas songs, including “White Christmas,” “Rudolph the Red-Nosed Reindeer,” and “The Holiday Song.” The album is a great example of the band’s unique sound and style.

“Happy Holidays”—Jyo Stafford with Paul Weston and his Orchestra—Columbia CL 961

Jyo Stafford is a highly respected bandleader and singer who has been a favorite among audiences for many years. This album is a great example of his talent, featuring some of his most beloved Christmas songs, including “White Christmas,” “Rudolph the Red-Nosed Reindeer,” and “Santa Claus Is Coming to Town.” The album is a perfect fit for the holiday season, with its warm and festive sound.

“You’ll Be a Part of Me”—Jimmie Dorsey Orch.—Decca DL 6116 (12” LP)

Jimmie Dorsey was a highly influential bandleader and saxophonist who was known for his smooth and swinging style. This album features some of the band’s most popular Christmas songs, including “White Christmas,” “Rudolph the Red-Nosed Reindeer,” and “The Holiday Song.” The album is a great example of the band’s unique sound and style.

“Christmas at the Top”—Bill Stix, producer—Decca DL 6116 (12” LP)

Bill Stix is a highly respected producer who has worked with some of the biggest names in the music industry. This album features some of his most beloved Christmas songs, including “White Christmas,” “Rudolph the Red-Nosed Reindeer,” and “The Holiday Song.” The album is a perfect fit for the holiday season, with its warm and festive sound.
Columbia Introduces Auravision

NEW YORK—Auravision, Columbia's trade mark for a recording development that combines sound with printed matter, has been introduced by the disklux. It was announced this week by James B. Copling, president of the company. It is a product of the Columbia Transcriptions Department of which Albert Shulman is director.

With the Auravision process, recorded speech or music can be reproduced on specially treated printed surfaces of any size or shape from post cards to mailing to instructional brochures or package inserts. Auravision will be available in any record speed and can be reproduced on any standard phonograph.

"Auravision will add untold impact to the power of the printed word," Copling pointed out. "Now, a page printed in vivid colors has a living voice which can persuasively appeal to both the eyes and ears of its audience. Its application in education, publishing, advertising, sales promotion, public relations and packaging are unlimited."

In development for over a year, Columbia Auravision was produced by a joint effort of the Columbia Records Company and Floyd Grafert, manager of special products for Columbia transcriptions. Their joint trade mark of Columbia Records, is the newest product developed by the company.

Michael Hopkins

CRY—Winnipeg, Canada
1. Shusha—Ricarda Sands (Billy Vaughn)
2. Autumn Leaves (E. Williams) (Four Aces)
3. Love Is Many-Splendored (K. Williams) (Four Aces)
4. Moments To Remember (R. Lueders) (Four Lads)
5. I Hear A Knockin' (J. Vaughn) (J. Williams)
6. You Are My Love (J. James) (Four Lads)
7. Love And Marriage (D. Shore) (Four Lads)
8. Crete Oi Crete (Forti Page)

Milt Lawrence

WAPI—Birmingham, Ala.
1. Autumn Leaves (R. Williams) (Four Aces)
2. Love Is Many-Splendored (K. Williams) (Four Aces)
3. Yellow Rose (Mick Hill)
4. Someone You Love (Nat Cole)
5. Wipe The Town (Les Baxter) (Four Aces)
6. Tico Maria (Jerry Mays)
7. Moments To Remember (R. Lueders) (Four Lads)
8. Suddenly A Valley (Lubas) (Four Aces)
9. Langst Love Walks (J. P. Marign)

John Stone

KTOW—Oklahoma City, Okla.
1. Without A Song (Hamilton)
2. No Arms (Guerreau)
3. Memories Of You (C. Lee)
4. Only You (Platters)
5. Miracles In The Rain (Rain)
6. This Heart Is Broken (Charley Applewhite)
7. Someone I Love (Platters)
8. The Street Are Dark (McGuire)
9. 16 Tons (T. Ernie Ford) (Forty Faces)
10. River Tatters (Cameo Faces)

Don Griffin

WKTH—Hattiesburg, Miss.
1. Moments To Remember (R. Lueders) (Forty Lads)
2. 16 Tons (T. Ernie Ford) (Forty Faces)
3. Give Me A Break (Perry Como)
4. America (J. Rudge)
5. Love And Marriage (Sinatra)
6. Love Is Many-Splendored (K. Williams) (Four Aces)
7. Gentlemen Many (Brezinsky)
8. If This I've Gotten (Brezinsky)
9. It's Almost Tomorrow (Romberg)
10. Someone I Love (Platters)

Larry Clinton To Head Music Publishing Operation


Clinton, who most recently has devoted his efforts to short-story writing (including Saturday Evening Post), arranging, and record sessions (Bell Records), will begin his music publishing operations immediately.

His activities will be designed to permit Clinton full range for his abilities as composer, arranger, conductor, etc. He will seek new writers, new material and new artists.

Clinton will make extensive field trips in search of new talent and new songs.

Clint Wilber will represent the Clinton operation on the West Coast.

Columbia Records To Aid Damon Runyon Fund

NEW YORK—"J'd for DE," a gala get-together party, will be staged by leading New York disk jockeys for the benefit of the Damon Runyon Memorial Fund for Cancer on Sunday, November 28, 1955, from 5:00 to 9:00 p.m., at Le Capitole, 40 E. 50th St.

The disk jockeys will act as hosts, assigning duties to disk jockeys, waiters, busboys, cooks, doormen, etc., and will be dressed in appropriate costumes. Entertainment and music will be offered, and there will be appearances by personalities of the night club and music recording fields.

Participating in the event will be: Jack Sterling, WCBS; Jerry Marshall, WNEW; Ray Carroll, WMCA; Jack Lacy, WINS; Ed Stokes, WMGM; Allan Freed, WINS; Jim Coy, WNBC; and others. Jack Lazzaro, who conducts the Millman's Matinee over WNEW, is Chairman of the event, and will act as Master of Ceremonies.

 Listings below are reprotted exactly as submitted by leading disk jockeys throughout the nation for the week ending November 12 without any changes on the part of THE CASH BOX.

<table>
<thead>
<tr>
<th>Artist</th>
<th>Title</th>
<th>Label</th>
<th>Week Ending Nov 12, 1955</th>
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<tbody>
<tr>
<td>Michael Hopkins</td>
<td>Cry</td>
<td>Ed Sullivan Show</td>
<td>(Four Aces)</td>
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<tr>
<td>Larry Clinton</td>
<td>Crying For You</td>
<td>Columbia</td>
<td>(Four Lads)</td>
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<tr>
<td>Joe Deane</td>
<td>Crying My Heart</td>
<td>Columbia</td>
<td>(Four Lads)</td>
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<td>Bob E. Lloyd</td>
<td>Crying</td>
<td>Columbia</td>
<td>(Four Lads)</td>
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<tr>
<td>John Stone</td>
<td>Crying</td>
<td>Columbia</td>
<td>(Four Lads)</td>
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<tr>
<td>Charlie O'Donnell</td>
<td>Crying</td>
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<td>Paul Cowley</td>
<td>Crying</td>
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<tr>
<td>Jim Stanley</td>
<td>Crying</td>
<td>Columbia</td>
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<tr>
<td>Al Ross</td>
<td>Crying</td>
<td>Columbia</td>
<td>(Four Lads)</td>
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Crew-Cuts In England

LONDON—London Palladium Chief Val Parrell poses for a picture backstage at the Palladium with the Crew-Cuts, after the quartet had sung on a television extravaganza. The Crew-Cuts had a successful eight-week tour of England which they saw break office records in London, Liverpool, Blackpool, Glasgow, Manchester, Bradford, Leeds, Newcastle, Nottingham, Birmingham and Edinburg.

Disk Jockeys To Aid Damon Runyon Fund

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The Cash Box, Music

Page 26

November 19, 1955

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


Mantovani Completes United
States Concert Tour

NEW YORK—Long recording star Mantovani, having built a huge following through the years with his music and his single instrument, made his farewell appearance at Carnegie Hall last Tuesday, Nov. 10.

Mantovani's treatment of his distinctive arrangements including such numbers as "Dream Love" and "Ramona," "Almost Like Being In Love," "M'Appari" (from Mark's) had the audience in constant applause. Mantovani's short introductions in a luminous voice, brought chuckles to the usually staid audience at Carnegie.

When the orchestra played "I Can't Help Myself," the percussionists displayed their agility by running from one instrument to another within a ten-foot range. This, too, received a solid hand.

Also included in the program were "Laughter, "Violin," "Begin the Beguine," "Deserted Ballroom," "Italian Fantasy," and for the encore, his famous recording of "Charimaine." Mantovani proved at the concert that the brilliant sound characteristics of his recordings, was not produced by engineering facilities in London. The soaring strings and beautiful fullness were ever present at this live performance.

Mantovani has played 34 concerts on his tour to over 200,000 people, and there is no doubt that the word-of-mouth publicity will attract double the number of people to his next concert and return to this country in the future.

ALBUM REVIEWS (Continued from Page 25)

"TWAS THE NIGHT BEFORE CHRISTMAS"—Fred Waring and the Pennsylvanians—Decca DL 8172 (12"

JINGLE BELLS; RUDOLPH THE RED-NOSED RUDOLPH; SANTA CLAUS IS COMING TO TOWN; TWAS THE NIGHT BEFORE CHRISTMAS; AROUND THE YEAR

On GATHERING CLOUDS; SILENT NIGHT

Here's a most unusual Christmas item from the usually restrained conductor and chorus master. On the first side light Xmas melodies are arranged in a totally refreshing way. For instance "Jingle Bells" after a snappy introduction breaks into two, of all things, a Latin tempo! "Rudolph The Red-Nosed Reindeer" is handled with complete abandon and the chorus is more contained. So, the second side is devoted entirely to familiar and serious Yuletide songs. The result of putting Christmas is a time for both joy and reflection on the meaning of the Holiday. It's an item that spells enjoyment for all the family. The Norman Rockwell cover should catch many an eye.

LIONEL BARRYMORE—"A Christmas Carol"—Narrated by Richard Hale and "The Music of Christmas" by the Canterbury Choir— MGM 5322 (12"

For years adults and children alike have thriled to the trials and tribulations of Ebenezer Scrooge whose cold heart melts with the warmth and spirit of Christmas. When Dickens' masterpiece could be heard on radio the late radio evangelist, Aimee Semple McPherson, established himself as a master of Xmas. Well he does it again. Scrooge every Christmas. MGM reissues the Barrymore recording which each year he has been. There is a good dramatic reading by Richard Hale and an appropriate musical score to go along with the story. The other side of the disk has traditional Xmas music expertly handled by The Canterbury Choir. The package is a Holiday standard.

"Much Activity For Wayne"

NEW YORK—Bernie Wayne, one of the music business leading arrangers, conductors and composers, is one of the top request people around town. ABC-Paramount is repeating his first recording on the new label this week and it couples his own composition "Vanessa" and "Puff! Puff! Puff!". In addition to concentrating on his recording work, Wayne is also in the midst of writing his first Broadway show. It's called "Diz Mus Be De Place" with a book by Eddie Davis and Howard Liss, two of Broadway's top writers who were responsible for "Anokes Aweigh," "Follow the Girls" and "Hold on To Your Hats." The show's producer is George Weiner of Warner Music and the story is about the golden age of burlesque when it was a comic's paradise—and what happened to the comic when the first stripper came along. The show is slated to open next season.

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

**THE CASH BOX**

**THE NATIONS TOP 50**

**COMPILLED BY "THE CASH BOX"**

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**STORY OF A CHRISTMAS TREE**

**by RAY HANEY**

**MOM 11706 — K1106**

**SIKORSKI MUSIC CORP.**

146 W. 54th St., New York, N. Y.

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**Plaza 3-9977 Ghetto 1-9332 Jaxson 5-1147 Summer 6232**

**NOTICE**

All records for review should be sent to the New York Office of THE CASH BOX, 26 West 47th St. Only records sent to this office will be reviewed.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
"It's What's in THE CASH BOX That Counts"
With profound sorrow we offer
our warmest sympathies to
the family of Jerry Ross

FRANK MUSIC CORP.
The Top Ten Records—City by City

New York, N.Y.
1. Autumn Leaves (B. Williams)            2. Love Is Many-Splendored (J. Ford)            3. Moments To Remember (Four Aces)
4. Only You (Platters)                    5. Yellow Rose (Mitch Miller)
6. He (Al Hibbler)                       7. Love And Marriage (Sincata)
8. You Are My Love (J. James)            9. Black Denim Trouser (Chees
10. 16 Tons (T. Ernie Ford)

Denver, Colo.
1. Autumn Leaves (Williams-Alen)
2. Shifting, Whipping Sand (Ivy Draper)
3. Black Denim Trouser (Chees
4. Suddenly A Valley (Stafield)
5. Love Is Many-Splendored (Four Aces)
6. 16 Tons (T. Ernie Ford)
7. Moments To Remember (Four Aces)
8. Yellow Rose (Mitch Miller)
9. Bonnie Lu (Aces)
10. He (Hibbler/Gibbers)

Cincinnati, Ohio
1. Autumn Leaves (B. Williams)            2. Moments To Remember (Four Aces)
3. 16 Tons (T. Ernie Ford)                4. Love Is Many-Splendored (Four Aces)
5. Shifting, Whipping Sand (Ivy Draper)
6. You Are My Love (J. James)             7. Moments To Remember (Four Aces)
8. Yellow Rose (Mitch Miller)
9. Denim Aces (Stafield)
10. He (M. Miller)

Pittsburgh, Pa.
1. 16 Tons (T. Ernie Ford)
2. Yellow Rose (Mitch Miller)
3. At My Front Door (El Dorado)
4. When You Dance (Turek)
5. Love Is Many-Splendored (Four Aces)
6. Black Denim Trouser (Chees
7. Autumn Leaves (B. Williams)
8. Shifting, Whipping Sand (Ivy Draper)
9. I Hear You Knockin' (Storm)

Richmond, Va.
1. Autumn Leaves (B. Williams)
2. Love Is Many-Splendored (Four Aces)
3. Moments To Remember (Four Aces)
4. 16 Tons (T. Ernie Ford)
5. I Hear You Knockin' (Storm)
6. Seventeen (Theme)
7. Ain't That A Shame (Boone)
8. He (Al Hibbler)
9. Soaring, Whipping Sand (Ivy Draper)
10. Love And Marriage (Sincata)

San Francisco, Calif.
1. Autumn Leaves (B. Williams)
2. Love Is Many-Splendored (Four Aces)
3. Yellow Rose (Mitch Miller)
4. Moments To Remember (Four Aces)
5. Suddenly A Valley (Grant Stafford)
6. He (Al Hibbler)
7. Seventeen (Theme)
8. Shifting, Whipping Sand (Ivy Draper)
9. Black Denim Trouser (Chees
10. 16 Tons (T. Ernie Ford)

Seattle, Wash.
1. Autumn Leaves (B. Williams)
2. 16 Tons (T. Ernie Ford)
3. Suddenly A Valley
4. Bootleg (Chees
5. Why Don't You Write Me (Mr. Lomax)
6. At My Front Door (El Dorado)
7. Moments To Remember (Four Aces)
8. Black Denim Trouser (Chees
9. Saditude (Norman Petty Trio)

Shreveport, La.
1. Joe Monroe of KJOE is shown interviewing Jan Garber, "The Idol of the Airwaves." Jan's new disk of "Do You Know What It Means To Miss New Orleans" is a best seller throughout Louisiana. Incidentally, note those Box Cash charts in the background.

Louisiana Interview

New Laine-Lads Disk To Boost Christmas Seal Sale

NEW YORK—Mitch Miller, Columbia Records' A & R chief, and the National Tuberculosis Association have an unusual entry in this yuletide's Book of new Christmas songs. Dedicated to the 1955 Christmas Seal sale and recorded by Frankie Laine and The Four Lads, the song is "Ain't It A pity and A shame," a spiritual-type recital. Off-beat from the typical Christmas song pattern, the material could hope a market for more of the same.

A special decal disk with a spoken intro by Frankie Laine pitching Christmas Seal is being rushed to 2,000 jockeys. Columbia's label features the new 1955 Christmas Seals. The National Tuberculosis Association and its 3,900 affiliates are hopeful of a yuletide click to spearhead its Christmas Seal drive in the fight against tuberculosis.

EP of Hits for Collins

NEW YORK—Dorothy Collins, singing star of Your Hit Parade, is now singing a "Parade of Hits" on her latest Coral extended play album. The EP includes the current favorites: "Suddenly There's a Valley," "Ooh, Yes," "Moments To Remember," and "Love and Marriage." Some of these tunes have already been performed by Miss Collins of "Your Hit Parade."

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"It's What's in THE CASE BOX That Counts"
NEW YORK:
Atlantic Records this week announced the signing of a deal with Lester Sills, Mike Stoller and Jerry Leiber, who also have been involved with rock and pop streamers and trade advertising. Personal phone calls will be made to all distributers.

Little Johnny Staton, he Ga.)
Also with apolicy to remain at the Pep's Music Bar in Philly on the 19th—then moves on for one week.

Johnny Leiber, headlining
at the Piper's Club, N.Y., for some time.
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**The Cash Box, Music**

**Page 33**

**November 19, 1955**

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**COMING UP IN R & B**

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**“POOR ME”**

Fats Domino Imperial 5369

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**“LOVE HAS JOINED US TOGETHER”**

Ruth Brown & Clyde McPhatter Atlantic 1077

---

**“TUTTI-FRUTTI”**

Little Richard Specialty 561

---

**“SMOKEY JOE’S CAFE”**

Robins Atco 6059

---

**“I’M LOST WITHOUT YOU TONIGHT”**

Dinah Washington Mercury 70728

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**Atlantic Reissues Drifters’ “White Christmas”**

NEW YORK—Atlantic Records announced its plans to launch a big pop and R & B push on its “Rock Christmas” by Clyde McPhatter and his Drifters. A special red and white promotional label has been prepared and records will be sent to the radio and jukebox operators in both fields throughout the nation. Colorful window streamers have been prepared and the Atlantic execs have been busy putting through personal telephone calls to each distributor. Extensive trade paper advertising is also being readied.

The record was a national hit in 1964, reaching the top ten in the nation’s 25 charts.

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**Vive Louis Armstrong**

PARIS, FRANCE—“Because of the exceptional importance of this masterwork,” stated the renowned Hot Club de France recently, “there will be no other prizes awarded this year.” The masterwork,” which won this tribute as well as the Hot Club’s Grand Prize of the year was Columbia’s recording “Louis Armstrong Plays W. C. Handy.”

The album, one of the most popular ever made by Satchmo, was appreciated not only by the French. “I never thought I’d hear my blues like this,” W. C. Handy, “Father of the Blues,” said when he listened to the album shortly after the album was recorded. “Truly wonderful! Truly wonderful! Nobody could have done it but my Louis!”

---

**Frank Luther Fun Show Released By Thesaurus**

NEW YORK—Radio stations subscribing to the RCA Thesaurus transcription library service are currently scheduling initial broadcasts of “The Frank Luther Fun Show.”

Called by A. B. Sambrook, manager of RCA Thesaurus, “the most versatile program ever incorporated into a library service,” the show is planned and produced so that it can be broken into individual programs in segments of five—ten—fifteen—thirty minutes or one hour duration.

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**Irwin Berke Opens Midwest Public Relations Office**

CHICAGO—Irwin Berke has opened a Chicago Public Relations office. Berke formerly was Middle West representative for Sync نيوز-Bentley Warner Brothers, Chappell and Sammy Kaye.

Berke plans to concentrate on public relations, publicity and record promotion for the entire Middle West.

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**Breaking The Rhythm ‘n’ Blues Charts!**

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**‘CRAZY FOR YOU’ BY THE HEARTBEATS**

**“HEAVENLY ANGEL” THE SQUARES**

**NEW YORK—It was election day—but not all the excitement was at the electoral polls.**

Dr. Jive (Tommy Smalls), WWRL-Weird, L. disk jockey, was making his third appearance in six months at the Apollo Theatre in Harlem. Smalls already had set a house office record for a one week stand when he put on his last show at the famous vaudeville house only about two months ago.

According to Frank Schiffman, owner of the Apollo, who remarried, “Never in my thirty years at this theatre have I seen anything to equal this.” The crowd began forming at 7 o’clock in the morning, three hours before the show was scheduled to start, and did not subside until late that night. Thousands were turned away at each show. After each of the six shows were completed, Tommy Smalls made personal pleas to the audience to leave so that the huge crowds being held back in the lobby and on the streets, could be accommodated. However, despite this, many refused to leave and remained seated through two and three shows. Inside the theatre the audience not only watched but participated with each vocalist, singing and swaying to the rhythm of the music.

The police department had to be called to keep the filling crowds in hand, and the commotion grew to such proportions that NBC-TV brought down its camera crew to record the event. It was later viewed by the station’s 11 o’clock audience on the John K. M. McCaffrey news show.

Smalls’ package consisted of Howling Wolf, Bo Diddley, Bill Doggett Trio, Willis Jackson Band, the Flamingos, the Jacks, the Harptones, the Heartbeats, Dakota Staton, and Etta James.

---

**30 DAYS**

Chick Berry (Chess 1604)

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

"YOU SAID YOU LOVE ME" B/W "I CAN'T REFUSE" The Orchids PARROT 819

"HE DON'T LOVE YOU" B/W "YES, SHE'S GONE" Dusty Brown PARROT 820

"FINE GIRLS" B/W "I LOST MY BABY" J. B. Lenore PARROT 821

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Breaking for a Nationwide Hit! "YOU TICKLE ME BABY" THE ROYAL JOKERS ATCO 6052

SAVOY RECORD CO. 5317 W. WASHINGTON BLVD., KENMORE CITY, Calif.

Breaking for a POP Hit! Cleveland, Pittsburgh, Detroit and New Orleans "WHEN YOU DANCE" THE TURBANS HERALD # 458

SECOND CONSECUTIVE HIT! BOBBY BLUE BLAND "WOKE UP SCREAMING" "YOU OR NONE" DUKE # 146

DUKE RECORDS, INC. 1810 E. 19TH ST. HOUSTON 26, TEX.

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"SMASHING! " Convicted" Oscar McLellon and the Honeyjumpers Modern # 970

Modex Records 5317 W. Washington Blvd., Kenmore City, Calif.

SAVOY SAVOY

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BROWNIE McGHEE

SAVOY RECORD CO. 5317 W. MARKET ST. NEWARK, N. J.

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

The top ten tunes netting heaviest play, compiled from reports submitted weekly to THE CASH BOX, by leading music operators in New York City, Chicago and New Orleans.

SAVOY

2. "I HEAR YOU KNOCKIN'" Smiley Lewis (Imp. 5366)
3. "WHEN YOU DANCE" Turbans (Harold 458)
4. "YOU TINGLE ME, BABY" Royal Jokers (Aloe 6052)
5. "DON'T START ME TALKIN'" "Sonny Boy" Williamson (Checker 824)
6. "I'M LATE" Little Walter (Checker 825)
7. "GOING DOWN TO TIA JUANA" Andre Williams & Don Juan (Fortune 825)

HANS OFF McShann & Bowman (Vee-Jay 155)
BLACKJACK Ray Charles (Atlantic 1076)
SEVENTH SON Willie Mabon (Chess 1055)
ALBERT, OKAY, YOU WIN Z. C. & Will Johnson (Chess 9732)
FEEL SO GOOD Shirley & Lee (Aladdin 3289)
DON'T START ME TALKIN' "Sonny Boy" Williamson (Checker 824)
HANS OFF McShann & Bowman (Vee-Jay 155)
ALIGHT! OKAY, YOU WIN Z. C. & Will Johnson (Chess 9732)
FEEL SO GOOD Shirley & Lee (Aladdin 3289)
DONT START ME TALKIN' "Sonny Boy" Williamson (Checker 824)
ALL BY MYSELF Fats Domino (Imperial 2537)
The Top Ten Tunes Netting Highest Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators in Dallas, Los Angeles and Other Cities Listed.

1. **PLAY IT FAIR**
   Lavon Baker (Atlantic 1075)

2. **ZINDY LOU**
   Chimes (Specialty 555)

3. **AT MY FRONT DOOR**
   El Dorados (Vee-Jay 147)

4. **HANDS OFF**
   Mickey & Bowman (Vee-Jay 155)

5. **DEVIL THAT I SEE**
   Pompous (Mercury 1973)

6. **TEARS IN MY EYES**
   B.B. King (Grand 131)

7. **I'M SO GLAD**
   Mickey & Sylvia (Rainbow 376)

8. **I CONCENTRATE ON YOU**
   Dinah Washington (Mercury 70949)

9. **I HEAR YOU KNOCKIN'**
   Smiley Lewis (Imperial 5356)

10. **CONVICTED**
    Oscar McAllister (Modern 5970)

11. **AT MY FRONT DOOR**
    El Dorados (Vee-Jay 147)

12. **ADORABLE**
    Collins (Imperial 5366)

13. **WITCHCRAFT**
    Salvation (Imperial 5366)

14. **ONLY YOU**
    Platters (Mercury 70633)

15. **PLAY IT FAIR**
    Lavon Baker (Atlantic 1075)

16. **EMILY**
    Turk (Response 211)

17. **TUTTI-FRUTTI**
    Little Richard ( Specialty 541)

18. **TRUE LOVE**
    Emilie (Loma 701)

19. **POOR ME**
    Fats Domino (Imperial 5369)

20. **CONVICTED**
    Oscar McAllister (Modern 5970)

21. **BAD LUCK**
    Jukebox (Vee-Jay 126)

22. **TUTTI-FRUTTI**
    Little Richard (Imperial 5366)

23. **TOO LATE**
    Little Walter (Checker 825)

24. **I HEAR YOU KNOCKIN'**
    Smiley Lewis (Imperial 5356)

25. **OPE UP A DOOR**
    The Drifters (King 4818)

26. **FORGIVE ME**
    Hollie (Wee-Jay 147)

27. **BLACKJACK**
    Ray Charles (Atlantic 1076)

28. **HE WITH KNOCKIN'**
    Etta James (Atlantic 112)

29. **ARTIE ALFRED GERING**
    Inc. (Checker 824)

30. **BRemarks**
    Smiley Lewis (Imperial 5366)

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This catalog also gives you a handy order form to hand to your customers to help sell the records.

You can be assured that you will get top results from this up-to-date catalog. Every record listed is a TOP MONEY MAKER on the Juke Boxes and over Counter sales.

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LOS ANGELES 16, CALIFORNIA

PHONE (LOS ANGELES) 4-3074

"It's What's in THE CASH BOX That Counts"
EARL BOSTIC (Kingsway 451)

- "O SOLE MIO" (2:30) [Lois BMI—Eduardo Di Capua (arr. by Bostic)] Bostic turns "O Sole Mio" into a jump number and the result is a happy one. Bostic’s horns ride merrily and the olde emerges a new and different tune.

- "POEME" (2:44) [Lois BMI—Zdenak Fibich (arr. by Bostic)] Bostic adds his talents to a new arrangement of "Poeme" and the classic tune is dressed in modern garb. Delightful listening.

THE SUNBEAMS (Herald 451)

- "COME BACK BABY" (2:32) [Angel BMI—Camilo Biggers] The Sunbeams capture a great beat as they chant the middle beat jump. Deck has the certain something that stirs an excitement within the listener. Good teen-age dance wax.

- "TELL ME WHY" (2:22) [Angel BMI—Camilo Biggers] The group offers a slow romantic ballad with delicate appeal. It is a deep, but not up to the level of "Come Back Baby." Fish heat.

ROY GAINES (Chart 606)

- "LOUD MOUTH LUCY" (2:57) [Chuck Willis] Roy Gaines sings a down home blues about his talkative pretty baby. Ok with sales potential strongest in the southern market.

- "I'M SINGIN' YOU FREEZ" (2:57) [Shirley BMI—Lovis] Gaines is going to see his lawyer to set her free. A slow blues simply told. Similarly for the southern market.

LIGHTNIN' HOPKINS (Herald 403)

- "BLUES FOR MY COOKIE" (2:41) [Angel BMI—L Hopkins] Lightnin' Hopkins wails a slow blues that is moving blues with deep feeling. His utter dejection is intense. Good southern fare.

- "HAD A GAL CALLED SAL" (2:30) [Angel BMI—Lightnin Hopkins] rocks with a strong rhythmic beat on the flip. He tells the story of his gal. Sol. As always, his colorful guitar work leaves the deck a special flirt. Good Hopkins pair.

THE SENSATIONS (Atlantic 6056)

- "YES SIR THAT'S MY BABY" (2:40) [Houze ASCAP—Kahn, Donalson] The Sensations, with Yvonne handling the lead, wax the standard with a treatment Kahn never envisioned. It is a most unusual offering with Yvonne’s high falsetto set off smartly by the group. Deck could break out. Watch it carefully.

- "SYMPATHY" (2:30) [Progressive BMI—Wicks] Tommy Wicks vocals the lead on this piece of original material. It is a slow, sad, offering in which the mood is well presented. Emotional reading with Yvonne’s voice coming through to give the group an unusual sound. Two good sides.

THE CASH BOX "AWARD O’ THE WEEK"

- "PRETTY THING" (2:30) [Arc BMI—McDaniels] "BRING IT TO JEROME" (2:20) [Arc BMI—J. Green]

BO DIDDLEY (Checker 527)

- Bo Diddley chants a quick beat, romantic ditty, "Pretty Thing," that seems to have all the necessary elements. It has the Bo Diddley touch, melody, cute lyric and strong beat. Bo Diddley proposes to his lady, with an infectious staccato rhythm that excites. This deck can go far and we wouldn’t be surprised to see pop cores emerge in short order. The flip, "Bring It To Jerome," is another catchy rhythm piece rocked by the shouter. Deck is a long shot. It is a strong side that could also break out. Watch both sides.

BO DIDDLEY

- "Woke Up Screaming" (2:45)

- "You Or None" (2:51) [Lion BMI—Rohey, Clifton]

BOBBY BLAND (Duke 146)

- Bobby Bland tossed and tumbled all night experiencing the terrifying dream that his woman had gone. "Woke Up Screaming" is a middle beat rhythmic blues fashioned by Bland with a sock performance that should make it a big seller. The chaster wails convincingly, telling his story with sincerity, good voice and style. The flip, "You Or None," is a slow beat ballad pretty offered by Bland with tenderness and easy styling. Bland promises never to leave his love. It is a romantic item delicately handled. Two sided threat.

BILL DOGGETT (King 4838)

- "Misty Moon" (2:39) [Bill Doggett] Bill Doggett and his combo paint a slow mood picture for dreamy listening. Doggett’s Hammond sounds intriguing.

- "Honey Boy" (2:32) [Bill Doggett] Doggett ups the tempo on the flip and rocks a quick beat. Combo has a wonderful sound and both sides come off well.

BILL DOGGETT

- "Pretty Wild" (2:35) [Progressive BMI—Elliot] The Sh-Rooms, formerly the Chords of Sh-Rooms fame, rock out with a gay middle beat jump that generates excitement. Good but not standout.

- "Could It Be" (2:58) [Progressive BMI—Spencer] Rhythmic cut that comes off well and could grab a good pop reaction. Deck moves.

BROWNIE MCGHEE (Savoy 1177)

- "Anna Mae" (2:55) [Crossroads BMI—Brownie McGhee] McGhee rocks out with a Melotone type number and throws it out with a driving performance. Good side that should attract attention.

- "I'd Love To Love You" (2:57) [Crossroads BMI—W. B. McGhee] McGhee wails a slow rhythmic blues and comes up with a strong side. This deck has a very indication that it could break out big. Watch it carefully.
“IT AIN’T NO SECRET” (2:44) [Arco BMI—Dixon, Fratto]

JIMMY WITHERSPOON (Checker 826)

● Jimmy Witherspoon knocks out a quick beat rhythmic blues, “It Ain’t No Secret,” in which he tells of the bold gal has on him. The shout turns in an infectious reading. Witherspoon paces the rhythm piece with a delivery that will have the kids mesmerized. It’s a natural in beat, tune and delivery. The flip, “Why Do I Love You Like I Do,” is a slow rhythm blues also done with that strong beat and solid vocalizing. It’s a story in which Witherspoon, proclaims his love to a solid, rocking tempo. The deck is another strong entry. Two solid chart contenders.

“THIS EMPTY HEART” (2:45) [Modern BMI—Davis, Davis, Jones]

MY CLUMSY HEART” (2:15) [Roosevelt BMI—Singleton, McCoy]

THE JACKS (RPM Records)

● The Jacks follow “Why Don’t You Write Me” with what looks like another hit, “This Empty Heart,” is a melodic middle beat, with a romantic lyric. The tune is very pretty, and might take the path of “Why Don’t You Write,” by moving into the pop sales market. Easy to listen to offering handled smoothly and with warmth by the group. The flip, “My Clumsy Heart,” is an easy rhythm number. The Jacks treat it with a lively performance and the deck comes out a happy foot-tapper. However, for the preferred side it has to be “This Empty Heart.”

SPRITUALS

GATE CITY SINGERS

(Apollo 302)


THE BELLS OF JOY

(Peacock 1755)

“JUST JESUS” (2:32) [Lion BMI—P. D. Arr, Vernon Marnor] The Bells Of Joy bounce through a middle beat syncopated religious effort that comes out an excellent wailing. Restrained lead sets up perfectly against the rhythm background of the group.


THE ONLY R & B VERSION

GOIN’ TO THE TOP — BY THE WRITER — TED JARRETT

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“LOVE, LOVE, LOVE”

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NASHVILLE, TENN.

Rock & Roll In Moscow?

HOLLYWOOD, CALIF.—A total of 10,000,000 votes were cast in Thrifty Drug Stores in the Southern California area in KFWB’s most popular disk jockey contest. Zeke Manners, the only R & B jockey on the station, received the greatest number of the votes. His prize is a two week trip to Europe for him and his wife. He has applied to the Russian Embassy for permission to go to Russia and do a rock and roll party over radio Moscov. He has already received permission from the U.S. State department and is awaiting Russian approval. He will definitely do some rock and roll shows which he calls “Rhythm and Happy’s” on radio in Free Europe. Above, Zeke is pictured with Ann Weldon, who was one of his guests at the KFWB picnic where the winner was announced.

Atlantic Takes Over Spark Masters; Sills, Stoller & Lieber, Spark Execs, Become Atlantic’s West Coast Reps

NEW YORK—Atlantic Records this week announced the closing of a deal with Lester Sills, Mike Stoller and Jerry Lieber of Spark Records.

The deal, which began several weeks ago with the purchase by Atlantic of “Snoopy Joe,” recorded by The Robin’s from Spark, is a several faceted deal that includes both released and unreleased masters from the Spark label and the diversified services of Sills, Stoller and Lieber.

The Spark label will suspend operations, but the three execs will remain on the coast where they will act as agents for Atlantic Records and its subsid, Atco. They will be empowered to sign talent, maintain an office, and produce records exclusively for Atlantic.

A joint publishing firm, “Tiger Music Company,”—BMI, has been formed that will house all tunes purchased, written or recorded by Sills, Stoller and Lieber for Atlantic.

Mike Stoller and Jerry Lieber have written several hit tunes, among them “Hounddog,” “Riot in Cellblock 29,” and “Black Denim Trouser’s.” Atlantic will have first choice of any songs written by the team.

Atlantic is now processing the Spark masters to determine which discs will be issued. Several have already been chosen for release in the near future.

“It’s What’s in THE CASH BOX That Counts"
Ozark Jubilee To Feature Pint-Sized Hill-Billies

SPRINGFIELD, MO.—Reading an average of 6,500 fans every week during the show's first year, the WABC-TV Jan. 22, 1955, the staff of the Ozark Ju-" "bilee has discovered that more than 60% of the viewers have made the unadvertised comment on the youngsters who have appeared as Red Foley's guests from time to time.

So, one entry half-hour of the 90-minute "Country Music" feature from Spring-"field, Mo., will be devoted to the pint-sized "hill-billies" and "squeakers" planes on Saturday, Nov. 19, 7:30 to 9 p.m., EST.

Included in the cast will be: the Tiptop Sisters Darkey Davis, 5 to 9-year-old group from Lake of the Ozarks, Mo., which will be making its eleventh appearance on the program; a vocal-and-instrumental trio made up of two brothers and their sister, ages 5, 10, and 11; The Mobley of Evangeline, Indiana, a 12-year-old "old-time" fiddler, Clyde Spears of Har-"orschke, Okla.; redheaded, freckle-faced Mike Breid, age 10, a guitar-pickin' singer of New Franklin, Mo.; and three other juvenile acts to be selected from those appearing most recently.

Co-Emcee, with Red Foley, on the special thirty-minute segment, 8:00 to 8:30 p.m., EST, will be a pretty 11-year-old Miss. Jenny Rorie, singer, Libby Horne.

Included is a guest on the other two portions of the program is Betty Johnson, featured singer on ABC Radio's Breakfast Club.

CINCINNATI CUT-UPS

Last week we told you that the Old Emmy Auditorium sound would sound to the Fiddle and the Bow. Well it sure did with over 4000 Country Music lovers filling the Theater to the rafters. This is the first time in many years we have ever had a show like this in town, and we can give all the credit to Jimmie Skinner (Decca) and the good folks at his record shop who put on the show possible. Stars appearing on the show were Pee Wee King, the Stanley Brothers Band (Victor), Stanely Brothers (Mercury), Texas "B" Hill Strength (Caret), Jimmie Skinner (Decca), Jimmie Williams (MGM), Betty Foley (Decca), Andy Stuart (Shan-" "on), Ben Parks, and Neal Barks (Columbia), Ray Lund-" "ford (Exc.), "Fiddling" Red Herron (King), Little Lee, Roy Baker, Pat Hals, and actress and a newcomer Roy Mosie (who looked very good).

JIMMIE WILLIAMS
Singing star on WVVV's "World's original holler show"
sings on MGM

"I Wouldn't Hurt You For The World"

WHITE OAK MUSIC—BMI
Cincinnati 24, O.

Breaking For A Hit
"A Church, A Courtroom, Then Goodbye" Dick Miller

"Haven't I Seen You Somewhere Before" Dick Miller with Sunny Bingo

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JIM AMADEO
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PEARL BUTLER
JENNIE LOU CARSON
ZEKE CLEMENTS
TOMMY COLLINS
ARTHUR CRUDUP
KENNY DEVINE
FRED EBB
DON GRASHEY
Rex griffin
ARTHUR gunter
DURWOOD HADDOCK
GERALDINE HAMILTON
FREDDIE HART
J. H. "Red" Hayes
AL HILL
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ALL RIGHT
ARE YOU MINE
AS LONG AS I LIVE
BABY LET'S PLAY HOUSE
COMPANY'S COMIN'
I DON'T CARE
IF YOU AIN'T LOVIN'
(You Ain't Livin')
IF YOU DON'T
SOMEBODY ELSE WILL
IN THE JAILHOUSE NOW
IN THE JAILHOUSE NOW NO. 2
I'VE BEEN THINKING

JUST CALL ME LONESOME
KISSES DON'T LIE
LET ME GO, LOVER
LIVE FAST, LOVE HARD,
DIE YOUNG
LOOSE TALK
MAKE BELIEVE
MORE AND MORE
MORE THAN ANYTHING ELSE
IN THE WORLD
THE NEW GREEN LIGHT
PENNY CANDY

SATISFIED MIND
THAT DO MAKE IT NICE
THAT'S ALL RIGHT
THERE SHE GOES
THERE'S POISON IN YOUR HEART
WHATCHA GONNA DO NOW
WHEN I STOP DREAMIN'
WHOSE SHOULDER WILL
YOU CRY ON
YELLOW ROSES
YONDER COMES A SUCKER
YOU'RE NOT MINE ANYMORE

BROADCAST MUSIC, INC.
589 FIFTH AVENUE, NEW YORK 17, N. Y.

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"It's What's in THE CASH BOX That Counts"
"WHY, BABY, WHY" (2:30) [Starrett BMI—G. Jones]

"SIXTEEN TONS" (2:27) [American BMI—M. Travis]

Red Sovine and Webb Pierce hop on two fast breaking tunes and it looks like the combo is gonna clean up with this release. On the upper level, L. J. Waloff offers a sensational vocal duet on a feelingful, up tempo lover's item titled "Why, Baby, Why." Red Sovine, with his soft and polished solo spotlights on the flip and he comes to "Sixteen Tons," a country-style folk tune "Sixteen Tons." Watch the top half take off.

GINNY WRIGHT

"I COULD STILL TELL YOU MORE" (2:28) [American BMI—J. Rogers]

"Me and My Darlin' Alone" (2:20) [American BMI—J. Rogers] This end the trash still shines and the "black velvet" competition. Ginny wins with the utmost in daintiness on a middle beat backslider that bears close watching.

AL TERRY

"DEAR GOD" (Acuff-Rose 16-3327; 4:10-40) [Al Terry]

With mixed-emotions Ginny Wright is willing to "spill the beans" on her disloyal ex-lover, to her current wife, An infectious up tempo.

"PLEASE LEAVE MY DARLIN' ALONE!" (2:20) [American BMI—J. Rogers] This end the trash still shines and the "black velvet" competition. Ginny wins with the utmost in daintiness on a middle beat backslider that bears close watching.

MILLER BROS.

"PULSA BABY" (2:07) [Four Star BMI—L. Warner] With the Miller Brothers aggregation handling the instrumentation, Dick and Billy Taylor dish up the lyrics the boys etch an appealing, quick beat ditty that could find the brothers in top competition. The band shillshow visibly Blake Mitchell's tender vocal of a middle tempo, heart-tendering tune.

BUDDY THOMPSON


DICK MILLER & SONNY BINGO (M & M 3034; 3034-45)

"HAVEN'T I SEEN YOU SOMEWHERE BEFORE?" (2:28) [American BMI—Miller, Washington]

Dick Miller and Sonny Bingo offer a flighty vocal duet on a quick beat charmer with sprightly lyrics. Slickly sung by Southern Ramblers on this pleasing wax.

"A CHURCH, A COURTROOM, THEN GOODBYE!" (2:50) [Four Star BMI—Sloane, Peterson, Carter, Cutrer] The tune tells the story and Miller portrays it lyrically and singing. The tune, a middle beat backslider has been around for some weeks now. Could still stir up noise.

DAVE RICH

"TIDE HOURS" (2:50) [Golden BMI—Ora, Lee] Very well-paced tune that carries through the lyric and melody. Dave Rich sparkles on his first slicing item. A well-decked, middle beat novelty with loads of potential.

"I THINK I'M GONNA DIE" (2:32) [Tree BMI—D. Rich] Quick tempo, a slow paced weeper. Captivating vocal stylings. Watch the both decks and the artist. "Big name" potential here.

BRONNIE SLOAN (Columbia 21462; 4:2163)

"THE ACHIE IN MY HEART" (2:29) [Acuff-Rose BMI—Jones]

The polished choice of Charlie Carson stand out on this middle tempo, crying to the salem. Distinctive lyrics movingly projected against a warm string background.

"I'LL SURE COME A RAININ'" (2:15) [Acuff-Rose BMI—Dallas, Linn] Flipside Carson hands in a snappy reading of an enticing, up tempo novelty item.

WELDON ROGERS

"I'M BUILDING A 777 (ON THE MOON)" (2:05) [TNT BMI—Richards, Rodgers, Fyfe] Buddy Thompson sends up a solid vocal performance on a slow paced pleaser that could step out and become a big item for ops and dealers.

D. BILL] The chapter expresses himself in stately style on this enchanting, up tempo romantic pleaser. Effective instrumentation on both sides.

"THIRTY DAYS" (2:27) [Arc BMI—Buddy, Givens, Tanner]

"ANSWER THE PHONE" (2:35) [Ernest Tubb BMI—G. Walker]

"I'LL BE GONEN" (2:31) [Central BMI—T. Collins]

"I LOVE YOU MORE AND MORE" (2:28) [Central BMI—T. Collins]

TOMMY COLLINS

Tommy Collins lends his talent and personality to two top notch tunes that could climb to high positions on the charts. Top and features a sparkling vocal effort by Collins, he is a fast paced, sentimental piece tagged "I'LL Be Gone." Under production, "I Love You More And More."" The fear-compelling tune that the various rendiers feel in need of. A double-barreled contender for honors.

EDDIE CLETRO

"COWBOY AUCTIONEER" (2:40) [Byers BMI—J. Taylor] Joe Taylor intro on the label with an invigorating performance. A terrific item, a fast paced piece that moves marvelously along in gay style. Should grab off a heap of sales.

"GONNA TRADE IN MY SADDLE" (2:52) [Byers BMI—Pike, Collins, Gore] This end the warily eerie lila over a melodic, middle beat sentimental piece. Good support on both ends by his Indiana Red Birds.

CHARLIE CARSON

"THE ACHE IN MY HEART" (2:29) [Acuff-Rose BMI—Jones]

The polished choice of Charlie Carson stand out on this middle tempo, crying to the salem. Distinctive lyrics movingly projected against a warm string background.

LEON PAYNE

"CHRISTMAS LOVE SONG" (2:10) [Starrett BMI—Patterson]

Leon Payne softly spells out the meaning of Christmas very pretty and persuasive, slow paced tone that should catch on in the holiday spins.

"CHRISTMAS EVERY DAY" (2:16) [Starrett BMI—Patterson] This side Payne expresses the feelings of most people as wishes for the Yuletide spirit to prevail the year round. Easy listening on both ends.

T. TOMMY

"LOOKIN' FOR A CITY" (2:38) [Stamps Baxter: Samou-Cooper-Dalton] T. Tommy and the Chanters sing against a band of pilgrims who look to the heavens for the 'city of light.' A quick moving biscuit that should 'move quickly with 'Bible Belt' enthusiasts.

"HELP ME LORD" (2:32) [Acuff-Rose BMI—Cutler, Carleton] A dignified prayer for guidance by the rich voice of Cutler and his group on this inspiring, slow paced item.
DECCA RECORDS proudly presents THESE NEW RELEASES by The King & Queen of Country Music

Roy Acuff sings "CRAZY WORRIED MIND"
"ALONG THE CHINA COAST"
DECCA-29748

Kitty Wells sings "I'VE KISSED YOU MY LAST TIME"
"LONELY SIDE OF TOWN"
DECCA-29728

"It's What's in THE CASH BOX That Counts"
WSM GRAND OLE OPRY... Opry comic Red Brasfield, stricken with another heart attack, on his way to St. Thomas Hospital. It's his 4th such attack. The Big "D" Jamboree... Dallas and the Big "D" were well represented at the big Wogan show in Nashville last week. Ed McLemore, his Artist Service Bureau top man, along with Johnny Hicks were in attendance. On the artistry side were: Jim Watson and Joe Power of KARN, Jack Newell of KDFW, Eddie Flatt of WSM to name a few we saw during the big get-together. Johnny Jones (Capitol) intro a new one that someone will pick up soon. "You're Only Human My Heart" the flip is a real driving thing called "Fingalts and Ribbons."

FROM THE CROSSROADS OF COUNTRY MUSIC... A big ten day, six-state Ozark Jubilee tour, headed by Red Foley, Porter Wagoner, Grady Martin, Wanda Jackson, The Foggy River Boys and Bobby Lord from this year's DJ Convention. The show was set before the change in dates for the disk jockey event. The tour takes the group through St. Louis; Danville, Ill.; Fort Wayne, Ind.; Saginaw, Mich.; Kalama, Mo.; Akron, O.; Springfield, O.; and Louisville, Ky. Lou Black, Top 40 General Manager, is back at his desk after an auto accident which hospitalized the well-known booking agent for the tour. Lou is on the mend and is doing just fine. Bob Deans, RCA Victor's man in the area, is back in town and it's live. Charles Wright, Dallas, has had two new discoveries to Nashville. They were Jimmie and Jerry. Ray B. Freeman is the producer. Folk singer Ed McLemore signed a two year contract and option deal to do a country show in Austin. It is an offshoot of a group of radio stations. It's on tape. Red Greenleaf gave an anniversary party for Wade Ray recently. Among the guests were: Roy steeped in, Slim Whitman, Jack Young, and Paulette. Tommy Dilbeck, Fred Stryker, Charlie Williams, Joe Buchanan, Bea Terry, and several others of the local talent. "Little Mab" Rockensharma and Rose Nash, Noel Bozga, Roland Phyl, Hensley Sue, Thompson, the featured singer on the Hank Penny Show, and many others. Audry Williams (MGW) did a long-lonj job of getting the show off the ground. A well-organized big lunch for all of the girls at her Nashville home during the deejay convention last week.

WAX-WISE... Mac Wiseman, still going strong as well as at home, has a brand new release on the market "I Hear You Knockin'" and "Camp Town Blues," the old standard, with new lyrics saying: "The Good Lord's Willing and The Creeks Don't Rise," combined with "Here I Am." Buddy Thompson, the rather new RCA Victor artist from Texas, Fla. has a good one in his recording of "Echo Heart" and "Different." From The Red... Herbert Jemmott, Big Red from WOVM, Boston, Mass. about to set up a recording pact for his artist-debut. These three boys have done a lot of good work with their territory. Pee Wee King currently promoting his waxing of "You Need My Love Anymore." This is Pee Wee's own composition and will be holed up in Chicago on Jan 29th probably. It's a medium slow-three quarter tune featuring a country fiddle fiddle. Jimmie Rodgers Snow has two love sides out now and Fred Smith has "I Talk About Things In The World Is The Blues." There's an echo of a girl's voice in this one... deejays, take note and see what he's going for the Tennessee Rovers, three of five handsome young men featuring an old song and a new one. "The Titanic" is a novelty saga of the famous ship, while "Fancy Free" is based on the Broadway hit. Sacred Rod, Ferlin Huskey and the Coon Creek Girls appear to be getting lots of action with their recording of "Sailin' Th' Lord," Jack Turner, Morganique, almost a gold record with his "New Al." This is a song about winning a big thing with his haunting version of "Nightmare" country with a little George Jones (Capitol) Columbia of the nicest guys in the business, could really be on his way with his recording of "Ever So Long." "Last Call" is another one made by Bob Wilburns which feature Jonny the most. He's the one who beat the best for Morgan in some time. The Wilburn Brothers (Decca) have two new sides... "A Long While" and "I'll See Young recuperates in the hospital, have a promising new release... "You're Not Play Love," and "Look Around." All this from the fine old Goldband... for his latest offering... "I Feel Like Cryin" and you're Peet Reed, stepping out with his latest... "I'm Right, You're Wrong." Wade Ray, who's turned in some mighty fine records performances, should score again with his current release of "Because Of A Lie" and "Keep My Baby." Some people say that the newcomers have a chance. Recently, the Boneyard Punters, a group of Nashville mailers which feature short items on his artists. They also have a list of jobs for new jackets for showplace reference. Al Flores, personal manager of Ray Price, along with Wynn Howard, has signed a new attraction who is going to be a major hit. Tommy Jones tour of Canada. Carley Garlock, Edmonton department store, scored his first successful booking date in our area." Garlock and the three artists into Nashville following the dates to join in the festivities during the show. Len Ellis Ham- mond, Ind. recently had some 8,000 persons in attendance during his thirty-sixth birthday show. A record that was held at the Civic Auditorium there featured Carl Smith, Homer & Jethro, The Wilburn Brothers, and Porter Wagoner. The personal manager of Ferar Young originally had Yvonne Ward for the date but she had a severe illness, Long had to cancel the date off the book. HAYRIDE HAPPENINGS... Jimmy Newman and manager Billy Brown on a visit with wife Lisa Christine and wife, Mary Louis recently. Two special Jimmy Newman nights of deejay shows on the WGN Network, Chicago, Ill., during the week. "What Kind of Man Are You" repeated the feature on KEX. Porter Wagoner, Webb Pierce, and Jim Reeves into Shreveport for appearances on All Night Long Show. Several 'Hayride' stars were into Nashville last week for the dj convention. Some 7,000 persons attended the 'Hayride' when the show played Houston, Texas recently.

Chuck Reed

November 19, 1955

The Cash Box

Page 42

Country Roundup
"TWO MUSIC SYSTEMS IN ONE"

(Plays 45 R.P.M. Single and 45 R.P.M. Extended Play Records with a Separate Credit System for Each.)

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SEEBURG .... WORLD'S FIRST DUAL MUSIC SYSTEM

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WASHINGTON, D.C.—The Commerce Department said this week that the public's income took another big jump in September, reaching a new record annual rate of $307.2 billion. That was $2 billion higher than the annual rate of personal income in August, and was $14.25 billion higher than the annual rate of personal income at the same date a year ago. Personal income was flowing to the public in September of this year at a rate nearly $20 billion higher than a year earlier. The Commerce Department report said that all types of personal income, with the exception of farm income, shared in the rise over the past year.

WASHINGTON—It's acknowledged that the country as a whole is enjoying prosperity of a kind never seen before. The above item (income at $307.5 billion per year) clearly shows money is being earned. And we know from the purchases of cars, houses, etc., that money is being spent. On Thanksgiving Day, November 8, during the New York department stores played host to crowds reminiscent of the Christmas rush, as shoppers thronged the city's retail centers. Merchants estimated that, annual figures were in, election day business would work up as the best single day of the year so far, and indicates a hectic Christmas season. Money is being earned by the nation's workers, and is being spent by them. The coin machine industry is getting a fair share of this spending, but should be getting considerably more. It's up to the operators to devise ways and means to help get the public out to restaurants and bars as they used to a few years ago.

NEW YORK—1956 is almost over. Sales and earnings for the year for the country's business firms will reach record heights. In some instances firms have reported that their first nine-months sales and profits have already set records. So—what about 1956, they ask? The W. F. Dodge Corp., in its annual survey of economists' opinions, forecasts that next year will be even better than this year, with greater output, higher wages and higher prices in prospects. The forecast was made from replies of 200 leading economists. It is pointed out that in previous polls the majority of this panel correctly predicted the trend in 1954 and 1955.

WASHINGTON—The Commerce and Labor Departments reported this week that nearly 6,525,000 Americans had jobs in October, the highest level of employment ever reached for that month. It also reported that overtime work at factories went up and average factory payrolls increased to $78.60 a week. This, too, is a high, nearly $5.60 more than a year ago.

"Don't you wish", nostalgically reminisced one questioning old timer, "these were the good old days? When there was just one great, big convention? And everybody came to town at one time?"

Conventions still pull crowds. Coinmen, whether engaged in the division of the industry being featured at the convention or not, still come to town.

"Just to meet friends", they explain. Other organizations arrange their meetings during convention days. They know they'll get better attendance.

They realize that most of their members will be coming in to "see the show", regardless of what show it is, as long as the show is identified with the industry.

Perhaps it is too bad that all exhibitors don't come together at one time in the same place to show their new products. To meet their many friends from all over the world. To make convention time a happy time for everyone.

But the fact remains that all profit to some extent from any convention that is held.

Conventions of this industry, it seems, must be held in Chicago, the manufacturing center of the industry.

And tho the convention may concern itself with but one division of the industry, all other divisions profit, too, especially if they are located in Chicago where the convention is being held.

Like this nostalgic old timer this publication, too, would love to see a return to all exhibitors displaying under one roof at one time — for more than one reason.

Most of all for the unity and friendship which conventions engender. Another reason, because this would be economically correct, since it would mean but one expense for the visitor, not two or three or more expensive trips requiring the shelling out of hard cash two or three times during the year.

Another big reason, because one convention would be the one happy time during the year.

That's what conventions are mainly for, creating good fellowship and happiness, while bringing about an interchange of inspiring and creative ideas between the conventioners.

Yes, conventions continue to draw the crowds, even tho they today concern themselves with but one division of the industry.

Some day, perhaps, there may be a return to but one convention once during the year.

Because the leading exhibitors are good enough business men and sufficiently money wise today to realize that this is economically correct.

That by bringing men to any one city once during the year is just about as much expense as car be expected of the average business man.

This, then, of itself is the most outstanding reason why there should be but one convention.

One organization should arrange to accept all exhibitors so that all will help to create that atmosphere of unity, friendship and happiness so necessary to the continued, better progress of any industry.

Today, with the fact that diversification is the rule—and not the exception—which means that the far greater majority of the nation's operators feature every sort of equipment—one convention would do.

Few specialize in equipment of any one type today. This was proved in the last survey of the nation's leading coinmen, the members of The Cash Box' "20 Year Club", conducted by this publication.

This means that with so many engaged in all divisions of the industry, with operators' routes featuring almost every kind of machine manufactured, that the business has drawn itself close together once more.

The era of specializing in any one type of machine has passed. All should get together to bring about but one convention during the year.

Conventions still pull crowds.

**The Fact Is:**

**CONVENTIONS PULL CROWDS**

Coinmen Want to Learn What's New. Want to Talk Things Over. Look Forward to Meeting People From All Over. It's Happy Getting Together For Industry's Members. Many Ask for Return to One Big Show.
MFRS. PROCEED TO UP PRODUCTION DUE TO THE "CASH BOX" SURVEY

Compilation Showing 83% Expect "Good Business" Rest of This Year and Additional 8% Expect "Excellent Business" for Balance of Year Heartens Mfrs and Decides Them to Hike Production Schedules. Many Also Claim That Same Survey Indicating 48% Expect to Buy "More Machines" and 38% Who Expect to Buy "Same Number of Machines" Makes Boosted Production Schedules "Safe Bet"

Chicago — Manufacturers who sat in on the compilation of figures which appeared in the first nationwide survey taken in two years of this industry by The Cash Box are of the belief that the balance of this year will prove "the best yet".

Most of the factories point to the fact that 83%, an absolutely overwhelming and even amazing majority, expect business to be "good" for the rest of the year.

They also point to the additional 8% who expect the year to be "excellent" for the balance of the year.

As one manufacturer said, "With 91% of the largely in the business expecting business to range from 'good' to 'excellent' for the rest of the year we feel that stepping up our production schedules is a safe bet."

Other manufacturers also pointed to the fact that 48% of The Cash Box readers reported that they are buying more machines this year, 38% reported that they were buying the same number of machines as they purchased in '54. And '54 was considered a very good year by many in this industry.

"This, too," one manufacturer said, "gives everyone here a very heartening feeling. It causes us to believe that even they have boosted our production schedules higher than at anytime this year, we are still safe in assuming that we will sell all we will make provided, of course, that nothing else is equal and that our products measure up to the same fine standards."

Perhaps best expressed for all was the statement of one leader here who confided: "This survey which The Cash Box has conducted is invaluable to all of us in the industry."

"It means," he added, "that we have something that is factual at hand and on which we can base our future production and purchases of materials and components as well as the continued employment of labor."

CHICAGO — "Ain't this terrific?" asked one little operator, from somewhere out in the hinterlands, as he strolled thru the tremendous ballrooms and upper floors of the NAMA (National Automatic Merchandising Association) convention at the Conrad Hilton Hotel.

It sure was terrific. He and his wife and kiddies were just loaded down with free coffee, soup, sandwiches, chocolates, candies of all kinds, nuts, and goodness knows what else, as they made their very first perambulation thru the convention floors—downstairs.

When they were able to fight their way thru the waiting elevator crowds to get upstairs, they went thru the very same procedure.

Here, too, on the fifth and other floors, items of merchandise were being given away helter-skelter.

Lester Velie of "Reader's Digest" should have been on hand. Just to see the names fronting the greater majority of booths. Like General Foods, Coca-Cola, Pepsi-Cola, and other Cola Drinks. Along with Lily Tulip, American Tobacco, Lollillard, Brown & Williamson, and so many other of the world's greatest merchants.

In fact, just in ease this should surprise Lester Velie, as well as De Witt Wallace and Lila Arbeson Wallace, the vending machines to vend their "Reader's Digest," and which they had given authority to build, at least according to the exhibitor, International Automatic Supply Company, was also on display.

There was another "Reader's Digest" magazine vending machine to put at the Trade Show of Supply Company of this city. This firm wasn't ready and sent its "Vaucanson Vendor" all arranged for "Reader's Digest" magazine.

No thrilling convention. Everyone stopped off at various booths to grab a free sandwich, some peanut butter sandwiches, some soft drinks, some candies, some cigarettes, even some cigarettes.

Everyone looked at the beautiful, newly manufactured vending machines and "oohed" and "ahed".

Few bought. They like to think it all over—when they get home. Where there's quiet. Not that much action. Where there's time to think about "spending money."

Yes, there is no earthly doubt that this NAMA Convention was the very, very biggest, yet.

It was something any vending machine operator could ever have asked for.

Yes, sir, this sure was a BIG CONVENTION.

Exhibit Schedules Biggest Production Run

"We have just scheduled the biggest production run in all the history of our firm."

It seems, from what Mencuri reports, "Even tho we pioneered the pool table, we never believed that we would have to put thru any bigger production runs than what we have been featuring right along."

"Butaira, "since the introduction of our De Luxe Skill Pool 84" we have been actually stunned by the number and quantity of orders which we have received and which we have had to make a "round the clock" basis."

"After a conference here," he advises, "we decided to do something that has never been done in our factory before."

"We've just placed into action the biggest production schedule in all Exhibit's history."

"Sam Lewis, our president, is personally taking on the task of keeping the production line supplied with all parts and components to help set up a new production record for our firm."
ROCK-OLA
HI-SPEED PROGRAM SELECTION
with the exclusive ROCK-OLA
Hi-Speed Selector Panel

Fast, Functional, Fool Proof!
Displays 40 selections on standard, easy to read title strips in a single row

No Blurring!
A light touch of the glowing red program selection button and "Presto" — 40 new titles appear to choose from.

No Lost Time!
Toplay, simply push button directly under the song title selected.

No Combination of Numerals!
and Letters to Remember! No risk of confusion and "wrong numbers."

ROCK-OLA MFG. CORP. 800 N. Kedzie Ave. Chicago 51, Ill.

"It's What's in THE CASH BOX That Counts"
MOA Exec Board Set Show Dates May 6-8, 1956

CHICAGO—The Music Operators of America executive board met here for two days, Tuesday and Wednesday, November 8 and 9, at the Morrison Hotel.

It was reported that 19 of the 21 executive board members were present at this meeting.

The following, according to business manager, George A. Miller, was voted into effect by the executive board:

1) The MOA is to sponsor a corporation which will make and furnish recordings to the operators through one-stop and music operators’ associations. Stock up to $100 can be purchased in this corporation. Recording sessions to make the records will be in New York and in Hollywood. Pressing of the records will be by the major record manufacturers. Miller said that MOA would do its own distributing.

2) MOA was tied in with a recording, “Please Take Care Of Yourself.” This is to tie in with the Traffic Safety Campaign which would be linked in with President Eisenhower’s “Safe Driving Day,” December 1. Miller is to ask all Jake box operators to put this record into their machines.

3) Miller reported that the executive board signed another full year’s contract with Rodney Pantages and that a new format would come into being of 20 second advertising jingles to be used in all Jake boxes. The new full year’s contract starts as of January 1, 1956.

4) There would again be a contest this year but not under the “Miss Jake Box” title. This year it will be “Miss MOA.” Miller said the record manufacturers could bring in their entries. All Jake box ops could do the same.

5) Miller also said that the executive board voted on a national sickness and accident plan. This plan would be the “MOA sponsored insurance program.”

6) C. Bishop of the U. S. Navy, Miller reported, came to the MOA executive board meeting and appealed to those present to have a free U. S. Navy recruiting record placed in all Jake boxes to help the Navy obtain enlistments.

7) The convention dates were set for Sunday, Monday and Tuesday, May 6, 7, 8, 1956 at the Morrison Hotel, Chicago. The Grand Ballroom would have the recording firms. A special convention ball would feature kiddie rides and vending machines.

8) Attorney Sidney H. Levine spoke on the most important problem facing the organization. This is forthcoming copyright legislation. Counsellor Levine, who is one of the most informed on this subject, tried to bring home the seriousness of the forthcoming legislative attempts in Washington by the present copyright societies.

It is reported that members began to leave as of Wednesday evening for their homes. Some remained over until Thursday.

SCOOPIZ!

We have purchased entire inventory from Binks Mfg. Co. of their outstanding counter game...

ZIPPER

Combines 3 Great Play Principles: 1—Bingo Scoring; 2—High Score (for competitive play); 3—Simple Chance—Win ring ball action.

Universal coin insert: handles 1¢, 5¢, 10¢, 25c.

BRAND NEW! Originally $79.50—only $25

FIRST

1750 W. NORTH AVE. CHICAGO 22. ILLINOIS

Willy Finke & Joe Kline

Belgium Amusement Company, Ltd.
Europe’s Most Important Importers of Coin Operated Equipment

Is Now Under the Sole Ownership of
Sal Groenteman and Albert Polak

We are the largest buyers of coin operated equipment, including Music, Pinball, Bingo, Arcade Machines, etc., for the European market and all parts of the world. No quantity too large or too small.

SAY Groenteman and Albert Polak are internationally known experts in this field and have the facilities and organization to serve you.

Contact Us Immediately on What You Have to Offer.

Interested in Foreign Representation for American Manufacturers

Belgium Amusement Company, Ltd.
Belgielei 112, Antwerp, Belgium

U. S. Purchasing Address: 3726 Tyson Avenue, Philadelphia 49, Pa.

When You Enter

The Cash Box

“20 Year Club”

You are getting full recognition for the 20 years or more you have given to the coin machine industry. It is to your complete advantage to join The Cash Box “20 Year Club” today!

If you are eligible for membership in The Cash Box “20 Year Club,” fill out this application and mail today.

Bill Gersh
THE CASH BOX
32 W. Randolph Street
Chicago 1, Ill.

Dear Bill:

Please enter my name as a member and send me a membership card.

I have been connected with the Coin Machine Industry for 20 years or more, starting: Year __________ Month __________

Date of Birth

NAME ________________________

FIRM ________________________

ADDRESS ________________________

CITY ________________________ ZONE __________ STATE __________

Have you been actively engaged in the industry for ten years?

If you have been actively engaged in the industry for ten years or more, but not yet 20 years, you are now eligible to become an “Alternate Member” of the “20 Year Club.” As an “Alternate Member” you enjoy all the privileges of the “20 Year Club” and will automatically be transferred into the “20 Year Club” on reaching your 20th year in the industry. If you are eligible for membership as an “Alternate Member” of the “20 Year Club” fill out the application and mail today!

(PLEASE PRINT)

ENTERED THE INDUSTRY MONTH __________ DAY __________ YEAR __________

BORN (MONTH—DAY—YEAR)

NAME IN FULL ________________________

FIRM NAME ________________________

ADDRESS FOR ‘CLUB’ MAIL ________________________

CITY ________________________ ZONE __________ STATE __________

Mail today to:

THE CASH BOX “20 Year Club”
32 West Randolph Street, Chicago 1, Illinois
Always the Leader--BUT NOW WAY IN FRONT!

EXHIBIT
Optional 3-Sided Play

SKILL POOL

LOOK WHAT'S BEEN ADDED TO MAKE THE NO. 1 POOL GAME EVEN BETTER'N EVER!

PLU5 5 BIG ADDITIONAL FEATURES!

- NEW—"STA-KLEEN" CHEAT PROOF, SILENT BALL RUNS!
- NEW—LARGER, "10-BALLS-GUARANTEED-EVERY-TIME" BALL TROUGH!
- NEW—OPERATOR SERVICE CARD FRAME—Built In! Always handy. Never out of place!
- NEW—EXCLUSIVE PLASTIC BUMPER PROTECTORS—colorful, attractive.

THE EXHIBIT SUPPLY CO.
Established 1901
4218 W. LAKE STREET • CHICAGO 24, ILLINOIS • VA 6-3100

Park Show Gains Coinmen's Interest
With No Amusement Games Convention Many Coinmen Turn to NAAPPB Show for Displays of New Amusements

The CASH BOX' December 3 Issue Will Feature Park Show Advance News

"It's What's in THE CASH BOX That Counts"
Bally Lites Up "Pin Pool" Game

Sal Groeneman and Al Polak Fly to Europe

PHILADELPHIA, PA.—Sal Groeneman and Al Polak, this city, are leaving by airplane on Thursday, November 17, for a four- or five-week trip through Europe.

Before returning home, these men expect to visit locations in Italy, France, Germany, Holland, Belgium, and if they have time, Sweden and Austria.

Fla. Rules Okay for Cities to License Cig. Vendors

TALLAHASSEE, Fla.—Richard Ervin, Attorney General of Florida, last week ruled that while it is stricter against the law to sell cigarettes to minors in Florida, a city cannot be held liable for licensing a vending machine from which minors can buy.

In an opinion directed to Lawrence F. Coles, chairman of the public welfare committee of the Dade County Grand Jury, the attorney general said that it is a criminal offense for anyone to "sell, barter, furnish or give away, directly or indirectly cigarettes or cigarette wrappers to minors."

"Therefore," the opinion continued, "only those who actually participate directly or indirectly in the selling, bartering, furnishing or giving away of cigarettes to minors are liable under the statute. I do not think that a municipality becomes such a participant by licensing cigarette vending machines."

"It would well be that the proprietor of an establishment in which a cigarette vending machine is located would be criminally liable if he should knowingly permit a minor to purchase cigarettes from the machine, but it does not follow that the municipality which issued a licence for the machine is criminally liable.

WANTED

SEEBURG M100A's also GOTTLIEB & WILLIAMS PIN GAMES

 ARCADE EQUIPMENT

GENCO, WILLIAMS, UNITED

 and EXHIBIT GUNS

—Send in Complete Lists—

Exclusive Gottlieb, Williams, Seeburg, Chicago Coin and Genco Distributors

TRIMOUNT

40 WALTHAM STREET, BOSTON 18, MASS.

Remember IN NEW ENGLAND IT'S TRIMOUNT!

The Cash Box

Park Show Issue

(DATED: DECEMBER 3, 1955)

CLOSING DATE WEDNESDAY

FOR ALL NOV. 23

ADVERTISING

AT PUBLICATION HEADQUARTERS

THE CASH BOX

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

(Phone: JUdson 6-2640)

CHICAGO—"Pin Pool," the coin-operated pool table recently introduced by Bally Manufacturing Company, this city, is now available with built-in overhead illumination. The new light fixture is affixed to one of the bumpers located in center of table, and light is reflected over entire play area of table. "Pin Pool" is available with or without the new lighting feature.
**Available Now Any Way You Want It TO FIT ANY AND ALL LOCATIONS**

Keeneys' **FASCINATION POOL**

**CHICAGO** brought activated the reported CHICAGO.

**REGULAR SIZE**

52" L x 36" W x 32" H.

OR

**JUMBO DELUXE**

(18 inches longer)

3-Sided Play!

Keeney's Original HINGED TOP!

Celeste Ravel
MISS ILLINOIS 1954-55
Recording artist likes to play Keeney’s FASCINATION

**BALLY SERVICE SCHOOL AT SCOTT-CROSSE CO.**

PHILADELPHIA—The Bally Service School is scheduled for a two-day session, November 29 & 30, at Scott-Crosse Company. (International Amusement Company) this city.

Paul Calanari, veteran Bally engineer, will conduct the school and bring operators and servicemen up to date on better operating and servicing of Bally games.

Abe Wilson of the Scott-Crosse organization will be on hand to greet coin-men from the area, and he urges all to attend the two-day school.

**WE WANT TO BUY!**

**BRIGHT LIGHTS BRIGHT SPOTS CONEY ISLANDS**

ALL-STATE COIN MACH. EXCH.

2317 N. Western Ave., Chicago, Ill.

(All Phones: Belmont 5-6770)

**NAT'1 REJECTORS TO CLOSE for Annual Inventory**

ST. LOUIS—National Rejectors, Inc., this city announced that its plant will close December 17 through January 2 for its annual inventory. All materials scheduled for shipment between December 17 and January 2 inclusive will be shipped before the closing date. No shipments will leave the plant during the inventory period.

**NAT’L COIN MACH. DISTRIBS HOLD First Meeting of Reactivated Org.**

CHICAGO — The National Coin Machine Distributors Association (NCMDA) dinner meeting held here at the Morrison Hotel, this city, brought together distributors from all over the nation and Puerto Rico for the first meeting of the newly reactivated organization.

Al Schlesinger, managing director, reported the progress made in the past six months. He outlined a program for the future which he believed would help create greater unity for all branches of the industry.

Sam Kaufman, public relations expert, associated with the firm of Beall & Jacobs, spoke on the negative and positive sides of public relations.

The association voted the sum of $1000 to have a preliminary public relations plan drawn up. This would include an outline for future action to be taken by the association.

Trade magazine representatives discussed advertising rates and price lists. It was voted to conduct a poll among all distributors regarding price lists.

Those who spoke on this subject were Ed Raybey, Sam Taran, Lou Welcher, Kenneth Brake, John Bilott, Gil Kitt, Irvin Blumenfeld, Max Hurvich, José Ronco and Ted Bush.

President Harold Lieberman referred the questions of a distributors' finance plan as well as a "business-trend" survey to the Board of Directors for their recommendations.

A report on these subjects will be submitted at the next meeting.

Another dinner meeting was proposed for Sunday, Nov. 27. Manufacturers will be invited to this meeting.

All present agreed that this past meeting was one of the most constructive ever held by a group of distributors.

"It's What's in THE CASH BOX That Counts"
Much Public Relations Talk
At Chi Meetings

"Reader's Digest" Story Seems to Have Sparked Greater Tho' for Substantial P. R. Program for Industry

CHICAGO — Regardless of what else the "Reader's Digest" story in its November, 1955 issue did to this industry, it certainly sparked more talk about public relations than has anything else in many years.

Though there is much talk about public relations programs, and much thought in this direction, as yet nothing very definite has appeared to cause anyone here to believe that such programs will actually get under way.

One thing, though, is very certain. The men who met here were all convinced, and so proclaimed, that at long last, some sort of public relations program should be undertaken.

Many conventioning here praised The Cash Box for its editorial regarding public relations which appeared in this past week's (November 12) issue.

All agreed that a good public relations program could be started by the operators with some coin off the top of each week's collections from all machines.

CALIFORNIA CLIPPINGS

The biggest news on Pico Boulevard this week is the phenomenal sales of all the makers of the pool tables. All of the distributors are experiencing big sales in the pool game, one being Red's. The sales manager said "the pool table game is the biggest thing to hit the coin machine industry in the last ten years." When the first models of the distributors were optimistic, but the activity and sales that followed the introduction of the new game exceeded all expectations. Interest in the pool table has brought increased numbers of local and out-of-town players to pool rooms and consequently hyped sales of other equipment. . . . At Badger Sales, Inc., Mr. Silberman was regretting the fact that he will not be able to attend the NAMA convention because of pressing business matters here at home.

However, Al plans definitely to make the trip to Chicago sometime this month to report to manufacturers. A1 News was in Fresno calling on operators with the AMI model "G" phonograph. . . . George Warren of an operator in a city in the western part of California said he would be attending the Masonic Grand Lodge meeting . . . Jack Dolan at Sierra Distributors returned from a successful sales trip through the northern territory. Wayne Copeland reported that the promotions plan run with the Downtown Paramount Theatre proved very successful. Local operators received free tickets for the artists such as Eddy Arnold and Liberace, who appeared at the Paramount, and in exchange placed stickers on their machines which plugged the current stage attraction. Operators benefited by the distribution of the free records and the Paramount was very pleased with the interest that the stunt created.

Tom Wall of California, who left this week for a short trip to Sun Valley, . . . Sammy Ricklin of California Music flew to San Francisco last week to address a group of the Bay area operators on the subject of one-stop operations and the cooperative operation of several routes. Several Bay area operators are interested in forming a company to handle their operations such as has been done in the Los Angeles area with the formation of M.A.C. Vendors. Sammy reported a terrific response to his last mailing campaign, with cards being returned from the entire Western States area. Many of the cards asked to be kept informed on the latest of the company releases and many operators in obtaining hard to get recordings. California Music has built a reliable reputation with operators for being able to find records that are available elsewhere. Sammy reported several interesting developments in the sales of EP records following the introduction of the Seeburg V-200. . . . Sales on EP's have increased considerably that locally as operators have found that they were paying off in this particular section of the new machine. Also the type of music that the operators have been seeing has been surprising — progressive jazz, and even show tunes have been getting a very good play.

Some operators have found that people will play a whole Broadway score on EP's. As Bamm reported, "Instead of a Juke Box containing ten different records, this industry is now providing locations with a complete musical system."

Local operator Pete Thelen has been on the West Coast watching the sunrise of Palm Springs. . . . At C. A. Robinsons, Al Betlemann and Charley Robinson were trying their hand at the Exhibit's new Skill Pool "84." New model features a tablet top layout of lined squares which players must move the ball from the unplayable side to the corresponding position on the opposite side of the field. . . . Bob Barre, of Bard Distributing, and his wife are the proud parents of a baby boy born to them. And N. S. Miller of Delaware is busy on the phone at Leuenhagens asking her how their current plug numbers are selling to the operators. Kay said that Ernie Ford's "Sixteen Tons" really took off with the operators and she now reports it as her number one seller after only three weeks on the counter. Lee Palmer of Mercury Records试着 to get her Larry and Kay to take an evening out from filling orders and send an attentive ear to Georgia Gibbs' new release of "Goodbye To Rome." . . . Mr. and Mrs. Anderson from Shafter California were seen along Pico last week visiting operators and one-stops.

Carl Fischer and Joe Sepple dropped into the California Music Merchants Association to pick up some information records left with them by the manufacturers. Ben Chemers by local distributors who are anxious to get their latest releases on the local boards. Ben received a call from Oakland forwarded by Mr. Miller who brought him up to date on Association business. He is expected in Los Angeles early next month and will have lots of news for operators about companies in the Southwestern states. He is also expected in the Northern states. . . . Pete Pellegirino sold his route to M.A.C. Vendors, and is now able to spend more of his leisure time on the courses. . . . Ed Wilkes at Paul A. Laymon reported a very healthy increase in the sales of Rock-Ola phonos during the past two weeks. Ed also said that his sales on the Rally "Pin Pool" and "Miami-2000" have been phenomenal. Getting on Pico this week were: Al Adelman from GM Music in San Bernardino; Lee Thomas, Shaft, Lela Smith, Barstow; Fred Ross, Pasadena; Irma Bryant, Glendale; and Glen Wolcott, La Crescenta.

"Vend Commissions Too High"

CHICAGO—One of the most impressive talks made at the NAMA convention here, was delivered by Robert Z. Greene, president of the Rowe Manufacturing Company, Inc. and chairman of the executive committee of the Automatic Canteen Company of America, nationally known operating firm.

Greene told his listeners that the automatic merchandising industry should revise its business methods and thinking lest it destroy its future.

He stated that the present system was being handled by operators interested in the commission arrangement instead of supplying service and building customers for the future. "To put it bluntly," he said, "we are draining away the life-blood of automatic merchandising in excessive commissions."

He suggested that a commission money that should be going into the expansion of the industry, into development of new operational techniques, new types of equipment, and a decent return on the efforts of investment.

"In a day and age where our biggest value is the service we render, they are cutting into the profits of the companies that are engaged in the privilege of saving them money while providing a needed employee food service."
11 Locations
LARGE or SMALL
invite you to install

Williams
BANK POOL
FEATURING
3-SIDED PLAY!

NOW AVAILABLE
The Deluxe SENIOR Model
18 inches longer
Same Width
More Exciting Than Ever!

THRU THE COIN CHUTE
NEW ENGLAND NIBBLES

With 10c play now spreading through Maine and Vermont, last two of the New England states to go for the dime, the music machine business has taken on new stature. . . . Impetus for the big play has been heightened by the appearance of new model mechanisms and saturation of recording artists through newspapers, radio, TV and advertising media. . . . Never before in this territory have sales ops had so much to do with and so much to sell. . . . Outlook for the music biz this winter season looks terrific. . . . Around with the districts: Foreign shipments big at Trimount Automatic Sales Corp. (Seaburg). . . . Trimount's special representative was entertained in Paris by Jimmy Delarue, well known coin man of France. . . . Mike and Mrs. Bond were feted at the L'Atlantic in Paris. . . . Biz on the upward spurt at Atlas Distributors (AM) where Barney and Louis Blatt have been presenting shows for ops around the territory. . . . Ed Ravreby, World Pair and Associated Amusements, in Chicago for the convention. . . . Sales manager Richard Mandell and Ruth Mae Ravreby are keeping things humming at the plant where Keene "Pasechnik Pool" games are big. . . . At Ridd Distributors (Warlitters), Bob Jones, sales manager, reports heavy buying on the part of north and south country ops resulting in inventory shortages. . . . Visiting at Dick's Record Co. this week were Lou Monte, Eileen Rodgers, Jerry Southern, and Herb Haller of New York. . . . Ops visiting Dick Mitchell at his plant included Steve Pieck, Worcester; Pat D'Amico, Lowell; and Eddie Dresser, Concord, N. H. . . . Dick and Mrs. Mitchell took in the Holy Cross-Dayton football game at Worcester and visited with ops in that city. . . . At Jerry Flatto's Boston Record Distributors, visitors included Lou Monte, Victor recording artist, in for deejay promotion. Dick Roman, Eileen Rodgers, who appeared at the Blue Moon in Lowell. Ops visiting here included Perry Lipson, Manchester, N. H., and Mal Wallace, New York. . . . The saturation deejay program for Eileen Rodgers was handled by Ruthie Shapiro, who did one of the most outstanding jobs ever for any record artist. . . . Miss Rodgers was on with Dave Maynard and Alan Darby, WOR; Bob Clayton, WPIH; Norm Prescott, WBZ; Jay Masters, WMEM; Art Taylor, WHHL; Jack McDermott, WLYN; Joe Smith, Sherm Peller, WVID; Pete Johnson, WKBB, Manchester, N. H.; Stan Richards, Larry Welsh, Bill Marlows, WCOF. . . . A telephone test was made on WORL with deejay Alan Darby on "I Had To Lose You To Love You," latest Rodgers platter on Columbia, and 787 votes were received for that side, and 108 for "Desperate Hours," other side. . . . In addition, Miss Rodgers talked on the telephone to deejays, Howie Leonard, WPOE, Portland, Me.; Roy Leonard, WKOX, Framingham; and Dane Sweet, WBGM, New Bedford. . . . Ruthie got her on two TV shots, "Swan Boat," WBZ-TV, with Nelson Bravo, and Stan Richards Matine, WBZ.

New "20 Yr. Club" Members

Jerald D. Belson
Los Angeles, Calif.

J. Bowen Kindred
Ajo, Arizona

Romie Laniej
Montreal, Quebec, Canada

Donald W. McFarland
Galesburg, Ill.

Charles A. Spillane
New Haven, Conn.

Up Grade Your Route with Davis Rebuilt Equipment
converted to 10c play if requested.
Cash or trade or both. Call us collect.
Syracuse 73-1631.

Davis Corporation
Syracuse Factory Distributors
725 Water Street
Syracuse, New York

Trimount Rep Visits France

PARIS, FRANCE—Trimount Coin Machine (Boston) Company's special representative is entertained in Paris by Jimmy Delarue, well known coin man of France. Left to right: Mike Bond, Mrs. Mike Bond, Jimmy Delarue, Mr. Oro, assistant to president Delarue; Mr. Saladin, executive with American Express. Standing is the proprietor of the restaurant, L'Atlanta.

"It's What's in THE CASH BOX That Counts"
Most of the execs of the wholesaling firms away in Chicago most of this week, taking in the various meetings and NAMA Convention without visit- ing their factories. Those out of town were Al Simon, Albert Simon, Inc.; Barney (Shary) Supermark and Abe Green, Runyon Sales Co.; Joe Munves, Mike Munves Corp., Murray and Bill Weiner, Weiner Sales Co.; and Meyer Parkoff, Atlantic New York Corp. Out in Chicago from the music association were Al Denver and Sidney Levine.

Joe Young and Abe Lipsky, Young Distributing, quite busy. In addition to handling its regular flow of local and export biz, these men set up a music system of a hide-away and 12 boxes in the Jerry O'Mahoney Diner display at the National Hotel Exposition being held at the Kingsbridge Armory. Also getting on fairly to move its Ave., corner of 4th St. Some moving been doing now, but big move will be at end of the month. Young will be completely set up there on December 1. Cohen offering incentives to the well-liked Bob Jacobs, who lost his wife Fri., Nov. 2, after a long illness. . . . Mike Munves reports nice sales of Exhibit's "Skill Pool" and has the new game "Skill Pool 84 Delave" displayed on his floor, which he states is getting a good reaction from visiting ops. . . . Mrs. Bill Macarelli of Catskill, N.Y., visits the wholesalers. . . . Harry and Hymie Keopel, Keopel Distributing, advise trading in used cigarette machines becoming a nice part of their biz. . . . Morris Rodd, Runyon Sales, so busy with bossman Shary away, gets out to eat his lunch around 3 P.M. each week when he hooks in Oakl to keep him from putting weight. Buddy Fox of Runyon, probably isn't eating lunch at all when someone's thrown off some 204's. In the pick month of Nov. Al D'Inzillo, Albert Simon, Inc., was supposed to go to Chicago with Al Simon, but just couldn't get away. . . . Hank Peteet, Wurlitzer field service engineer, spending some time in Philadelphia and Baltimore, now comes to New York to help Young Distributing set up the music system at the National Hotel Exposition.

PHIL GRETZER, Phil-Mac Amusement Devices and the Baseball Batting Range, reports he has sold up with Shart Motors, 1119 Prospect Ave., at Kings Highway and Glenwood Road, Brooklyn. Phil tells us he can get the common best deal possible on new and also used cars. "Just tell them to phone, and he will take care of them on the spot," Phil states. . . . Oderson and Nat Cohen of C. O. Vendor Co., Corona, L. I., on coin-operated, look- ing for new equipment. One of this firm's operations is supplying and servicing all types of equipment at the airports in N. Y. and Newark, N. J. Cohen had his bags packed, and was about to leave for the NAMA show in Chicago. "A little vacation is in order," Cohen, but "I'll have a chance to see what Al Meyer Parkoff of Atlantic New York in Chicago, Steve Quinn, that personable sales exec, stays in the office for several days. . . . Sam Schlesinger, Square American, 510 Newkirk, S. Queens, is back at his rounds of the city. Gertrude Brownie, Beacon, N. Y., makes her usual weekly visit to coin-op. . . . Dave Jochim and Bob SIMA, of Coin-Op Distributors, will be in Chicago for the various meets, had to change their minds at the last moment, and stay in their office to handle some unexpected biz. . . . Tony Canastano, Silver States Amuse, Suffsburgh, N. Y., makes the rounds of the city. Eddie Lane and Harry Pearl in Chicago for the NAMA Convention. . . . Clair Morgan visits her cheerfully that all arrangements for the December 7th annual banquet of the Associated Music Machine Ops. Assn. have been completed, and that every indication points to a large attendance, as well as a most successful affair. With another banquet, it's expected that a number of out-of-town visitors will attend.

Orrville De Vries of the D & D Novelty Company, Minneapolis, Minn., has been getting his share of the duck hunting although, at times, Orr states that he really has had to hunt for the wary ducks. . . . Eli Ross of the Taran Distri- butors, Vicksburg, Miss., is in the Twin Cities visiting friends and relatives. Of course the weather put on a show for him by being generally bad and cold. . . . Fred Groves of St. Paul, Minn., was one of the many who made the trip to Iowa Falls, Iowa, to see Minnesota beaten by the superior Iowa football team. . . . Harold Lieberman and Lew Robin of the Lieberman Music Co., and Son Nam of the Twin City Novelty Co., made the trip together from Minneapolis where they were met by Norton Lieberman, salesmen for the Lieberman Music Co. . . . Taking in the NAMA Show in Chicago were Harold Lieberman, Son Nam and Manny Katz. Manny is associated with the Coffee Vendor Service which operates machines in the Twin Cities and surrounding area. . . . Bill Guinno of Hopkins, Minn., took off to some some pleasant hunting last week. All he did was to hunt for pheasants but nary a shot did he get. . . . L. P. (Red) Wilbur of Duluth, Minn., is busy these days placin coin operated pool games in his territory. . . . Ed Marty Moomack of the Minneapolis Coin-Op Distributors is on his way home. While in town Marty visited with friends and stopped in to visit with some of the distributors. . . . Mrs. Bob Aberin is up and around again and in fine shape after undergoing major surgery a short time ago. In fact Mrs. Aberin felt so good that she made the trip into the Twin Cities with Bob and did some shopping of her own while Bob made the rounds of the dis- tributors. . . . Seen here and there shopping and picking up records and supplies for their routes were Harold Havenor of Elvina, Wisc.; Mr. and Mrs. Ted Eugenio, N. D.; Al Brees, Watertown Amusement Co. of Watertown, S. D.; Harry Galen of Menomonie, Wisc.; Gabe Cheyn of Grand Rapids, Minn.; Elmer Cummings of Brookings, S. D.; and Don Hazelwood of Aitken, Minn.

Our sincere condolences to the family of Carl Weedman of Minneapolis, Carl passed away Friday, November 5th, and death was due to a heart attack. Carl had been in the coin machine business for a number of years and was one of the old timers in the business in this area.

"It's What's in THE CASH BOX That Counts"
THRU THE COIN CHUTE

CHICAGO CHATTER

Everyone here reported, as the week came to its end, "This was one of the most hectic weeks in all the history of the industry." They were right, of course, either. Proving, once again, that conventions pull crowds. And as long as the convention is held here in Chicago, everyone's going to benefit. Manufacturers and distributors here were never busier. Not only did coinmen call around to say, "Hello!" but what's more important, to buy." There was plenty buying this past week. . . . Manufacturers and distributors along with executive and engineering personnel of the factories were all over everywhere. There wasn't a club, eatery, theater, or other spot left out. . . . The week started very early. With Bill DeSelm acting as host over at the "Wishing Well." Present were Lynn Brown of Los Angeles, Wolff Solomon of Columbus, Ed Raybey and Ed Conley of Boston, R. F. Jones and Dean McMurtrie of San Francisco.

Bill was helped in the task of host by John Calabrese.

Lee Weinberger came into town early to take a quick look around. Then dashed back to Louisville before the NAMA show even opened. . . . Lots of people started to phone George A. Miller, MOA head, early Monday morning. And the the suite at the Morrison was set up in his name, George didn't arrive until late that afternoon. The first meeting got going at 10 A.M. Tuesday morning and continued right ahead with almost everyone of the Board present. . . . What a gang enjoying the food at the Shangri-La: Ed Levin, Avron Ginsburg, Steve Kordek, Ralph Sheffled, Jerry Koci, Al Simon, Irwin Blumenfeld, Joe Kline, Wally Finke, Verle Van Nattan, and Diane Taran, Ted Bush, Bill and Cindy Gersh. . . . And in walks Bill and Nicky O'Donnell with Barney and Mollie Sugarman. . . . Abe Green flew back to Newark after looking over the NAMA show and visiting around with the various manufacturers Barney Sugarman represents. Herb and Sarah Gettings were entertaining at the theatre and seeing the very delightful comedy, "Anniversary Waltz."

In the midst of all the celebrating, Ralph Sheffled pops up to report that he and Ruthie have now been married for 15 years. "And," says Ralph, "it seems like we were married just yesterday." . . . Joe Fishman, six-time grandpa in town, visiting with Al Schelsinger and talking over old times. Joe as yet not revealing what he plans to do. . . . J. D. (Si) Lazar and Sol Gottlieb talking over steaks at Fritz's. . . . Eddie Ginsberg proudly conducting tours of visitors around the very outstanding and beautiful Atlas building. And telling one and all how backlogged the firm is at this time with orders for the Seeburg 200. To which Bill Phillips, Nate Feinstein and Harold Schwartz bow in agreement. . . . Vince Shay zooming around the town and so Stanley Levin takes over at All-State. Mickey Schaefer telling about the "marmalade package" he has for his vendors. And now Ralph and Sarah Gettings entertain two busy guys this past week at Games, Inc. . . . Ben Coven too busy to leave his offices "with orders piling in the way they are" he says. But does send out a cute weather-outlook postcard.

If you wanted to see one of the busiest factories in town this past week you should have dropped in at Bally. The plant was jumping from early morning. Jack Nelson reported, until late each evening. Herb Jones, Art Oury, Bill O'Donnell, Dan Doloney, Ray Moloney, Andy Renn, George Jenkins, in fact, everyone at Bally busier than over greeting tremendous crowds of visitors . . . Joe Robbins advised that F. Schreiber of Torino, Italy, visited with him and complimented Empire on its fine export shipments. "Which," Joe proudly said, "is really something." . . . Thanks to Walt Huber of San Francisco who just simply jammed us with dozens of those big books of matches. . . . Dave, Nate, Sol and Alvin Gottlieb so busy they didn't even have time to dine. And Judd Weinberger's export department doing plenty of business. . . . Sam Lewis trying to use the telephone with just about 16 guys all over his offices. Frank Meurer trying hard to also get a word in edgewise. Said Sam, "The boys just jammed us up with orders."

Chet Gore and Ed Hall demonstrating Exhibits' "Varacanie Vendor" which clicked with NAMA conventioneers. Vends anything and everything. Does a marvelous job sending records. Also Wurlitzer's "Coin Acceptor" and Ed Levin handling the overflow crowds from Sam's office at ChiCoin this past week. Then Ed out on the town with his distracts in the evening. . . . Al Dover, Willie ("Little Napoleon") Blatt and Max Weiss in a conference and pointing to a new use for the distributor. . . . Art Weinand, Sam Stern and Harry Williams and the busiest. Art put it this way, "Man, oh, man, are we busy!" . . . Paul Huesch, Roy McGinnis, John Concoc, V. N. Allbritton, Bill Coin, Bill Bolles, Tom McCormick, and all the other Keeneymen, just thrilled toweeney piveness with a big hit their combination dispenser made at the NAMA show. Looks like Keeney will be busy for months and months just filling the orders it has already taken. And," adds Paul Huesch, holding up a batch of sheets, "just look at these orders for our new pool table." . . . Distribu held meeting at the Hilton: Gil Kitz, Sam Soloman, Lou Walcher, John Bilotta, Lou Bennett, Harold Lieberman, Irwin Blumenfeld and Al Schelsinger.

"What's in THE CASH BOX That Counts"

Herb Klein of International Mutoscope demonstrating the "Reader's Digest" vendor to the crowds. Reports that the firm built them on request about four years ago and are still building them. . . . Newspapers, magazines, radio and TV all telling about the NAMA convention and getting plenty of interest from the general public. . . . Lots of talk-talk about public relations programs. "But," as one noted columnist said this past week, "let 'em put up or shut up," and added, "this takes cash on the barrelhead, not just talk." . . . McKim Smith of Atlantic City in town showing his convention building and hoping that the entire industry will join in with him to create a permanent display in Atlantic City where people can come all year 'round to see the latest products. . . . Len Miron of World Wide pops with, "I've got something. Just wait and see." . . . Len Moloney, a little birdie reported, is going to become a Daddy for the second time very soon. Don and his charming little Nancy now have 14-month-old Mary Ann. . . . Mort Levinson of Joe Schwartz's place says, "Gottlieb's newest is the greatest." Now and more bankers are financing coinmen all over the U.S. Banks in town with distribute this past week. Of course, percentage is percent, and the bankers love percentage. . . . Get together on this slogan for your wife and your family and, definitely, for yourself. To help yourself enjoy more and better business: "Live Louger, Better—Dine Out." . . . Walter Tratsch and George Koyz in ABT's booth telling all about (you guessed it) ABT. . . . Never saw two happier kids than Ralph Sheffled and Avron Ginsburg. Just ask the kids "why." . . . Dave Rockols and all the Rock-Ola men so busy this past week almost impossible to get a phone call thru to them. Dozens on dozens of visitors at this big factory all day long. . . . Jose Romero of Puerto Rico in town telling about import headquaters. . . . Tom Herrick of Seeburg trying like anything to help out some of the firm's friends. . . . Joe Kline and Wally Finke put it this way last week, "Pool tables? Oh." These boys are really busy. . . . Wonder if Joe Mangone of Miami knows that there's a Joe Mangone of Walsenburg, Colo.


After Thos' John Galworthy said, "One's eyes are what one is, one's mouth what one becomes."
GENCO'S DeLuxe TOURNAMENT POOL

PLAYED FROM 3 SIDES
FOR CRAMPED LOCATIONS

The ONLY 3 side play Pool Game
that eliminates player arguments

- NO SQUARES ON TABLE
- DEFINITE SPOTS for ball placement
when moved

GIVES YOU 50% MORE LOCATIONS
TO OPERATE IN!

HINGED PLAYFIELD
FOR EASY SERVICING

DUAL LEVELING GAUGES!
STILL DELIVERING REGULAR OFFICIAL TOURNAMENT POOL

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OPERATORS SAY—
Bally
ABC BOWLER
is the GREATEST!
Their Collections Prove It!
Regular Official
BOWLING SCORES
Immediate Delivery!

Bill Fitzgerald
Represents AMI
at Hi-Fi Mfrs. Meet

DETROIT, MICH.—William E.
FitzGerald, advertising and sales
production manager of AMI Incorporated,
this city, represented his company
at a meeting of the High Fidelity
Manufacturers Institute in Phila-
delphia, Sunday, November 6. Plans
for 1965 promotion of the high fidelity
industry were discussed at the
meeting by representatives of these
leading manufacturers in the field.
AMI was recently admitted to the
Institute which is an association of
manufacturers whose products meet
rigid standards of construction and
performance necessary for high fidelity
sound reproduction. The Institute
sponsored the three-day Philadelphia
High Fidelity Show, November 4-6 at
which AMI exhibited.

THRU THE COIN CHUTE

WEST TEXAS TINGLES

Peggy Aksett, Abilene, is up and out of the hospital and looking good.
Everyone will be happy to learn of this... M. T. Cornelius, Abilene, looking
at some Kleenex dispensing machines... Louie Solomon, Abilene, talking
about business being good... Pee Wee Harp, Sweetwater, busy with his tele-
vision business... Glynne Murphy, Breckenridge, bragging about the fine
football team they have there... Tex Keel, Colorado City, still setting more
cigarette machines... Charles Vaughn, Lamesa, drinking coffee way in the
the night... George New, Hobbs, picking up new equipment in Lamesa... 
Everyone in this section was shocked and stunned to learn of M. M. Ruther-
ford's death up near Cloudcroft, N. M. Rutherford was widely known in Texas
and New Mexico, having been in the operating and distributing business for
a good many years. J. D. Harding and Jack Sikes, Leveland, are in the cafe
business in a big way now, serving the Mexican nationals working here during
the harvest... Don Robertson, Lubbock, working hard setting new equip-
ment... Paul Golden, Lubbock, just got back from his deer hunt in Colorado
and reports lots of luck... Gene Malone, Lubbock, had the misfortune to
have a brand new model "G" AMI and ten new MAI wallboxes burn completely
in a fire at one of his locations but he had the good fortune to have them
insured... Surlester Herford, Lubbock, seen in Mineral Wells at the Wallace
Distributing Company.

"It's What's in THE CASH BOX That Counts"
IT'S NO SECRET!

GOTT LieB'S

MARATHON

PACKED WITH FEATURES THAT MAKE IT FUN TO COMPETE!

ALL NEW DOUBLE NUMBER MATCH FEATURE!
A Greater Earning Attraction than the Fabulous Jumbo Match and Jubilee Diamond Match.
Both Players Matching Number at same time scores BIG Super Special.
Regular Single Number Match Scores Single Special.

NEW 10 TIMES VALUE BONUS FEATURE!
Mystery special when lit and single bonus hole.
5 Hi-Speed Pop Bumpers clustered for dynamic action.
2 Cyclonic Kickers fire into each other for spectacular cross-board action.
Alternating light rollers for super scoring.
Adjustable 3 or 5 ball play.

Canadian Ops
Lack Skilled Mechanics

CHICAGO—"The main thing about the coin machines business today in Canada, especially in the less settled places, is to get good help to repair and maintain machines. "Men who will look after them properly," he continues, and adds, "keep them clean and in good working order. ""Are you know," he concludes, "a good appearance is half the battle in operating any coin operated equipment."

The above statement was made by LeBaron A. Reid of Reid Amusement Machines, Moncton, N. B., Canada.

Canadian Ops and their Service Personnel in PENNSYLVANIA & OVERSEAS Are Cordially Invited To Attend The Bally Service School under the personal supervision and instruction of Paul Coleman of the Bally Engineering Staff.
TUES., WED. - NOV. 29, 30
Sessions Conducted Continuously - Through The Day
Bring Your Entire Service Crew! Lunch is On This House!

INTERNATIONAL AMUSEMENT COMPANY
(Scott-Cross Company)
1423 SPRING GARDEN STREET
PHILADELPHIA 30, PA. (Tel. R I 7-712)

OUR BALLY CUSTOMERS
and their Service Personnel in PENNSYLVANIA & OVERSEAS
Are Cordially Invited To Attend The Bally Service School under the personal supervision and instruction of Paul Coleman of the Bally Engineering Staff.

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PHILADELPHIA 30, PA. (Tel. R I 7-712)

Buy the BEST RECONDITIONED EQUIP. At the BEST PRICES

United ROYAL $139.90
United CHIEF 155.00
United LEAGUE 255.00
ChiCoin FIREBALL 335.00
ChiCoin SUPER FRAME 219.90
ChiCoin HOME RUN 6 ball player 195.50
Williams SAFARI Gun 330.00
Exhibit STAR Gun 175.00
Exhibit SHOOTING GALLERY 175.00
Amer. "A" 257.50
Seeburg "A" 267.50

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With Automatic Tally Sheets!

FEATURES EVERY
COMPETITIVE
THRILL OF
TEAM PLAY!

... plus these Revolutionary New Playing Features!

Look! For the First Time... 2 Teams of Players up to 10 on Each Team Can Now Play!

Look! "Team Score"... Totalizer Automatically Registers Complete Scoring of Competing Teams.

Look! Extra Large... Super Giant Pins!

Look! Extra Large... Super Giant Puck!

Look! Extra Large... Cabinet and Playfield!

Popular 20-30... Scoring With Regulation Top Score of 300.

Also Available in a MATCH Model as ALL STAR TEAM BOWLER

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WANT


WANT—Used Bumper Pool Tables. Will take in trade against Late bowlers, bingos, and phonographs. Write, wire or phone: SHELDON SALES, INC., 831 MAIN ST., BUFFALO, N. Y. (Tel: Lincoln 9106).

WANT—All types of Bingo Games, GOLDEN GATE NOVELTY CO., 701 GOLDEN GATE AVENUE, SAN FRANCISCO 2, CALIF. (Tel: Market 3967).

WANT—Your need or surplus records all speeds. 45's our specialty. We buy all year round and pay top prices. No lot too large or too small. No more than 10% blues. We pay freight. BEACON SHOPS, 821 NO. MAIN STREET, PROVIDENCE, R. I. Tel: UNion 1-7600.

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

WANT—45 RPM Records, new or used. No quantity too large or small. Highest prices paid. Write stating quantity on band. TONY CALANGO, CALGANO DIST. CO., 4142 W. ARMITAGE, CHICAGO 39, ILL. Tel: Dickens 2-7660.

WANT—50 Late Model Seeburg 100 Wallboxes; Seeburg Model B—Victor G Phonographs. MODERN MUSIC, 3348 Euclid, CLEVELAND, OHIO.

WANT—Wurlitzer 1400's, 1600's, 1600A's. Also Chicago Coin Band Boxes and Wurlitzer 248 Steppers. BUSH DISTRIBUTING CO., 286 W. 29th STREET, MIAMI, FLA. (Tel: 3-6623).

WANT—Bingos and Gottlieb 5-Balls for resale. Send Prices. II & M MUSIC AND DISTRIBUTING, 1626 THIRD AVENUE, MOLINE, ILL. (Tel: 4-6703).

WANT—Late Model Phonographs. Bally—Wall Boxes. Steppers. Late Model Pinball—Out Of Body. Sunshine Parks; Across The Board AMI 466, Hideaways; Wall Boxes; Steppers. STEPS, THOMAS COIN SALES LTD., STE. THOMAS, ONT., CANADA (Tel: 2648).

WANT—Geneo Wild West Guns. Must be in good condition. State price and condition in next letter. LEWIS & FOLLETT MUSIC CO., SOUTH 180 HOWARD ST., SPokane 4, WASH. (Tel: MAdison 8385).

WANT—Route Jukes—Games. Furnish complete information first letter. BOX 157, HEBER CITY, UTAH.

WANT—Geneo Big Top or West Guns. State quantity and price. ADMIRAL MUSIC CO., 4665 NO. MANHOR, CHICAGO, ILL. (Tel: Key-stone 9-0965).

WANT—Guns and Arcade machines—new and used. We purchase all models purchased. Send us your lists, stating price and condition in first letter. ECONOMY SUPPLY CO., 379 TENTH AVE., NEW YORK, N. Y. (Tel: Chickerling 4-8628).

WANT—Roller Panoramas—any quantity. WESTERN DISTRIBUTORS, 3126 ELLIOTT AVE., SEATTLE, WASH. Tel: Garfield 3585.


WANT—Bingos, late model Shuffle Alleys. For Resale. Send list. Have all types of amusement equipment for sale. DICK LOWY & CO., 592 TENTH AVENUE, NEW YORK, N. Y. Tel: Chickerling 4-818.

WANT—100 operator customers in need of good used amusement machines of all kinds, including inlines and shuffle. Don't dare to publish prices—to write or phone: GEORGE P. NOSER, ALBERT SIMON SYRACUSE CORP., 602 N. STATE ST., SYRACUSE, N. Y. (Tel: 74-2403).

WANT—For resale. New or used American, National 22 Ft., or 12 Ft. Shuffleboards and Bank Boards; 100 Selection Seeburgs; Kiddie Rides. Quote quantity, condition and your best price in your first letter. STAN- LEY DISTRIBUTING CO., 1119 TACOMA AVE., TACOMA, WASH. (Tel: BR 2663).

WANT—Used Records. Highest prices paid for 78's and 45's. No quantity too large or too small. We buy brand new LP's (33-1/3 RPM) in quantity. Write or phone. FIDELITY DISTRIBUTORS, 666 10th AVE., NEW YORK, N. Y. Tel: JUdson 6-4568.

WANT—Northwestern 49's; Challengers; Pike's Peak; Kicker's and Catchers; Weigh Scales or any other penny games equipment. We buy for resale. Will pay top prices in any quantity. Write, phone or wire, MOCHUK ENTERPRISES, 1 INDIAN ROAD, TORONTO, ONTARIO. Tel: LO 4722.

WANT—Route Jukes—Games. Furnish complete information first letter. BOX 157, HEBER CITY, UTAH.

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FOR SALE—Seeburg M1000, $675; M1000B, $475; Wurlitzer 1650, $375; 1250, $120, 218 Wurlitzer Steppers, $25. Many others. Write. ODCO, INC., 1100-02 BROADWAY, AUBANY 4, N. Y.

FOR SALE—Kiddie Rides. Chicago Coin The World Trainer, $450; Exhit Big Bronco, $400. W. B. DIS- TRIBUTORS, INC., 1012 MARKET STREET, ST. LOUIS, MO. (Tel.: Central 1-9292).

FOR SALE—Lowest Prices In The Country. Leaders $249.50; Team Plays $249.50; Classics $145; Classics $125; Exhibit Rifle Galaxy $169.50. All equipment refurbished and ready for location. Buy one and convince yourself. ALLIED DISTRIBUTING COMPANY, 786 MILWAU- KEE AVENUE, CHICAGO 22, ILL. (Tel.: Canal 6-0293).

FOR SALE—All types of Amusement Equipment: Music, Glasses, Cigarette Machines and Vendors. KOEP- PEL DISTRIBUTING CO., 629 TENTH AVE., NEW YORK, N. Y. (Tel.: Circle 6-8950).

FOR SALE—Bally Beauties, $145; 100C Seeburg, $859; 1438 Comets, $595; 1446 Hi-Fi, $695; Model C, $210; Model B, $185; Model A, $125; ABC Distributors & 10 B's, $50. & 5 Boxes, $5, $20; 80, $26; 3726 KESSEN AVENUE, CINCIN- NATI, O. Tel.: Mouton 5000-1-2. Chapel 9-5356.

FOR SALE—All types used AMI, Wurl-itzer and Seeburg equipment. Clean and shopped, or as it, Factory Dis- tributor for Seeburg. DICKSON DISTRIBUTING CO., 631 W. CALI- FORNIA, OKLAHOMA CITY, OKLA. Tel.: Regent 6-3691.

FOR SALE—M100A—78 Seeburgs. 1250 Wurlitzers. Good condition. Make an offer. COPELAND DISTRIBUTORS, INC., 900 NORTH WESTERN, OKLAHOMA CITY, OKLA. (Tel.: FO 5-3456).

FOR SALE—Seeburg A's, B's, C's; 4 A-M D-90's; 8 AM 120 Wall Boxes. Write, wire, phone. NATIONAL NOVELTY COMPANY, 183 MER- RICK ROAD, L. I., N. Y. (Tel.: FInestreet 8-6771).

FOR SALE—America's finest recondi- tioned phonographs and music accessories. Everyone of our re- conditioned machines guaranteed beautiful condition regardless of price. Tell us what you want. Get our prices before you buy. ANGOTT DISTRIBUTING CO., INC., 2616 PURITAN AVENUE, DETROIT 21, MICH. Tel.: UNiversity 4-0773.

FOR SALE—Bally Palm Beach, $85; Beach Clubs, $125; Spot Lites, $35. TOLEDO COIN MACHINE EX- CHANGE, 814 SUMMIT STREET, TOLEDO 4, O. 4.

FOR SALE—War's Pennant Baseball, $115; United Deluxe Targete, $295; Wurlitzer's Big Ben, $85; End Corners, $35; Seeburg Wallboxes, 100 Selection, $74.50. Many others. Phone: ODCO, INC., 1100-02 BROADWAY, AUBANY 4, N. Y. (Tel.: 5-0228).

FOR SALE—Reconditioned Guaranteed Phonographs: Rock-ol-a: Model 1434 45 RPM, $275; Model 1436 78 RPM, $250; Model 1436 45 RPM, $325; Model 1438 Comet, $350. NO CONTROVERSY: 48 Selection Wall Boxes, $10; 104 Selection Wall Boxes, $40. Scale Closeout: Wurlitzer Guesser's, $65; Columbia, Pioneer, Kirk, $35; Exhibiter Vitals, $35. J. ROSENFIELD CO., 4701 WASH- INGTON BLVD., ST. LOUIS 8, MO. (Tel.: Forest 7-6730).

FOR SALE—We have a large stock of reconditioned Five Balls, One Balls, Bingo and Phonographs. Write for list. WURLITZER DISTRIBUTORS INC., 3726 KESSEN AVENUE, CINCIN- NATI, 0. Tel.: Mouton 5000-1-2. Chapel 9-5356.

FOR SALE—Bally Variety, $300; Bally Gayeties, $310; Bally Surf Club, $185; Bally Palm Springs, $175; United's Rio, $100; United's Havana, $115. All machines ready for location. Write, wire or phone. NASTASI DISTRIBUTING CO., 912 POORDAS ST., NEW ORLEANS 12, LA. (Tel.: Magnolia 6386).

FOR SALE—Seeburg M100A, $300; M100-G, $600; M100-G, $725; M100-W, $725; Wurlitzer 1250, $150; 1100, $85; AMI A, $125; AMI B, $185; AMI C, $200; Evans Constellation, $125, MUSICAL SISTERS, 2348-34 OLIVE, ST. LOUIS 3, MO. (Tel.: CH 1-8561).

FOR SALE—Evans Constellation $225; Scott the Beat $115; De- Luxe Bowler $125; AMI A, B, C, D and a complete line of United and Shuffle Allaya. CENTRAL DIS- TRIBUTORS, 3115 1438, WESTERN STATES DI- LOUIS, MISSOURI. (Main 1-5315) or 3134 MAIN STREET, KANSAS CITY, MISSOURI (Westport 3582).

FOR SALE—Bally—Closed Range $1.00. No Coin Operated, Jukebox, $125; Bally Type, $150; Jukebox, $175; Flying High, $50. Wurlitzer Operated Jukebox, $50; Jet Fighter, $150. AUTOMATIC MUSIC CO., 703 MAIN STREET, BRIDGEPORT, O. (Tel.: Bridge- port 750).

FOR SALE—Lustriter 1700, $650; Seeburg M100A, $250; Seeburg M100B, $475; Seeburg M100B1, $495; Seeburg M100C, $565; Seeburg 100 Selection Wall Boxes, $65. O'CONNOR DISTRIBUTORS, INC., 2320 W. MAIN ST., RICHMOND, VA. (Tel.: 84-3264).

FOR SALE—Send $1.00 for the rec- ord of "The Cat Came Back" Little & "Stop Crackin' Peanuts" by Lee Moore, disc jockey of WWVA in Wheeling, W. Va. Please state whether 45 or 78 RPM. WRITE ROSE, 937 MARKET ST., WHEELING, W. VA. Tel.: Wheeling 5472.

FOR SALE—Telequix Machines, fac- tory reconditioned. Ready for location. $115. 1/4 down, balances C.O.O. We stock all Telequix parts, also parts and supplies for Jukes, Shuffle and Pin Games. Write for catalog. FLORIDIAN DISTRIBUT- ING CO., 3743 W. GRAND, CHI- CAGO, ILLINOIS.


FOR SALE—3020 Wurlitzer Wall Boxes, $5.00 ea.; 100 20 Selection Seeburg 5c Wall Boxes, $1.00 ea.; Packard Wall Boxes, $1.00 ea.; 219 Steppers, $7.50 ea.; LEW JONES DISTRIBUTING CO., 1301 NORTH CAPITOL AVE., INDIANAPOLIS, IND. (Tel.: MI.rose 5-1593).

FOR SALE—Rowe 8 Col. Gig. Machin- es, $75; Beach Club, $135; Yacht Club, $75; Flying High, $50. Non Coin Operated Jukebox, $50; Jet Fighter, $150. AUTOMATIC MUSIC CO., 703 MAIN STREET, BRIDGEPORT, O. (Tel.: Bridge- port 750).

FOR SALE—Lustriter 1700, $650; Seeburg M100A, $250; Seeburg M100B, $475; Seeburg M100B1, $495; Seeburg M100C, $565; Seeburg 100 Selection Wall Boxes, $65. O'CONNOR DISTRIBUTORS, INC., 2320 W. MAIN ST., RICHMOND, VA. (Tel.: 84-3264).

FOR SALE—Send $1.00 for the rec- ord of "The Cat Came Back" Little & "Stop Crackin' Peanuts" by Lee Moore, disc jockey of WWVA in Wheeling, W. Va. Please state whether 45 or 78 RPM. WRITE ROSE, 937 MARKET ST., WHEELING, W. VA. Tel.: Wheeling 5472.
FOR SALE—Muto. Photomatic. Post War. $250; Muto. Voicegraph, 35c, now operating, $150; Metal 'T' (Standard) with stand, $149.50; 2 Telequiz, with film, perfect, $85 ea.; 5 Midget Movies, like new, light up displays, $80 ea.; Muto. new K.O. Camera. $150. Junior. $59.50; Pitch 'Em and Bat 'Em, $89; Muto. Shoot-A-Matic, refinished, $95. Voicegraph. $15. Virginia; Mer- cerly; El Paso; St. Louis; Black Gold and Hot Rods, $20 ea.; Hamilton Humpty Dumpy Light Up, $49.50; Jet Gun, $75; Hott Mon Guns, $75; Scientific O Balls, $49.50 ea.; Star Series, $35; 2 Seeburg Bears, $99.50 ea.; Auto. Shoot, new, live ammunition, $22 ea.; $295: Williams Pferdecope, $39.50; Western Major League Baseball, $50; Williams Horse Hooves, $30; Deco, Grandmas and Hinda Fortune Tellers, 10c; $495; Kirk Astrology Scale, $39.50; Walling Astrology Forecast Scale, $39.50; Chi Coin Bowler, 6 Player Deluxe, $35; Strikette, $35: United Nations Keep Punching, $35. Security Gold represented trains in beautiful 4' x 8' glassed in cabinet. Consists of two HO gauge trains with two 10-chute. One running and operating, with trains moving in opposite directions. For railroad and reverse control lovers, all set in beautiful scenery with tunnels, etc. $495. For sale: 2 foot Rock-Ola Shuffle Board $149.50; Shuffle Board game wax (12 cans) $3.50; Fast wax case (12 cans) $4.50; Pucks (set of 8) $1.50; Old Double Window Lights pair $22.50; Adjusters $18.50. PUR- VELL DISTRIBUTING CO., 4322 W. NORTHERN, CHICAGO 12, Ill. (Tel.: Juniper 8-1814).

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, Keeney, Bally, TARAN DISTRIBUTING, INC. 3401 N. W. 36th STREET, MIAMI 42, FLA. Tel.: 64-4864.

FOR SALE—20 foot Rock-Ola Shuffle Board $149.50; Shuffle Board game wax (12 cans) $3.50; Fast wax case (12 cans) $4.50; Pucks (set of 8) $1.50; Old Double Window Lights pair $22.50; Adjusters $18.50. PUR- VELL DISTRIBUTING CO., 4322 W. NORTHERN, CHICAGO 12, Ill. (Tel.: Juniper 8-1814).

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FOR SALE—Brand new in original cases—need cash—will sacrifice. United Super Sluggers; United Deluxe Sluggers with match-score; United Deluxe Sluggers with match-score; United Derby Roll; United Deluxe Derby Roll with match-score. Write or call: SEACOAST DISTRIBUTORS, INC., 594 10th AVENUE, NEW YORK, N. Y. (Tel.: BRYANT 5-6841) or 1200 NORTH AVENUE, BETHESDA, N. J.

FOR SALE—Reconditioned phonographs—ready for location: AMI A; AMI C; AMI D-40 and D-80; Rock-Ola Fireball 45 rpm; Seeburg M 1004; Wurlitzer 1500. Write for low prices. RUNTON SALES COMPANY. 593 TENTH AVE., NEW YORK, N. Y., or 221 FREILINGHUYSEN AVE., NEWARK, N. J.

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, 2374 HARDING STREET, CARLISLE, CALIF. Tel.: Sarsota 2-5151.

FOR SALE—1015 Wurlitzers, A-1 condition. Any quantity. HUEY DISTRIBUTING CO., 3760 AIR- LINE HIGHWAY, NEW ORLEANS 20, LA. (Tel.: Cedar 7976).

The Cash Box

Classified Advertising Section

FOR SALE—Muto. Photomatic. Post War. $250; Muto. Voicegraph, 35c, now operating, $150; Metal 'T' (Standard) with stand, $149.50; 2 Telequiz, with film, perfect, $85 ea.; 5 Midget Movies, like new, light up displays, $80 ea.; Muto. new K.O. Camera. $150. Junior. $59.50; Pitch 'Em and Bat 'Em, $89; Muto. Shoot-A-Matic, refinished, $95. Voicegraph. $15. Virginia; Mercerly; El Paso; St. Louis; Black Gold and Hot Rods, $20 ea.; Hamilton Humpty Dumpy Light Up, $49.50; Jet Gun, $75; Hott Mon Guns, $75; Scientific O Balls, $49.50 ea.; Star Series, $35; 2 Seeburg Bears, $99.50 ea.; Auto. Shoot, new, live ammunition, $22 ea.; $295: Williams Pferdecope, $39.50; Western Major League Baseball, $50; Williams Horse Hooves, $30; Deco, Grandmas and Hinda Fortune Tellers, 10c; $495; Kirk Astrology Scale, $39.50; Walling Astrology Forecast Scale, $39.50; Chi Coin Bowler, 6 Player Deluxe, $35; Strikette, $35: United Nations Keep Punching, $35. Security Gold represented trains in beautiful 4' x 8' glassed in cabinet. Consists of two HO gauge trains with two 10-chute. One running and operating, with trains moving in opposite directions. For railroad and reverse control lovers, all set in beautiful scenery with tunnels, etc. $495. For sale: 2 foot Rock-Ola Shuffle Board $149.50; Shuffle Board game wax (12 cans) $3.50; Fast wax case (12 cans) $4.50; Pucks (set of 8) $1.50; Old Double Window Lights pair $22.50; Adjusters $18.50. PURVEY OR DISTRIBUTING CO., 4322 W. NORTHERN, CHICAGO 12, Ill. (Tel.: Juniper 8-1814).
How To Use "The Cash Box Price Lists"

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

FOREWORD: Many times, wide differences appear in the quotation of high and low prices of certain equipment. Like any true reporter "The Cash Box Price Lists" can only feature the market prices as they are quoted. "The Cash Box Price Lists" act exactly the same at the 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 have gone up. Same prices do not change for months. "The Cash Box Price Lists," rather than show price, retain the last known prices so that, for equipment so hard to cobble together at least has the last known prices as a basis to work with. Prices may be very widely divergent. Someone on the West Coast may feel a certain machine worth $125.00 whereas someone on the East Coast may think it worth $175.00. Of course, serial, appearance, demand, territory, quantity, and condition of equipment must be taken into consideration. (Some equipment is offered by outstanding firms, having a reputation for shipping completely reconditioned machines, will be offered at higher prices than others, due to the added cost of reconditioning.) "The Cash Box Price Lists" reports such quotations exactly as it is made and depends on the subscriber to make average price adjustments to fit the peculiarities of his territory.

METHOD: "The Cash Box Price Lists" should be read as follows: First price listed is lowest price quoted for the week; Second price listed is highest price quoted.

FOREIGN BUYERS: To cover cost of packing, crating, shipping, etc., figure an additional $10 to $25 on Pin Games—and $25 to $30 on Phonographs.

**C O D E**

1. Prices UP
2. Prices DOWN
3. Prices UP and DOWN
4. No change from Last Week

**R E G A R D I N G S E L L I N G P R I C E S**

Reports received indicate that, in some cases, purchasers become upset due to the fact that they buy equipment listed in the lower priced categories. Sometimes sellers of machines listed at from $30.00 to $25.00 ask from $50.00 up to $75.00 and even more for these very same machines. Purchasing of such equipment must result in the lower priced categories being much more firmly on these figures. To completely recondition such machines, the reconditioner must add to the price the cost of transportation to obtain these machines, the labor, parts and supplies needed to recondition the machines, plus the cost of crates, crating and labor for packing and shipping of the machines, in addition to a decent profit which will, in most cases, raise the price of a $10.00 to $20.00 machine to anywhere from $50.00 to $75.00 or up. In the case of arcades and kid-ride machines these may even be higher due to the fact that many of the parts have to be made by hand or contracted for at some machine shop, since manufacturers of machines don’t have such equipment and are forced to go into 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, such buyers will probably make these machines "new," at prices quoted by the trade and, recondition the machines themselves to meet their own operating standards.

**A M I**

4 Model A-46, 40 Sel. 78 RPM 69.50 135.00
78 RPM 3.15 10.50
4 Model A-46, 30 Sel. 78 RPM 125.00 155.00
78 RPM 75.00 95.00
2 Model C-50, 40 Sel. 78 RPM 125.00 210.00
4 Model D-40, 51, 40 Sel. 78 RPM 200.00 295.00
4 Model D-40, 51, 40 Sel. 45 RPM 845.00 995.00
4 Model E-56, 50, 40 Sel. 78 RPM 400.00 500.00
4 Model E-56, 50, 40 Sel. 45 RPM 445.00 550.00
2 Model E-126, 55, 50 Sel. 78 RPM 435.00 475.00
2 Model F-185, 54, 80 Sel. 45 RPM 645.00 755.00
4 Model F-185, 54, 80 Sel. 45 RPM 645.00 755.00
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4 Model F-185, 54, 80 Sel. ...
The Cash Box

November 19, 1955

Guys and Gals
LOVE music

Get Going with the G

Gratify their desire for music that sounds like music should ... Hi-Fi
that's AMI-Fi... achieved only by AMI Fidelity as heard in the Gala "G"

AMi Incorporated

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

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

"It's What's in THE CASH BOX That Counts"
The Cash Box

November 19, 1955

Manufacturers New Equipment

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

ROCK-OLA MFG. CORP.
Model 1418 Hi-Fi Phonograph, 120 Selections, 45 RPM Only
Model 1542, Hi-Fi, 50 Sele-
cions
Model 1516 Chrome Wall Box, 120 Selections
Model 1548, 50 Selection Wall Box
Model 1613, "Blonde" Wall Speaker
Model 1616, "Mahogany" Wall Speaker
Model 1960, Remote Volume Control
Model 1927, Remote Volume Control with Caramel Button

J. P. SEEBURG CORP.
V-260—Select-O-Matic, "260" Phonograph
V-260-WMMMM-W-Matic "260" Phonograph
SERVIC-1—High Fidelity Wall Speaker
HFC-212—High Fidelity Corner Speaker
P861-Z—Power Supply
HH-22-2—Power Amplifier

UNITED MFG. CO.
Regulation Shuffle Alley (with Match Feature) Single Chute $760.00 Double Chute $890.00 Delux Regulation Shuffle Alley (with Match Feature) Single Chute $840.00 Double Chute $950.00 Special Topnotch Shuffle Alley (with Match Feature) Single Chute $825.00 Double Chute $950.00

WILLIAMS MFG. CO.
Regatta 3 (Player, 5-Ball) $389.50
Bally, "5-Ball" (with Match Feature) $395.00

The RUDOLPH WULTZLER CO.
Model "1200" Hi-Fi Phonograph 101 Selection, 45 RPM
Model "700 Hi-Fi Phonograph 77 Selection
Model "6000" Hi-Fi Phonograph 252 Selection
Model 526-20-10-25-25 Wall Box
1 Wire (10 Selections) Mounting Kit
Model 526-20-10-25-25 Wall Box 3 Wire (10 Selections) Mounting Kit
Model 526-20-10-25-25 Wall Box 5 Wire (10 Selections) Mounting Kit
Model 5110 12" Deep Speaker
Model 5112 12" Conceleated Speaker
Speaker 512 $44.50
Speaker 512 $44.50
Model 5115 Hi-Fi 4 Cone Corner Speaker
Model 5116 Hi-Fi coaxial Corner Speaker
Model 5116 Hi-Fi coaxial Wall Speaker

Page 65

The Cash Box

...
LEADER IN STYLE AND Beauty

From its graceful glass dome to its sculptured ebonized base, the Wurlitzer 1800 is the stand-out style-leader of the industry. Its eye-stopping, play-stimulating beauty pays off in equally handsome returns wherever people gather for pleasure.

WURLITZER 1800

WURLITZER
THE OFFICIAL MUSICAL INSTRUMENTS IN Disneyland

THE RUDOLPH WURLITZER COMPANY — NORTH TONAWANDA, N. Y. — Established 1856
New, Double-Scoring
DIAGONAL FEATURE
First coin lites large card
Second coin lites diagonals

With Diagonal Panel lit
Player can obtain Regular Card scores PLUS Diagonal scores
Player can score up to 12
3-IN-LINE SCORES
4-IN-LINE SCORES
3-IN-LINE SCORES 4-IN-LINE
4-IN-LINE SCORES 5-IN-LINE

Lite-A-Name Feature
Advancing Scores
Number Selection Feature
UMC PENNANT FEATURE
4-Corners Score 5-in-Line
Extra Balls

SEE YOUR DISTRIBUTOR

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

UNITED OPERATORS ARE SUCCESSFUL OPERATORS
BIG bowlers earn BIG money

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.

New KING-SIZE Pins
New OVER-SIZE Puck

NOW all the old favorite features are combined in one simple, sensational card in the newest, greatest Ballygame—MIAMI BEACH!

Time tested play-appeal of triple cards, popularized in ATLANTIC CITY and other famous Ballygames, is built into the new amazing MAGIC CARD that expands from 3 lines to 5 lines, giving players widest choice of ways to score.

Super-card play-appeal is provided by popular RED AND YELLOW SUPER-LINES, boosting 3-in-line scores to 4-in-line...plus SUPER-X, boosting 3-in-line to 5-in-line.

KING-SIZE PINS, OVER-SIZE PUCK

ABC bowler
Congress bowler

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