Eddie Fisher happily signs autographs for some dungaree dolls who are currently going wild for his RCA Victor record called just that, "Dungaree Doll". The disk is a smash for Eddie and shows every sign of winding up among his all time best sellers. Currently operating from the west coast, Eddie has recently been signed to a new 15 year NBC contract and will soon be making his debut in a new medium for him, motion pictures.
HERE COME THE GUYS
stars of tomorrow...on RCA VICTOR records

TONY TRAVIS
"Most promising male vocalist" (No. 4 in 1955 Billboard Poll)
CULIUCAN
SPEAK TO ME OF LOVE
20/47-6389

BILLY REGIS
ZIGEUNER
I'M DEPENDING ON YOU
20/47-6377

JOEL GREY
LIES, HONEY, LIES
SLOW AND EASY
20/47-6378

WATCH FOR THE GALS!...NEXT WEEK
the dealer's choice RCA VICTOR High Fidelity recordings
The Cash Box

Volume XVII—Number 16

FOUNDED BY BILL GERSH

STEW GERSH & JOE ORLECK

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SUBSCRIPTION RATES $15 per year anywhere in the U.S.A. Special listing for jobbers and distributors at $48 per year includes 40 word classified advertisement each week for an entire year (32 weeks) plus the full year's subscription free of charge. Airmail, First Class, as well as Special Delivery subscription rates on request. Subscription rates for all foreign countries on request.

THE CASH BOX covers the entire music industry, ranging from record retail and music stores to disk jockeys, music publishers, recording artists, record manufacturers, music composers and arrangers, radio and TV stations, and all others allied to the music industry throughout the world.

THE CASH BOX covers the entire coin machine industry, all over the world. Operators, jobbers, distributors, manufacturers and suppliers of automatic music, vending, service and amusement machines are covered.

THE CASH BOX' coverage extends to finance firms, loan organizations, factors, banks, and other financial institutions, expressly interested in the financing of coin machines of all kinds.

"THE CASH BOX PRICE LIST" (a combination of The Cash Box' former "Confidential Price List" and The Cash Box' former "C. M. I. [Coin Machines Industry] Blue Book") are the one and only officially recognized price quotations guide for all new and used machines in the United States and all over the world, where American-made machines are used. "The Cash Box Price List" are an exclusive and copyrighted feature of The Cash Box. "The Cash Box Price List" are recognized officially by cities and states throughout the country as the "official price book of the coin machines industry." "The Cash Box Price List" are officially used in the settlement of estates, for buying, selling or trading of all types of coin operated equipment and are also officially recognized for taxation purposes. "The Cash Box Price List" are used by finance firms, factors, loan companies, bankers, and all other financial institutions to guide them in the making of loans to members of the coin machines industry.

"The Cash Box Price List" are not endorsed, and all financial transactions and legal cases are based upon the quotations appearing in "The Cash Box Price List.

GREATEST CHRISTMAS EVER!

The record business has just experienced the biggest Christmas in its history. From every area have come reports that dealers and distributors sold all the records they could get hold of.

This huge amount of business encompassed all the record fields, pop, rhythm and blues, country, jazz, singles and packaged goods. Everything sold—and sold well. Moreover almost every company participated in the huge business.

There was no one hit that took the great amount of sales. Rather it was divided among all the records currently on the market and the general result was a happy one for everybody concerned.

There was only one sour note in the entire Christmas business and that was in Christmas records themselves. Only one song made it this year, "Nuttin' For Christmas." The others fell by the wayside. And yet there were dozens of new Christmas tunes recorded by the top stars in our business which made no noise at all because essentially they didn't have a chance.

We have heard several artists say that they would no longer record Christmas tunes because they just don't have a chance of making hits of them. It's rare that any record becomes a hit in just two weeks, but for Christmas records that's just what has to happen. Moreover a Christmas record stops selling for the most part after December 25, so that not only does it have to become a hit in two weeks but it has to sell enough to make the whole venture profitable. Under current conditions this is almost impossible unless some unusual occurrence takes place.

We do not agree with disk jockeys who feel their public does not want to hear Christmas tunes too early. We think that properly presented, these tunes could certainly be played even a week or two before Christmas. Starting to play them then would at least give a Christmas record an even chance. We would hear much less of artists and companies wanting to quit making holiday records.

Next year, we think disk jockeys should make it a point to start their holiday play early enough to give those records a real opportunity of being exposed. After all, every other type of record participated in the generally prosperous Christmas this year. It seems somewhat unfair that Christmas records should have been the one area in the record business that didn't get the chance.
CORAL BRINGS YOU A BIG ONE!

Johnny Desmond

"I'LL CRY TOMORROW" and "IN MY DIARY"

Themed in MGM Picture "I'll Cry Tomorrow"

with Orchestra directed by DICK JACOBS

CORAL 61569 (78 RPM) and 9-61569 (45 RPM)

"It's What's in THE CASH BOX That Counts"
LEE RUSSELL & HIS PALS
(MGM 12134; K12134)

"RUBY PEARL" [Sitaroski BMI (Shapiro, Bernstein ASCAP—Dee, Lippman)] An imaginative ballad is rendered with great feeling by the polished voice of Felicia Sanders. Emotional performance of some solid material.


FELICIA SANDERS
(Columbia 40622; 4-40622)

"THE THINGS THAT YOU CAN'T SEE" (2:56) [Shapiro, Bernstein ASCAP—Dee, Lippman] An imaginative ballad is rendered with great feeling by the polished voice of Felicia Sanders. Emotional performance of some solid material.

"IF YOU CAN DREAM" (2:40) [Fest ASCAP—Karon, Wachs] This dramatic love song stems from the flicker "Meet Me In Las Vegas." Touching ballad.

MARION MARLOWE
(Cadence 171; 45-171)

"REMEMBER LAVAY" (3:00) [Cadence Pub ASCAP—Bach, Gounod] One of the most beautiful of all religious songs is this one rendered with extreme emotion and sincerity by Marion Marlowe. Lovely performance by the star. Should get considerable air play.

"THE LORD'S PRAYER" (3:16) [G. Schirmer ASCAP—Malotte] Another touching performance of a deep and stirring religious song.

DICK HYMAN TRIO
(MGM 12149; K12149)

"A THEME FROM 'THREE PENNY OPERA'" (2:12) [Harms ASCAP—Weill, Brecht] Dick Hyman and his trio have a rocking pop side of "I Do What I Do." This has a solid charm and a delightful overall sound. Whistling is extremely effective. Could be a big one for the group.

"BAUBLES, BANGLES AND BEADS" (2:04) [Frank ASCAP—Wright, Forrest] With the "Kitten" score being revived via the MGM film, this lovely ballad from the score should once again attract attention. Dick and the boys offer a pleasant instrumental shuffle arrangement.

THE CREEL SISTERS
(Atlantic 3015; 45-3015)

"I DO WHATTA DOO" (2:01) [Dandelion BMI—McCord] The Creel Sisters debut on the Abbott label with this catchy pop side that'll keep the teenagers jumping around the clock. Arrangement. Good commercial novelty.

"I GOT SOMEBODY TO LOVE" (2:25) [Burlington ASCAP—Baltzer] A truly folksy good rhythm number is this lively ditty colorfully handled by the group. Great coupling for the juke boxes.

SONS OF THE PIONEERS
(RCA Victor 20-6257; 47-6257)


"HOW GREAT THOU ART" (2:58) [Manna BMI—Hine] The rich baritone voice of the group creates a touching ballad. Lovely piece of religious material.

THE BAKER SISTERS
(Unique 324; 4-324)

"IF YOU'RE EVER GONNA LEAVE ME" (2:05) [Roxbury ASCAP—Feller, Milster, Neshberg] The Baker Sisters make their debut on the Unique label with a cute and commercial ditty. Another bedtime ballad. The tune is a memorable ballad smoothly adjusted by the words. Has the earmarks of a strong coin cashing money tune. Watch this one carefully.

GLORIA BECKER
(Real 1304; 45-1304)

"SIXTEEN POUNDS" (2:26) [BMI—Travis, Guerrero] With "16 Tons" still in the sun, this song is probably a sure winner. Indubitably, the best crooner of the songs, Gloria Becker, has manages to capture the listener from the first number. Another保證 easily handled on this one.

"ADIOS TO MEXICO CITY" (2:20) [Real-American BMI—Guerro] A pretty romantic ballad set to a Latin tempo.

ANDY SHEPPARD
(Cadillac 180; 45-180)

"BECAUSE I KNOW" (2:55) [Riveria BMI—Bond] The mellow voice of Andy Sheppard comes over beautifully on this tender romantic ballad. Again, another hit. stocking and selling unit.

"ALL MINE" (2:55) [Riveria BMI—Bond, Colburn] Another sincere reading of a pretty love affair. Crooner has a wonderful feeling for a ballad.

BONNIE LOU
(King 1506; 45-1506)

"MISS ME THE LOVE (That I've Been Dreaming Of)" (2:15) [Jay & Cee BMI—Glover] Bonnie Lou, currently riding high with "Daddy-O," has a potent follow-up disk in this catchy bounce novelty originally from the hit and roll catalog. Clever arrangement of a terrific novelty that could be a big one.

"BIGBARNARD HOP" (2:25) [Arnel ASCAP—Polski, Arden, Harper] The multiple voice gimmick is effectively employed on this catchy cornball bonanza with a country flavor. Cute offering.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
THERE'S ONLY ONE SMASH

BOBBY SCOTT

ORCHESTRA CONDUCTED BY DON COSTA

C/W SHADRACH

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

"WHEN YOU LOSE THE ONE YOU LOVE" (2:44)
[Chappell ASCAP—Polansky, Arden, Harper]

"ANGELUS" (2:44)
[Feist ASCAP—Mantovani, Miller]

DAVID WHITFIELD

"WAIT FOR TOMORROW" (2:55)
[Monument BMI—Coleman, Ebb, Klein]

"FIRST LOVE" (2:51)
[American BMI—Stanley]

JILL COREY

"THE GRASS IS GREEN" (2:46)
[Dundelle BMI—Stamps, Bhek]

"WHERE THE WIND BLOWS" (In Sorrento)" (2:26)
[Pure BMI]

RALPH MARTERIE ORCH.

MARLON BRANDO & JEAN SIMMONS

Ralph Materie comes up with an unusual and most attractive piece of song material that should start him on the right track for the new year. It’s a march tempo ballad titled “The Grass Is Green.” The chorus, featuring a lead voice, harmonies, and vocal chores in a graceful fashion. The tune tells the story of a Southern belle who is to be married, and who is left behind by her lover who goes to war. Interesting track that should make big noise. The coupling, “Where The Wind Blows (In Sorrento),” is a pretty trumped and ork rendition of the ever popular Italian standard "Sorrento."

RAMON MARQUEZ ORCH.

"CLASES DE CHA-CHA-CHA" (2:06)
[Monument BMI—Marquez, Mariño]

"ARRETE SESAMO" (2:50)
[Monument BMI—Marquez, Molina] Another catchy cha cha number with a great beat.

BOB SPENCER

"ROLL, HOT ROD, ROLL!" (2:23)
[Roosevelt BMI—W. Scott] Bob Spencer gives out with a wild rock and roll novelty that drives from the first groove right thru to the last. Tells the story of a hot rod driver being chased by the police. He’s finally caught.

"YOU DO SOMETHING TO ME!" (2:51)

OGI GRANT

"WHO ARE WE" [Thunderbird ASCAP—Webster, Livingston] As a follow-up to her smash "Suddenly There’s A Valley," Gogi Grant issues another sparkling inspirational ballad with a great lyric. A moving number with great meaning. A superb, emotional, tenderly rendered, could make it two-in-a-row for the thrush.

"WE BELIEVE IN LOVE" [Thunderbird ASCAP—Shawalter, Darby] A tender romantic affair smoothly rendered by the polished songstress. Warm delivery.

BERNIE WOODS

"EVERYONE KNEW" (1:56)

"COUNTIN’ TO TEN" (1:36)

VEDA ROBERTS

"I WON’T COME TO YOUR WEDDING" [Lamas ASCAP—Barry Simmons] Barry Ebers is quite effective on this tearful and touching romantic ballad. Pretty tune impressively styled by the songstress.


"Only those records best suited for commercial use are reviewed by THE CASH BOX"
THE TEN RECORDS
DISK JOCKEYS PLAYED MOST THIS WEEK
(PLUS THE NEXT TEN)

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

1. MEMORIES ARE MADE OF THIS
   Dean Martin (Capitol)
2. SIXTEEN TONS
   Tennessee Ernie Ford (Capitol)
3. BAND OF GOLD
   Don Cherry (Columbia)
4. MOMENTS TO REMEMBER
   Kirk Carson (Capitol)
5. NUTTIN' FOR CHRISTMAS
   Four Lads (Columbia)
6. TEEN AGE PRAYER
   Berry Gordon & Art Mooney (MG)
7. LOVE AND MARRIAGE
   Ricky Skid (Columbia)
8. I HEAR YOU KNOCKIN'
   Joe Ward (King)
9. ONLY YOU
   Gloria Mann (Sound)
10. DON'T FORGET ME
    Gale Storm (Dot)

11. ALL AT ONCE YOU LOVE HER
    Platters (Mercury)
12. LUSON ANTIQUA
    Hilltoppers (Dot)
13. GOODTIMERS
    Platters (Mercury)
14. IT'S ALMOST TOMORROW
    Sixteen Moments (MGM)
15. AUTUMN LEAVES
    Autumn Leaves (Dot)
16. THE TENDER TRAP
    Gale Storm (Dot)
17. ARE YOU SATISFIED
    Platters (Mercury)
18. MEMORIES OF YOU
    Jack Hilltoppers (Columbia)
19. CRY ME A RIVER
    Everybody's Got a Home But Me

The Tenth Anniversary of Glenn Miller's death was observed by many jockeys with special programs paying tribute to the departed band leader. Jack "Breakfast with "Karey (WCPX-Chicago) called December 'dedication month' for Glenn Miller. Jack plays Miller tunes every Tuesday and Thursday, with former Miller bandmen in the Chicago area appearing as guests. Gene Platt, KELO-Sioux Falls (S.C.) who did a special two-hour tribute to Miller last year again did a similar show on December 24, 4 to 6 p.m. The show featured much of Miller's music taken from RCA Victor's three limited edition albums and included a running commentary on his life and disappearance.

Pic of the week—Season's Greetings to all from Jack Thayer (WTCN-Minneapolis, Minn.) Ed Mouteelle (KBR-Manchester, N.H.) had two successful record hops, both of which were also broadcast and fully sponsored. Jack Thayer's record hops in his area...Cool Bill Davis (KT1N-Denver, Colo.) has been honored by Illinois Jacquet and Harry "Sweetie" Edison by having a song named in his honor. The new title entitled "Cool Bill" is available in the new Clef album, "Illinois Jacquet and his Orchestra." It's a boy, the first, for the Al Smiths of WWDC-Washington, D.C. Smith is librarian...Jack Rowie (WWDC) is busy lining up talent for an all star jazz and pop concert for the benefit of the Forest Heights Baptist Church Building Fund, Maryland, which he is assistant treasurer...The Yule season overcome natural rivalries between Bob E. Lloyd (WGTH-Hartford, Conn.) and Cal Kilby on (WDRS-Hartford, Conn.) Both are on the air at the same time, but with true Christian spirit they called each other one day last week and while on the phone they 'cued in the same record at the same time. They then invited the audience to tune in their respective rivals and see if they were playing the same record at the same speed. Cute gimmick and hands across the air-waves...Jack Lazarre of Milkman's Matinee (WNEW-New York) received a letter barring the postmark of a Navy Task Fleet headed for Little America in the Antarctic. The letter reported that Milkman's Matinee is a regular fare for the Navy crew heading for the South Pole.

Tom Edwards (WBEV-Cleveland, O.) is starting a new feature in connection with his record hops held at various schools and church halls in the Greater Cleveland area. Tom, who takes color transparencies of all record artists who appear on his shows, will show them on a 10 by 10 foot screen at the hops while the kids are dancing. However, there are many artists who are not included in Tom's collection and Tom is therefore requesting managers and stars to send him slides at WERE so that he may include them in the new feature.

Johnny Ryder (KDKA-Pittsburgh, Pa.) is all night man at the station...Dick Doty (WHAM- Rochester, N.Y.) extends his afternoon show another hour starting January 2. Dick will now be on the air Mondays thru Fridays 4 to 6 p.m. Unique Christmas card sent out by WWDC-Washington, D.C. program director Norman Reed and wife, Vivien, show the message is from the heart. Reed says the card is a cardogram to the cardigram is his own.

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

As we come to the end of 1955, plenty of people in the music and records business have cause to celebrate. This has been a highly prosperous and successful year for the record label, and the outlook for 1956 looks even brighter. For the second month in a row, Dot Records has done more than a million dollars worth of business. ... Bobby Melin has been offered an A&R job which he turned down. ... Terri Stevens has been invited back to do two weeks of CBS Radio's "On A Sunday Afternoon." Terri is now being booked by the William Morris office. Morris Diamond remains her personal manager. ... Sammy Kaye switches to rhythms and blue in his 15th Columbia recording, "Hey Pretty Girl". ... Guy Lombardo has contracted to produce "bother bands" at the Jones Beach Marine Theater during the summer of 1956. ... Decca has obtained the soundtrack to "The Man With The Golden Arm." The soundtrack is a series of jazz themes and among the musicians featured on it are Sherry Rogers and Shelly Mannes ... Rodgers and Hammerstein have been doing okay for Roy Hamilton. His first hit for Epic was their "You'll Never Walk Alone." Now he has another by R&B, "Everybody's Got A Home But Me" from "Pipe Dream". ... Kelley Wyatt has taken over as musical director of "The Three Penny Opera." Wyatt formerly served in a similar capacity for the touring companies of "Carmen Jones" and "Pinocchio's Rainbow." ... Neil Galligan of Laurel Music became the father of a son named Neil, Jr. last Friday, December 23. ... Photos of MGM records have been prominently used in high fashion magazines during the month of December. The label has been featured in Seventeen and The New York Times Magazine section fashion ads.

**CHICAGO:**

Robert Clary has Las Vegas date after closing at Black Orchid Jan. 15. ... Julian Patrick a recent guest of Steve Allen's "Tonight". ... Dolores Hawkins, who guested with TV deejay Howard Miller, opening at Chi night club Jan. 15. ... Don Sexton bringing Dolores in. ... Jeri Winters and Larlene Hunter reported putting 'em in sentimental mood at Clisler Inn. ... Duke Ellington at a New Year's Eve Note with usual kingly entertainment. ... Boyd Bennett passed thru encore to Indianapolis for New Year's Day booking. Latest Bennett waxing for King is "The Most". ... Bonnie Lauth, one of prettiest promotional girls in these parts, pouring out with the advertisements for Am-Far. Especially when "Chain Gang" by Bobby Scott is mentioned. Believes, "It's a real smasheroo." ... And Las Garzina, Are Pecos distributors, adds, "We're having quite a time keeping up with the demand. This song is breaking fast and our Mac Merries and Martha". ... Bill Sabin's of M.S. Distributors back from hectic three days in Las Vegas. ... Sammy Shore around at WLS-AKLK deejays about his takeoff number, "Seventeen Tons", on X label. ... Bill Hayes was here for general promotional appearances. ... Students claim their epic album, "I'll Cry Tomorrow" by Lillian Roth finding good market. ... Tommy Rowe once more the monad opened by same type, with strange poetic voice, doing good biz officiating over Off-Best Room. Presents folk singer Bob Gibson and plenty moody music. ... Les Elgart and his orchestra Jan. 3. ... Sue Myer Mill, Sue Younger from vaudevue days, at Club Alabama. ... Bob Kirk Band at Milford. ... Ted Reference known as the Sinatra of Italy, had U.S. debut at Empire Room late December. ... Singer-One-Stop burglarized recently. Some $3,500 in phonographs and records stolen. ... Great gesture by Marty Faye of WLS taking over for Vocal State Training School for girls in Geneva, III. Hundreds of needed records were sent by listeners.

**HOLLYWOOD:**

Extra attraction at the New Year's Party at the Palladium were The Dave Brubeck Quartet, and The King Sisters, in addition to Len Brown and his orchestra—the regular attraction. ... Eddie Shaw and Joe Marcella are forming a new record label to exploit songs now handled by their publishing firms. Buck Ram will do the A&R work for the new label with promotion handled by Carol Richards. Carol Richards recorded her first sides for RCA Victor in Hollywood last week. ... Capital Records reported that Tennessee Ernie Ford's "Sixteen Tons" hit the two million mark after only eight weeks in release. ... Peter Lawford is the surprise hit of Jimmy Durante's new show at the Desert Inn, with his take-off of a "rock n' roll" routine. ... Betty Bennett opens at Johnny Walsh's Club at the same time husband Andre Previn bows at Zardi's on Hollywood Blvd. ... Bob will do his CBS radio show from Las Vegas on January 15th to be on hand for Joe Shribman's wedding to Mary Ann Standish, at the Sands Hotel. ... Key Records' Vic Knight reports that Don Bell of KNX, Don McLean, garnered plenty of newspaper and radio plugs in his public poll of whether Christmas records should be played before Thanksgiving. ... On the basis of her big hit record of "Second Coming of God's Valley" Era Records re-negotiated with her for an extra year seven term. Gogi's follow up record of "Who Are We" and "We Believe In Love" out this week with Buddy Blease again providing the backing. ... Looks like Rosemary Clooney has the big one she's been waiting for in "The Key To My Heart." ... KMCW's Johnny Grant took a large group of entertainers along to entertain Service Men at any season again this year. ... Abe Diamond says Freddie Slack's LP on Wing is selling like a hot single for him. ... Dave Hubert of Oneonta is...
The Cash Box, Music

January 7, 1956

THE FIRST HIT FOR 1956!

1956

SPEEDO

the Cadillacs

JOSIE - 785

Josie RECORD
1650 Broadway, New York City

"It's What's in THE CASH BOX That Counts"
Brand NEW Releases

Dramatic! Exciting!

“CHAIN GANG”
and a powerful coupling

“THESE HANDS”

by

Len Dresslar
Mercury 70774

A wonderful New “POP” by...

Dinah Washington

“THE SHOW MUST GO ON”
and

“I JUST COULDN’T STAND IT NO MORE”

Mercury 70776

Hollywood’s New Picture Star

Joyce Bradley

“TAKE YOUR TIME WITH ME, LOVER”
and

“A DANGEROUS AGE”

Mercury 70769

“Only those records best suited for commercial use are reviewed by THE CASH BOX”
Starting off the BIG 1956 Year!

Chuck Miller
“LOOKOUT MOUNTAIN”
and
“BOOGIE BLUES”
Mercury 70767

Ralph Marterie
and his great band
“THE GRASS IS GREEN”
and
“WHERE THE WIND BLOWS”
Mercury 70771

The New Find for 1956
Jerry Wallace
“THE GREATEST MAGIC OF ALL”
and
“WALKIN’ IN THE RAIN”
Mercury 70774

The New Sound of Jerry Murad’s
Harmonicats
“YOU TELL ME YOUR DREAMS”
and
“WHO’S SORRY NOW”
Mercury 70772

“It’s What’s in THE CASH BOX That Counts”
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<td><strong>Billboard</strong></td>
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<td><strong>JERRY JERicho (Doffin)</strong></td>
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**THE CASH BOX**

**Top Selling Records**

*Records by the Foremost Retail Outlets From Coast to Coast*  

**Broadway Music**

- New York, N. Y.  
- **Billboard:** 16. Tons (T. Ernie Ford)  
- **Cash Box:** 16. Tons (T. Ernie Ford)  
- **Variety:** 16. Tons (T. Ernie Ford)

**Hudson Ross**

- Chicago, Ill.  
- **Billboard:** 1. Memories Are Made Of This (Dean Martin)  
- **Cash Box:** 1. Memories Are Made Of This (Dean Martin)  
- **Variety:** 1. Memories Are Made Of This (Dean Martin)

**California Music Company**

- Los Angeles, Calif.  
- **Billboard:** 16. Tons (T. Ernie Ford)  
- **Cash Box:** 16. Tons (T. Ernie Ford)  
- **Variety:** 16. Tons (T. Ernie Ford)

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**Norside Music Shop**

- **Teen Age Prayer (St.)**  
- **Billboard:** 1. Memories Are Made Of This (Dean Martin)  
- **Cash Box:** 1. Memories Are Made Of This (Dean Martin)  
- **Variety:** 1. Memories Are Made Of This (Dean Martin)

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**Tri-Boro Record Exchange**

- Jamaica, L. I., N. Y.  
- **Billboard:** 16. Tons (T. Ernie Ford)  
- **Cash Box:** 16. Tons (T. Ernie Ford)  
- **Variety:** 16. Tons (T. Ernie Ford)

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**Bill's T Record Shop**

- Toledo, Ohio.  
- **Billboard:** 16. Tons (T. Ernie Ford)  
- **Cash Box:** 16. Tons (T. Ernie Ford)  
- **Variety:** 16. Tons (T. Ernie Ford)

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**Burke's Music Shop**

- **Great Pretender (Palters)**  
- **Billboard:** 16. Tons (T. Ernie Ford)  
- **Cash Box:** 16. Tons (T. Ernie Ford)  
- **Variety:** 16. Tons (T. Ernie Ford)

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**Loomis Temple of Music**

- New Haven, Conn.  
- **Billboard:** 16. Tons (T. Ernie Ford)  
- **Cash Box:** 16. Tons (T. Ernie Ford)  
- **Variety:** 16. Tons (T. Ernie Ford)

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"Only those records best suited for commercial use are recommended by THE CASH BOX."
David Whitfield's
Biggest Ballad

WHEN YOU
LOSE THE
ONE YOU LOVE

Backed with ANGELUS
WITH MANTOVANI HIS ORCHESTRA AND CHORUS

Suddenly Catching Fire!

THE MANHATTAN BROS.

LOVELY LIES

Backed with KILIMANJARO—# 1610

"It's What's in THE CASH BOX That Counts"
Gale Storm Reception
To Honor Dot Artists

HOLLYWOOD—The glittering parade of top record hits racked up by Dot Records during 1955 will capture the spotlight at a Hollywood reception to be given by Gale Storm at the Beverly Hilton Hotel on the night of January 16.

Hit artists of the evening will include Randy Wood, president of Dot Records, Inc., and important members of his roster, Pat Boone, Billy Vaughn, the Fontane Sisters, and The Hilltoppers. Invited also are Governor and Mrs. Clement of Tennessee.

Dot Records’ zoom in the past year which has been marked by such outstanding hits as “Melody of Love,” “Hearts of Stone,” “The Crazy Otter,” “Ain’t That A Shame,” “Shifting, Whispering Sands,” Gale Storm’s own “I Hear You Knockin’” as well as her later “Teenage Prayer,” and many other Dot successes, will be the focal point of interest to the more than 500 invited guests at the reception.

All disk jockeys in the Los Angeles area, along with top DJs from San Francisco and San Diego, and members of the press have received a bid to attend the celebration. Several Hollywood personalites on the guest list include Debbie Reynolds and Eddie Fisher, Milton Berle, and Doris Day.

Randy Wood, the guiding genius of Dot Records, who parlayed a small time operation in Gallatin, Tennessee, into an astounding national success story, will fly to Los Angeles with his contingent of recording artists especialy for the occasion.

NEW YORK—January 7, 1956

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
Well folks here it is—1956. Another New Year just begun. And I take this opportunity to wish all my friends in the United States and Canada good health and "Record" business. Very special greetings and thanks to all at The Cash Box. I'm looking forward to further cooperation and trust that I can be of service to you all for many years to come.

Vic Damone made his first appearance with his new group the "Bridgadoren" on the "Sunday Night at the Palladium" show. Vic also introduced his wife (Pier Angeli) to the audience and together they sang the Yule tide standard "White Christmas."... Vera Lynn who stars in her own big Show on commercial TV will have the Woolf Phillips Orchestra to accompany her starting on January 4th. ... It may well be a "Davy Crockett" year here what with eleven records on the swing. Plenty of waxings on "Robin Hood" as well. We'll soon know the big hero. ... Young David Plats of the newly formed Essex Publishing Company, certainly had a good hunch when he decided to acquire a Scottish ditty called "The Bluebell Polka." It's heading for the top sellers chart. ... There's talk of Al Hibbler for a British TV show in the near future. ... Caterina Valente returns to Britain for guest TV appearance. ... Winifred Atwell will visit New York on her way back from Australian tour and will probably give a benefit concert in the near future. ... March 11th 1956 is the date provisionally set for Stan Kenton's first London appearance. This is to be followed by an extensive concert tour of the country. ... Ted Heath and his band leave for the States March 22nd and will start with concerts for the band alone and then a Coast to Coast tour with Nat "King" Cole, June Christy and the Four Freshmen.

Jean Aberbach touring the Continent in search of big songs for his pubbery. He missed what will possibly be a big hit in Germany. The funny part of the whole story is that the song is "Suddenly There's a Valley" which Jean publishes in the States. He is reported to have offered it to the manager of his German company who turned it down. Now the Hans Sikorski publishing company is looking forward to a big song in 1956. This week's best selling "pop" singles.

1) "Christmas Angel"—Dickie Valentine (Eng. Decca)
2) "Rock Around the Clock"—Bill Haley (Brunswick)
3) "Love Is A Many-Splendored Thing"—Four Aces (Brunswick)
4) "Meet Me On Tuesday"—Max Bygraves (H.M.V.)
5) "Let's Have A Ding-Dong"—Winifred Atwell (Eng. Decca)
6) "Twenty Tiny Tears"—Tartaglione (Eng. Decca)
7) "Hawk-Eye"—Frankie Laine (Phillips)
8) "Yellow Rose of Texas"—Mitch Miller (Philips)
9) "Suddenly There's A Valley"—Petula Clark (Nixa)
10) "When You Lose The One You Love"—D. Whitfield (Eng. Decca)

MENDENSOHN: Concerto in E Minor For Violin And Orchestra Op 64—Arthur Grumiaux, Violin, conducting the Vienna Symphony Orchestra—DVORAK: Concerto In A Minor For Violin And Orchestra—Konrad Zagazeta, Violin, with Wilhelm Loibner conducting the Vienna Symphony Orchestra—Four Aces (Brunswick)

Of the two works presented on the disk Mendelssohn's "Concerto in E Minor" holds a distinct edge in popularity and the number of recordings available. It is an enchanting work full of lyrical passages and a beautiful melodic theme. It's performed with crystal clarity by violinist Arthur Grumiaux. Only a greater understanding of the Schoenberg Concerto in A Minor by Dvorak is in a light vein and sets a tranquil mood. There is commanding precision in Thomas Magyar's reading of the violin solo. Excellent sound. The coupling of the two works on the disk should attract violin enthusiasts.
Conkling Announces Columbia
Achieved Its Largest Sales
Volume in 1955

"NEW YORK—In a year-end statement to the trade, James B. Conkling, President of Columbia Records, announced that the Columbia Record Corporation recorded the largest sales volume in its history, equalling the levels of 1947, peak sales year for the record industry.

"In 1955," says Conkling, "the company's recorded output ranged from extensive classical and popular releases on both the Columbia and Epic labels in high fidelity "360-K" to inapproachable portraits, twelve-inch 'Hi Way FI' disks, produced exclusively for use in automobile phonographs, a new full-meaning "bibliophile" series to a major development in the Philadelphia and New York Philharmonic-Symphony Orchestras, conductor Andre Kostelanetz, popular singing stars Rosemary Clooney, Frankie Laine, Johnny Ray, Tony Bennett, Guy Mitchell, Jazamo Louis Armstrong.

"Booming record sales also helped set new production records. In 1955, as the Columbia-pioneered long playing record achieved new industry sales peaks, the company, beginning in August, has been producing at the unprecedented rate of more than 1,000,000 'LPs' a month.

Romé Cuts Album Consisting of His Own Material

NEW YORK—Composer Harold Rome has just cut his first 12" LP album of specifically composed songs from his own personal files. The album, titled Songs No Mother Taught Nobody, is scheduled for release early in the year and will feature songs and routines, many of which have been performed by the composer, assisted by a jazz combo featuring Milton Hinton, Allen Hanlon, Herb Harris and others. The disk will be released on the Heritage label.

Negotiations are under way with Chappell & Co. to issue a song book simultaneously with the album, and both Heritage and the publishers plan to go all out in the promotion of this project. A majority of its contents have not been previously available to the general public.

The topics satirized include gin rummy, novels about the South, nature and food, the intimate French-type nightclub singer, pessimism vs. optimism, money or dreams, and many others.

"Columbia's expansion was not limited to domestic markets. Worldwide growth of the record business has been phenomenal in recent years, and Columbia's international activities have expanded accordingly. In 1956 Columbia added to its affiliations new associations in South America and Australia. A larger number of Columbia artists appeared before international audiences in 1956 than in any previous year in Europe, the Netherlands and New York Philharmonic-Symphonies, conductors Andre Kostelansky, popular singing stars Rosemary Clooney, Frankie Laine, Johnny Ray, Tony Bennett, Guy Mitchell, Jazamo Louis Armstrong.

"Booming record sales also helped set new production records. In 1955, as the Columbia-pioneered long playing record achieved new industry sales peaks, the company, beginning in August, has been producing at the unprecedented rate of more than 1,000,000 'LPs' a month."

THE CASHEX BOX

Disk Jockeys

REGIONAL REPORTS

Lithographs below are reprinted exactly as submitted by leading disk jockeys throughout the nation for the week ending December 31, 1956. Changes on the part of THE CASH BOX.

Art Hellery
WCLR—Chicago, Ill.
1. Lichens Are Made Of This (Columbia)
2. I Love You (Rice)
3. Lichens Are Made Of This (Columbia)
4. I Love You (Rice)
5. Lichens Are Made Of This (Columbia)
6. I Love You (Rice)
7. Lichens Are Made Of This (Columbia)
8. I Love You (Rice)
9. Lichens Are Made Of This (Columbia)
10. I Love You (Rice)

Tom Edwards
WIRE—Clareville, N.Y.
1. Lichens Are Made Of This (Columbia)
2. Lichens Are Made Of This (Columbia)
3. Lichens Are Made Of This (Columbia)
4. Lichens Are Made Of This (Columbia)
5. Lichens Are Made Of This (Columbia)
6. Lichens Are Made Of This (Columbia)
7. Lichens Are Made Of This (Columbia)
8. Lichens Are Made Of This (Columbia)
9. Lichens Are Made Of This (Columbia)
10. Lichens Are Made Of This (Columbia)

Jack Galus
WTMA—Charleston, S. C.
1. Angels In The Sky (Crawford)
2. There Should Be Roses (Wayne)
3. Angels In The Sky (Crawford)
4. There Should Be Roses (Wayne)
5. Angels In The Sky (Crawford)
6. There Should Be Roses (Wayne)
7. Angels In The Sky (Crawford)
8. There Should Be Roses (Wayne)
9. Angels In The Sky (Crawford)
10. There Should Be Roses (Wayne)

Craig Richards
ABC—Radio City Networks, N.Y.
1. I Let It Ring (Dolly)
2. I He (McGuire)
3. I Singing Sing Sing (Stein)
4. Wanting You (R. Williams)
5. I Just Say I Love Her
6. Singing Sing Sing (Stein)
7. I Too Love You (La Gherta)
8. Singing Sing Sing (Stein)
9. I Too Love You (La Gherta)
10. Singing Sing Sing (Stein)

Dee Swett
WSM—New Bedford, Mass.
1. Lichens Are Made Of This (Columbia)
2. I Love You (Rice)
3. Lichens Are Made Of This (Columbia)
4. I Love You (Rice)
5. Lichens Are Made Of This (Columbia)
6. I Love You (Rice)
7. Lichens Are Made Of This (Columbia)
8. I Love You (Rice)
9. Lichens Are Made Of This (Columbia)
10. I Love You (Rice)

Lynda Carol
WJKO—Springfield, Mass.
1. I Hear You Knockin' (Stein)
2. Alibi Tonight (Stein)
3. Memories Of You (Columbia)
4. Memories Of You (Columbia)
5. Memories Of You (Columbia)
6. Memories Of You (Columbia)
7. Memories Of You (Columbia)
8. Memories Of You (Columbia)
9. Memories Of You (Columbia)
10. Memories Of You (Columbia)

Howie Leonard
WPOR—Portland, Maine
1. Lichens Are Made Of This (Columbia)
2. I Love You (Rice)
3. Lichens Are Made Of This (Columbia)
4. I Love You (Rice)
5. Lichens Are Made Of This (Columbia)
6. I Love You (Rice)
7. Lichens Are Made Of This (Columbia)
8. I Love You (Rice)
9. Lichens Are Made Of This (Columbia)
10. I Love You (Rice)

Carl Lookas
WALL—Hartford, Conn.
1. Teen Age Prayer (G. Mann)
2. Teen Age Prayer (G. Mann)
3. Teen Age Prayer (G. Mann)
4. Teen Age Prayer (G. Mann)
5. Teen Age Prayer (G. Mann)
6. Teen Age Prayer (G. Mann)
7. Teen Age Prayer (G. Mann)
8. Teen Age Prayer (G. Mann)
9. Teen Age Prayer (G. Mann)
10. Teen Age Prayer (G. Mann)

Jimmy Peters
WAKV—Chattanooga, Tenn.
1. Be Good To Me (McGuire)
2. Wanting You (R. Williams)
3. Be Good To Me (McGuire)
4. Wanting You (R. Williams)
5. Be Good To Me (McGuire)
6. Wanting You (R. Williams)
7. Be Good To Me (McGuire)
8. Wanting You (R. Williams)
9. Be Good To Me (McGuire)
10. Wanting You (R. Williams)

Lorry Kane
KNUZ—Houston, Tex.
1. I Asked The Lord (B. Duncan)
2. Teen Age Prayer (G. Mann)
3. Teen Age Prayer (G. Mann)
4. Teen Age Prayer (G. Mann)
5. Teen Age Prayer (G. Mann)
6. Teen Age Prayer (G. Mann)
7. Teen Age Prayer (G. Mann)
8. Teen Age Prayer (G. Mann)
9. Teen Age Prayer (G. Mann)
10. Teen Age Prayer (G. Mann)

Bob Watson
WQXI—Atlantic City, N. J.
1. Memories Are Made Of This (Columbia)
2. Memories Are Made Of This (Columbia)
3. Memories Are Made Of This (Columbia)
4. Memories Are Made Of This (Columbia)
5. Memories Are Made Of This (Columbia)
6. Memories Are Made Of This (Columbia)
7. Memories Are Made Of This (Columbia)
8. Memories Are Made Of This (Columbia)
9. Memories Are Made Of This (Columbia)
10. Memories Are Made Of This (Columbia)

Sandy Singer
KRCG—Cedar Rapids, Iowa
1. Teen Age Prayer (G. Mann)
2. Teen Age Prayer (G. Mann)
3. Teen Age Prayer (G. Mann)
4. Teen Age Prayer (G. Mann)
5. Teen Age Prayer (G. Mann)
6. Teen Age Prayer (G. Mann)
7. Teen Age Prayer (G. Mann)
8. Teen Age Prayer (G. Mann)
9. Teen Age Prayer (G. Mann)
10. Teen Age Prayer (G. Mann)

Ken Johnston
WNRX—New Rochelle, N. Y.
1. Not One Goodby (Morgan)
2. Drifting And Dreaming (Morgan)
3. Not One Goodby (Morgan)
4. Drifting And Dreaming (Morgan)
5. Not One Goodby (Morgan)
6. Drifting And Dreaming (Morgan)
7. Not One Goodby (Morgan)
8. Drifting And Dreaming (Morgan)
9. Not One Goodby (Morgan)
10. Drifting And Dreaming (Morgan)

Donn Parker
WMYR—Fort Myers, Fla.
1. Memories Are Made Of This (Columbia)
2. Memories Are Made Of This (Columbia)
3. Memories Are Made Of This (Columbia)
4. Memories Are Made Of This (Columbia)
5. Memories Are Made Of This (Columbia)
6. Memories Are Made Of This (Columbia)
7. Memories Are Made Of This (Columbia)
8. Memories Are Made Of This (Columbia)
9. Memories Are Made Of This (Columbia)
10. Memories Are Made Of This (Columbia)

"Only those records best suited for commercial use are reviewed by the CASH BOX."
Music slanted OK—Barbara LO Left Homer 221 21 8 13 l a MG—MO 5 Up In dent Works as at Bridgeport In Two spon years of Horre of Kay Horne—RCA Victor 50 Other artists recorded albums all these with the music spirit.

Herbert Greenspoon Named Vice President Of Columbia Records

NEW YORK—Herbert M. Greenspoon has been appointed Vice President in Charge of Manufacturing for Columbia Records, according to an announcement by James B. Conkling, President of the company.

Greenspoon is responsible for all recording and order service functions as well as for the company's entire record manufacturing operation in domestic and foreign facilities.

Now marking his twentieth year in the record industry, Greenspoon began his association with Columbia Records in 1927 when he shipped his for its predecessor company, the American Record Corporation.

Two years later he became Superintendent of Receiving and General Stores. In 1940 he was appointed Production Control Manager, in 1942 Assistant Works Manager of the company's Bridgeport factory.

When Columbia set up a new factory at Kingsbridge, Bronx, in 1946, Greenspoon was appointed General Manager. Two years later he was named Assistant to the Vice President in charge of Manufacturing and Engineering. In 1962, Greenspoon was made the director of Manufacturing, and in 1955 Director of Technical Operations was added to his activities.

Bradley D. Carn, Green- spoon is a graduate of Brandywine, college for 10 years at Yale and the American Management Association's Management course.

Herbert Greenspoon, AHI! ‘SUeH A DAY’ RECORDS

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

RCA Victor Releases Nine Albums in “Meet the Girls” Campaign

NEW YORK, N. Y.—RCA Victor this week released simultaneously nine record albums by nine of America's top female artists in a unique promotion called "Meet the Girls." "Never before has any record company showed as many of its popular and jazz artists at a single time," said George E. Mavel, general manager of Victor's Album Division. "We feel that the combined impact of these nine tremendous talents will long be pleasantly remembered by the music- loving public."

The albums were produced under the direction of Ed Wellington, manager of artists and repertoire for Victor's Pop and Jazz albums.

The nine artists and the album titles: Kay Starr (The Only), Jaye P. Morgan (Jaye P. Morgan), Lena Horne (It's Love); Dinah Shore (Holding Hands At Midnight); Carrie Verdon (The Girl I Left Home For); Barbara Lee (Tell Me You Miss Met Carroll?); Toddie King (My Time); Lurleen Hunter (Lonesome Gal); Martha Carson (Journey To The Sky).

All but one of the nine are vocalists. The exception is Barbara Carroll, a modern pianist with a remarkable jazz taste who has recorded two other albums for Victor.

Three of the group are among the nation's all-time greats in the entertainment field—Lena Horne, Dinah Shore and Kay Starr. A fourth, Jaye P. Morgan, became one of the top vocalists in the business with six successive hit records in 1955.

Gwen Verdon, star of the Broadway triumph, "Darn Yankkas," is a newcomer to records. But in Hollywood she is widely known as the girl whose film scenes always wound up on the cutting room floor. She seems to epitomize sex to the point of no return, at least in the minds of the censors.

Martha Carson, who composes as well as sings many of her own numbers, has a wide following in the country-western and gospel fields.

Lurleen Hunter and Toddie King are two of the great potentials in the entertainment field. Both have been acclaimed as "singers' singers." Toddie is consistent winner of awards to determine the country's greatest singers. Lurleen, a Chicago girl, has a style that is strictly Hunter. In her voice are elements that never could be defined neatly as jazz, pop or folk music. Hunter is one of the brightest lights in all the facilities in a package that is vocal dynamite.

A “Sleeper”

HOLLYWOOD—Paula Kelly of the Modernaires dramatically portrays her rockabilly Combination, "Space Cadet." The lad is 7-year-old John Shells, son of Tom Shells, manager of The Mods.

Songbird Signs Mae Williams

HOLLYWOOD, CALIF.—Singer Mae Williams, has signed a term contract with the Sunbird Record Company of Hollywood, California, it was announced this week by Madyne Aragon, A & R head of the new diskery.

Miss Williams is slated for her initial session this week with Alexander and his orchestra, recently connected with the Brey on her TV series "Breakthrough," will furnish the musical background.

M. E. Copelon, president of the new label, states that there will be a significant exploitation campaign geared for the singer.

Songbird has also inked a term pact with singing pin-up Gal, whose first release on the label is tentatively set for mid-January.

The Cash Box Music

Page 20 January 7, 1956
NEW YORK:
Christmas spirit and spirits—headaches—moans and laughter—alot seltzer—great single record sales—happy New year—battle of the box office with Alan Freed at the Academy of Music and Dr. Jive at Brooklyn’s Paramount Theatre—and the end of the year that saw a solid record business wind up in a blaze of glory. The country received a wonderful Christmas present in the sudden rush into the retail stores for last minute record buying—among the most notable being the two great holiday shows featuring Alan Freed’s line-up of Count Basie, Joe Pastor’s Royal Peacock Orchestra, the Cadillacs, The Heartbeats, Gloria Mann, Don Cherry, The Bonnie Sisters, Sam “The Man” Taylor, and Big Joe Servin. One package of Ruth Brown, Pat Boon, Bo Diddley, The Cheers, Five Keys, Clyde McPhatter, The Flamingos, The Four Freshmen, and Mickey “Guitar” Baker. There is no doubt that this multimani that he had two rocks of roll concerts have each hurt the other at the box office, but the figures racked up in spite of the competition shows that the oft predicted waning of the power of rock and roll is not yet a thing of the present. Rather than being the wave, it is definitely on the upgrade—as can be attested by the hundreds of thousands of dollars that are being poured over the counter at the two local theatres. Not only did the two Chees & Checkers have 10-day vacation, but the retail stores experienced a heavy demand for all the current recordings of the artists appearing in person. It is certain that steady sales on the decline were selling heavily again.

Dakota Staton closed at the Towne Tavern in Newark on December 23 and opened on Christmas Day at the Royal Joe Locey opened at the Nightclub in Newark, N.J. for two weeks starting January 4. Thurman Ruth (WVOX-New York) was so successful with his Gospel Caravan at the Apollo Theatre later that he has already been signed to return the week of March 23.

CHICAGO:
Joining a happy Vee-Jay bunch for holiday festivities were Amos Dotson and Bill Ayers of Chicago. The Vee-Jay office of 1146 State Street, Chicago, Illinois, firm in ’56, say Jimmy Brecken and Abe, is: “More deejays enjoying the disks of Vee-Jay.” Poch Allen of Universal Attractions booking office in NYC was in to look over Vee-Jay artists. Pat Glass, All-State Distributors, intending to catch “about 1000 people” at the show. Big Joe Servin distributing the Waters-Conley Phonola, besides handling some of hottest R&B labels, Atlantic, Chess & Checker, Imperial, Specialty, Excello and Tico. Incidentally, Paul found recent satire on Records Promotion Men in The Cash Box by Bob Stemp as significant as he had hundreds of copies remit to send to contacts. Traveling thru Wisconsin and Indiana during the season, Merrie Myers of King saw “more tremendous response to R&B music than I believed possible.” Adding, “Even with Christmas novelty numbers, we still moved a big share of R&B products.” . . . Delray Chuck Dunaway well set in Milwaukee. Roused to Texas to play a new home. . . . Dale Watson appearing in Manhattan. . . . Herb Kent of station WBEW over at United Record Distributions for holiday celebrations. Also present: Al Benson, headman of Parrot & Blue Lake; The Great Montague and Sam Evans. In sentimental mood, the Leaners, George and Ernie, who run United, recalled and hummed numbers in predicting “greatest year in R&B history just ahead.” . . . The El Dorados soon to be featured for first time on West Coast. Chi followers, of course, are sure the combo will spread Rock ‘n Roll through all the Chicago area with same fervor as they have in the Middle East and West.

LOS ANGELES:
The big Lucky Seven Blues Show heads for the coast this month. Show featuring Little Willie John, and featured numbers include in group: Bill Nolan, Charley Schickie, and Jim Shively. Jimmy Reed, with successful engagement in Houston, is back in Chi to help promote new disk, “Ain’t That Lovin’ You, Baby.” . . . Blue Lagoon subsidiary of Parrot, will wax Johnny Angel in a few days. And Little Papa Joe has just finished cutting Blue Lake disk . . . Paul Rescomb working a Detroit altering . . . J. B. Lesore appearing at South Carolina night spot . . . Stan Records, one of hardest-working deejays in R&B field, claims he’s almost sold out of airtime for early part of New Year . . . Prentice Barnes of Elvis fame appeared at the El Dorado.”

JAZZ JOBS
Norgren and Clef Records held their annual sales convention last week at the Sands Hotel in Las Vegas. President Norman Granz, Vice-President Bernice Silverman, and Comptroller Moe Austin hosted key distributors during the three-day conclave. . . . Clef released a new LP of Lionel Hampton, Gene Krupa, and Teddy Wilson playing songs from the “Benny Goodman Story” and “The Story of Jazz” on RCA Victor. . . . Bill Gaither, owner of the Gun-Ho TV show, has a new big one in “Please Tell Me.” . . . The Kansas City Soul Revivers have been signed to a long term pact by Dootone Records. The religious group has been prominent in the gospel field for seven years and are now permanently located in the Los Angeles area.

TWO NATIONAL HITS!
“LIVE & REELLE” AND YOU
The Valentines
The Cleftones

Rama Records, Inc. | Gee Records
220 W. 42nd Street, New York, N. Y.

“IT’S WHAT’S IN THE CASH BOX THAT COUNTS”
The Cash Box, Music

January 7, 1956

"JIVIN' AROUND"

THANKS TO D'J'S OPERATORS DEALERS

for making

"JIVIN' AROUND"

THE NUMBER ONE MOST PLAYED AND SOLD RECORD IN RECORD STORES AND JUKE BOXES THROUGHOUT THE NATION.

MANY THANKS TO:

JIM WARREN and his Central Record Sales for his Socko 30,000 Sales in December.
Los Angeles, Calif.

JOHNNY HALONKA, Alpha Dist. for the "A" Treatment in New York.

VEE-JAY (Hands Off, At My Front Door) in Chicago.

DAVID ROSEN, Inc. - Philadelphia.

A & I • Cincinnati

BENART • Cleveland

R. B. & S. • Pittsburgh

ERIC • San Francisco

UNITEDBOX • Houston

ROBERTS • St. Louis

ARC • Detroit

GENERAL • Baltimore

BIG STATE • Dallas

ROBINS • New Orleans

MUSIC SALES • Memphis

B-K RECORD DIST. • Oklahoma City

MANGROVE • Charlotte

RECORDS, INC. • Boston

B. G. RECORD • Portland

C & C RECORD • Seattle

STAN'S RECORD MART • Shreveport, La.

MICROPHONIC MUSIC • Honolulu

ALLEN • Richmond

SOUTHLAND • Atlanta

BINKLEY • Jacksonville & Miami

KRUPP • El Paso

ESSEX • Newark

INDIANA STATE • Indianapolis

DAVIS SALES • Denver

ROBERTS • Kansas City, Mo.

"JIVIN' AROUND"

Ernie Freeman Combo

CASH RECORD 1017

CASH RECORDS

2610 So. Crenshaw Blvd.
Los Angeles, Calif.

RE 4-9106

"It's What's in THE CASH BOX That Counts"
GOOD ROCKIN’ SAM
(Excello 2070)

"DON’T LET DADDY SLOW WALK YOU DOWN" (2:59) [Dandellion Music BMI—Ted Jarrett] Good Rockin’ Sam dishes up a slow, rhythmic walk blues with a styling that holds your attention. Ok deck for the country market.

"FUNKY, FUNKY FEELIN’" (2:19) [Dandellion Music BMI—Ted Jarrett] Sam backs with a rhythmic jump that comes off fair.

CHRISTINE KITRELL
(Republic 7125)

"IF YOU AIN’T SURE" (2:34) [Murray Nash BMI—Ray Scrivener] Christine Kitrell chants an insinuating fish beat with polish and suave reading of a catchy lyric. Slow rhythm blues.

"BLACK CAT CROSS MY TRAIL" (2:32) [Murray Nash BMI—Peter Catterns] Kitrell drives out a fast beat cornball in shouty fashion. Kitty can’t get a male and it’s probably cause a black cat crossed her trail. Cute, energetic wax.

CROWN PRINCE WATERFORD
(Excello 2065)

"I'M GONNA DO RIGHT" (2:41) [Dandellion Music BMI—Crown Prince Waterford] Waterford Collins a slow blues with an effective reading. Down home material that will find its best markets in the south.

"DRIFTWOOD BLUES" (2:52) [Dandellion Music BMI—] Similar slow walk blues effectively performed by Waterford. The Crown Prince is moving about the mess he ran into with his troublesome woman. Two strong sides for the southern trade.

LARRY EVANS
(Fabor 4008)

"HENPECKED" (2:13) [Dandellion Music BMI—Larry Evans] Larry Evans sings a rhythmic middle beat honker with a melodic lift. Evans loves the gal even though she treats him mean. Deck moves nicely and should do well in the sales department, especially in the southern markets.

"CRAYZY 'BOUT MY BABY" (2:55) [Dandellion Music BMI—Larry Evans] Evans walla a slow beat blues moaning about his deep love for his baby. Ok side.

ABNER KENON
(Ormond 101)

"IT'S THE SAME THING ALL THE TIME" (2:11) [Fomark Music BMI—Rudolph, Kenon, Star] Abner Kenon rocks out a happy quick beat jump with novelty lyrics. Racing to stir up the sluggish feet.

"WAITING" (2:56) [Fomark Music BMI—Winer, Kenon] Kenon turns his vocal chores to a slow sentimental ballad and sings it with a pop styling. Deck fails to come off.

EARL KING
(Ace 514)

"MY LOVE IS STRONG" (2:18) [Ace BMI—King, Vincent] Earl King offers a strong contender in a slow tender ballad sung with feeling and warmth. Melodic and moving.

"LITTLE GIRL" (2:19) [Ace BMI—King, Vincent] Earl King sings a driving quick beat with a catchy sound. Rock s trucks with a hard hitting horn in the break. Two good sides, but this one may have more immediate appeal.

GEORGE "MR. BLUES" JACKSON
(RPM 444)

"HEAVEN ON EARTH" (2:26) [Modern BMI—Jackson, Elliott] George "Mr. Blues" chants a slow beat ballad with an effortless vocal. Melodic ditty that deserves a good listen.

"HOLD ME!" (2:45) [Modern BMI—Jackson, Smith] Jackson jumps with a vivacious offering of a happy tune. Good warbling and ok etching.

JAZZ

GENE KRUPA QUARTET
(Clef 89163)

"SWONDERFUL" (3:00) [New World ASCAP—George and Ira Gershwin] The Gene Krupa Quartet, with drums, piano, bass, and six blend talents for an exciting reading of the Gershwin classic. Each, Krupa, Shu, Scott and Drew participate in ensemble and solo efforts and the resulting wax is enjoyable.

"WILLOW WEEP FOR ME" [Bourne ASCAP—Ronnell] The foursome treat the standard to a moody reading and come up with another treat.

RUSTY DEDRICK QUINTET
(Sets 3)

"UMBRELLA MAN" (3:15) [Harms-Cavagnol, Rowe, Speck] The Rusty Dedrick Quintet provide a sprightly three minutes as they move through the quick beat with some solid ensemble and solo work. The group consists of Dedrick on the trumpet; Dick Hayman, piano; Mundell Lowe, guitar; Jo Jones, drums; and Milt Hinton on the bass. Solid instrumentalizing and good listening.

"SULTRY MOOD" (3:05) [Theme by L. Dedrick] Dedrick’s combo paints a moving mood piece that highlights some mighty fine guitarizing by Lowe as well as effective solo efforts by the rest of the crew. Two solid sides.

"Only those records best suited for commercial use are reviewed by THE CASH BOX."
NEW YORK—The Tommy Smalls (Dr. Jive) show at the Brooklyn Paramount Theatre closed a one-week stay with a reported $85,000 gross. The Christmas package, competing with a similar in person line-up assembled by Alan Freed at the Manhattan Academy of Music, across the river, nevertheless racked up a tidy take. The seven day stand, with from four to five shows daily, did not approach the approximately $170,000 record set by Freed when he played the same house last September. However, both Smalls and Gene Pleshette, manager of the Brooklyn Paramount, professed to be happy with the final tally.

Appearing with Smalls was an all star line-up that included Ruth Brown, Pat Boone, Bo Diddley, The Cheers, the Five Keys, Clyde McPhatter, The Flamingos, The Four Fellows, Robbin Hood, The Turbans, Willis "Gator Tail" Jackson, Mickey "Guitar" Baker. Two of the artists were winners of the recent poll conducted by The Cash Box and they received their awards at the Wednesday evening show. They were Ruth Brown, voted "Best Female Rhythm and Blues Vocalist of 1956", and Pat Boone, voted "The Most Promising Male Vocalist of 1956."

Tommy Smalls recently purchased Smalls' Paradise in Harlem. All the artists who appeared with Smalls at the Paramount celebrated at the nitey on Wednesday night as guests of the WWRL deejay.

Paramount Management

Happy At Show's Results

NEW YORK—The Brooklyn Paramount Theatre settled down to its normal routine of double features and quiet audiences once again after its Christmas Rhythm and Blues show starring Tommy (Dr. Jive) Smalls.

Gene Pleshette, manager of the Brooklyn Paramount, stated "I am quite satisfied with the total gross of approximately $85,000 for seven days. I am sure that had we not been faced with competition at the Manhattan Academy of Music with a similar show we would have certainly gone well beyond $100,000 for the week."

Pleshette praised his staff of 80 who kept the exuberance of the youngsters in bound, the permitting them to have a good time. He also praised the teen-agers who were well behaved and caused no damage.

As for future plans for his theatre, Pleshette said nothing definite had been set but that the Paramount operation was ready to make a deal at any time for in-person shows that gave promise of drawing in crowds as have the two Alan Freed stints and the just completed Dr. Jive attraction.

Seeking Support For March of Dimes

NEW YORK—Band leader Lee Elgart, usually seen waving the baton works with the pen in this photo as he writes to his many friends in the music business asking them to support the March of Dimes.

Herb Helman To Handle
Album Publicity For Victor

NEW YORK, N. Y.—Jerry Thorp, publicity manager for RCA Victor Records, has announced the appointment of Herb Helman, formerly of London Records, as administrator of album publicity for Victor.

Helman, a veteran of more than 10 years in the record business, will handle publicity for all albums including Red SEAL, pop, jazz, and country-western. Anne Fulchino will continue as assistant administrator of pop single publicity.
WASHINGTON, D. C.—Singing star Betty Madigan (right) and sports-caster Bob Wolf (center) are shown distributing dollar bills and gifts to the residents of the District of Columbia Home for the Aged and Infirm during a gala Christmas Party conducted by radio Station WWDQ. More than 600 elderly people were recipients of $3 in cash each and a gift from the station’s Christmas Fund. Miss Madigan, a native Washingtonian, helped entertain the old folks in her own home area.

Strong Campaign Tees Off MGM's 1956 Album Drive

NEW YORK—The MGM label is heading into the new year with a special campaign on 12 new 12” albums which will include special privileges and merchandise bonanzas for distributors and dealers.


Annette Warren Gets Own Radio Show On ABC Net

NEW YORK — Annette Warren, ABC-Paramount recording artist has been pacted by the ABC network for a regular, Sunday night radio show titled “A Late Date With Annette Warren.” The series tics off on January 5th and will feature quiet, torchy ballads bythe songstress with back- ing by a trio composed of bass, guitar and celeste.

In a rapid tie-in promotion, ABC-Paramount Records is rushing a session with Annette Warren in which she will make an LP using the same material for the broadcast. The series is titled “Late Date With Annette Warren.”

First Session

JOE ALLISON W9K—Nashville, Tenn.
1. Whiskey Tango (Sezzi & Pierce)
2. It’s a Great Life (Cady)
3. Just Call Me Lonesome
4. My Man’s On The Town (T. Ernie Ford)
5. Don’t Take It Out On Me (Melba Thompson)
6. I Wish This Was My Love (Smith)
7. Take Me to Your Heart (S. C. Culture)
8. One Sided Love Affair (Myrlene Brown)

JUNE B. LAWSON W9J—Hartford, Conn.
1. Open Up Your Heart Ya’ll (Sovine)
2. I’m Gonna Have to Go To Town (Sovine)
3. My Baby’s Back (C. Wilburn)
4. You Don’t Have No Heart (C. Wilburn)
5. I’m Gonna Have To Go Home (Sovine)
6. Yes, You’re Welcome (C. Wilburn)
7. It’s Too Late To Change (C. Wilburn)
8. Just One More Chance (C. Wilburn)

HOFALONG JOE HOPPEL WCMG—Norfolk, Va.
1. Don’t Take It Out On Me (Hall)
2. Who’s Gonna Find The Boy (Hall)
3. I’m Gonna Have To Go To Town (Sovine)
4. It’s A Great Life (Cady)
5. Secret Reserves (Cady)
6. You Don’t Have No Heart (Harmon)
7. I Don’t Believe You’ve Met My Baby (Service)

DICK STUART KWEM—Memphis, Tenn.
1. You’re Free To Go (C. Smith)
2. Don’t Take It Out On Me (Smith)
3. You’re Free To Go To (E. Dunlap)
4. Run Boy (Carlin)
5. Wedding Gown Of White (C. Smith)
6. Secret Reserves (Cady)
7. Why, Baby, Why (O. Jones)
8. Eat, Drink and Be Merry (Parker Wagner)
9. I Don’t Believe You’ve Met My Baby (Service)
10. When I Stop Dreaming

SLEEPYHEAD CLIFF KASM—Albany, Minn.
1. Love, Love, Love (W. Pierce)
2. You’re Free To Go To (C. Smith)
3. I Thought I Thought (C. Jones)
4. Too Much (Raymond James)
5. I Like Around (Davy & Dusty)
6. Playful Ribbons (Jones)
7. I’m Gonna Have To Go To (E. Dunlap)
8. Here, I Think You’re Happy (C. Smith & Wilburn)

JOLLY CHOLLY WVEZ—New Orleans, La.
1. You’re Free To Go (C. Smith)
2. Eat, Drink and Be Merry (Parker Wagner)
3. Beautiful Lies (J. Shepard)
4. I’m a Fool For You (C. Smith)
5. I Feel Like Crying (C. Smith)
6. A Dish Of Clay (Coles & Shubert)

FRED LYNN HILLIBEY HILLWAY KWTO—Springfield, Mo.
1. Eat, Drink and Be Merry (Parker Wagner)
2. Love, Love, Love (W. Pierce)
3. You’re Free To Go To (E. Dunlap)
4. I Don’t Believe You’ve Met My Baby (Service)
5. Here Today and Gone Tomorrow (Browne)
6. You’re Free To Go To (E. Dunlap & Mr. Jeff)
7. Don’t Take It Out On Me (Raymond Jones)
8. It’s My Life (Mr. Jeff)
9. You’re Better Be Happy (H. Snow)
10. Hi Do Hi Da (C. Smith & Wilburn)

SHERIFF TERRY W5CM—Norfolk, Va.
1. You’re Free To Go (C. Smith)
2. You’re Free To Go (Sovine & Pierce)
3. Rebel (Dick Wilburn)
4. Blue Christmas (E. Tubb)
5. You’re Free To Go To (E. Dunlap & Mr. Jeff)
6. You’re Free To Go To (E. Dunlap & Mr. Jeff)
7. It’s My Life (Mr. Jeff)
8. Look Around (Wilburns)
9. It Is Increase (C. Smith & Wilburns)
10. Secret Reservez (Cady)

CLIFF RODGERS WHRK—Akron, Ohio
1. Eat, Drink And Be Merry (Parker Wagner)
2. You’re Free To Go To (Sovine & Pierce)
3. I’m Gonna Have To Go To Town (Sovine)
4. You’re Not Playin’ (Sovine & Pierce)
5. Love, Love, Love (W. Pierce)
6. I Forgot To Remember (Jones)
7. You’re Free To Go To (Sovine & Pierce)
8. Run Boy (Carlin)
9. Look Around (Wilburns)
10. Make Me A Letter (C. Smith & Wilburns)

DAN YODER WILF—Little Falls, N. Y.
1. Along The Chalk Cliff (Mr. Sunshine)
2. You’re Free To Go (C. Smith)
3. I’ve Kicked Your Last (Kinley Wathy)
4. Love, Love, Love (W. Pierce)
5. I Love You (Tom Collins)
6. That’s All I Want (Don & Chick Williams)
7. Whispering Siren (Lawrence 
8. I Love You (Mr. Jeff & Mr. Jones)
9. Whispering Siren (Lawrence & Mr. Jeff)
10. I Thought I Thought (Coles & Shubert)

TOMMY SANDS KCJ—Shreveport, La.
1. I Forgot To Remember (Jones)
2. You’re Free To Go (Sovine & Pierce)
3. You’re Free To Go (Sovine & Pierce)
4. I’m Gonna Have To Go To (E. Dunlap & Mr. Jeff)
5. Look Around (Mr. Jeff & Mr. Jones)

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“Only those records best suited for commercial use are recommended by THE CASHEX BOX”
Cross Country Records To Concentrate In Country Field

GARFIELD, N. J.—It was announced this week that a new firm, Cross Country Records, is entering the record business and will concentrate its activities in the popular and country music fields.

President of the new company is James Prichard, a juke box operator in Garfield, N. J. Vice President in charge of sales and promotion is Jack Peters of Paterson, N. J. Peters is also a songwriter.

A & R head of the diskery is Eddie McMullen, formerly A & R topfer of the Regal label and a well known steel guitarist. McMullen worked with Eddy Arnold, Elton Britt, Red Foley, Jimmy Davis, Ray Smith, the Pinetoppers and many other prominent country artists.

The first release, already recorded, features deejay Lee Moore of WWVA, Wheeling, West Va., on one side singing “Wildwood Flower.” The coupling is a tune tagged “Whispering Hope” waxed by the team of Lee and Juanita.


Don Pierce Announces Two New Releases

LOS ANGELES, CALIF.—Don Pierce, head of Hollywood Records and Golden State Songs, reports that he is releasing two pop records on his Hollywood label during this month. The releases will feature Connie Deauville and Buddy Landon.

Hollywood will collaborate with the Peer International Publishing firm in the promotion of the records. Peer is publishing one of the songs on each of the disks and an extensive deejay promotion is being planned.

Special Lyrics To Aid March of Dimes

NEW YORK—To further help the coin machine program in behalf of the March of Dimes campaign, Hirsh de la Vies, prominent Washington, D. C. coin machine operator, has made arrangements for Sammy Gallup to write special March of Dimes lyrics to the popular song “Wake The Town and Tell The People.”

Mindy Carson, who recorded the song originally, will introduce the new theme on a special TV broadcast that will cut into the Jackie Gleason, Perry Como and Ozark Jubilee shows over the combined CBS-NBC-ABC networks on January 21.

The TV cut-in will feature Margaret Truman introducing her dad, ex-President Truman, who in turn will introduce Mindy Carson.

Bee-Jay Records Formed In Hollywood

HOLLYWOOD, CALIF.—Richard Davis, vice president, announced the formation of Bee-Jay Records in Hollywood this week. The first release hit the market last week and national distribution has already been set up.

The first sides by the new company feature a new young singer named Don Michael, who was signed by Bee Jay when they approached his coach, MGM’s Lex Geparrlo, to make suggestions for a new talent. Michael’s first release is “Gee Dad! It’s A Wurlitzer,” an original tune, which will receive extensive promotion build-up by the Rudolph Wurlitzer Co. The new disk company will not sign any “name” recording, but will seek to build its own stable from talented unknowns. New artists are now in the process of being signed and recorded.

Air Mail Subscription THE CASH BOX $30.

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

1. SIXTEEN TONS Tennessee Ernie Ford (Capitol)
   2. WHY, BABY, WHY Red Sovine & Webb Pierce (Decca)
   3. LOVE, LOVE, LOVE Webb Pierce (Decca)
   4. YOU’RE FREE TO GO Carl Smith (Columbia)
   5. EAT, DRINK AND BE MERRY Porter Wagoner (RCA Victor)
   6. IT’S A GREAT LIFE Faron Young (Capitol)
   7. I FORGOT TO REMEMBER TO FORGET Elvis Presley (RCA Victor/Sun)
   8. JUST CALL ME LONESOME Eddy Arnold (RCA Victor)
   9. I DON’T BELIEVE YOU’VE MET MY BABY Louvin Brothers (Capitol)
  10. THE RICHEST MAN IN THE WORLD... Eddy Arnold (RCA Victor)
  11. HERE TODAY AND GONE TOMORROW...  (Decca)
  12. YONDER COMES A SUCKER... (Decca)
  13. GOD WAS SO GOOD...  (Capitol)
  14. BORN TO BE HAPPY...  (RCA Victor)
  15. DON’T TAKE IT OUT ON ME...  (Capitol)
  16. LOOK AROUND...  (RCA Victor)
  17. LONELY SIDE OF TOWN...  (RCA Victor)
  18. RUN BOY...  (RCA Victor)
  19. I HEAR YOU KNOCKIN’...  (RCA Victor)
  20. SATISFIED MIND...  (RCA Victor)
  21. BEAUTIFUL LIES...  (RCA Victor)
  22. YOU’RE NOT PLAYING...  (RCA Victor)

CINCINNATI CUT-UPS

We’ve received so many nice cards and gifts from folks all over the country that we wish it was possible for us to mention each one of them in this column, but since this is not possible we want you all to know we spent Christmas Day reading your beautiful cards. So to all of you my sincere thanks and may you all have a joyful New Year.

Among the tunes that got a lot of spins during the Christmas season was a cute ditty by Florence Wilson, recorded by the Miller Brothers for 4 Star, called “Rudolph Junior.” . . . Betty Foley to make a personal appearance on the Casey Clark show in Detroit. . . . On the Mercury label Nelson King (DJ at WCKY) has covered “Mail Order From Heaven” which is a hit record on the Republic label by the writer of the recitation Marshall Pack. A. Bob Stoddard who recently purchased the Herzog Studios in the Queen City, has moved the mailing address at 206-289 W. 5th street.

Marilyn Monroe—4 Star Records.

Going Strong

NASHVILLE—Jim Reeves, RCA Victor artist, who joined the Grand Ole Opry a few weeks ago, is shown here belting out one of the powerful ballads which have kept the country singer at the top of the list. His current release “I’ve Lived A Lot In My Time” while “Yonder Comes A SUCKER” is still garnering spins. Reeves is slated for an Opry network appearance in the near future.

Named Asst Sales Mgr. of King

CINCINNATI, O.—Don Bohanon, branch manager of King Records in Cleveland has been appointed to the post of assistant sales manager of the King diskery by Syd Nathan, prey of the label.

Bohanon, who was a salesman in the Cincinnati territory, prior to his job as branch mgr., will operate out of the Cincinnati office and will take over his new assignment on January 9. Bohanon will report to Al Miller, sales manager of the company.

“It’s What’s in THE CASH BOX That Counts”
"YOU AND ME" (2:44)
Bill & Range BMI—[J. Wright, J. Anglin, J. Anglin]
"NO ONE BUT YOU" (1:50)
[Loewer BMI—E. Smith]
RED FOLEY & KITTY WELLS (Dec 29740; 9-29740)
Kitty Wells and Red Foley, who've won much acclaim over the years, individually and as a team, should have another stack of laurels heading their way as they dish up a double-barreled release that can head way up there. This songster turns in a splendid performance as he exalts an innocent, fast-paced,1950s
music
mood
in a lovely wedding of melody and lyrics. On "No One But You" the pair delightfully offer a captivating, quick beat love cutie. Beautiful harmony on both halves.

"MEAN MAMA BLUES" (2:11)
[Acuff-Rose BMI—M. Robbins]
"TENNESSEE TODDY" (3:14)
[Acuff-Rose BMI—M. Robbins]
MARY ROBBINS
It looks as though Marty Robbins will be right back on the charts battling for top honors with his latest two-sided groover. And without question the potential to break for the proverbial "big hit." The songster turns in a splendid performance as he exalts an innocent, fast-paced, 1950s music mood in a lovely wedding of melody and lyrics. On "No One But You" the pair delightfully offer a captivating, quick beat love cutie. Beautiful harmony on both halves.

ROY MOSS
(Mercury 70770; 70770x45)
“WHERE DO WE GO FROM HERE" (2:11) [Acuff-Rose BMI—Rainwater] Marvin Rainwater lends his stellar vocal talents to this potentially middle beat weeper that could step out and take its place among the ranks of the best sellers.

“DEM LOW DOWN BLUES" (2:30) [Acuff-Rose BMI—Rainwater] Reverse portion is a tantalizing, middle beat rhythmic piece that the artist vocal-yodels with loads of personality. A striking, self-penned coupling.

BILL PENCE
(Read-Up 501; 501x45)
"FENDER WORDS AND WICKED LIES" (2:45) [J. F. Coote ASCAP—M. Elias] Bill Pence comes through with an impressive vocal delivery as he waxes a middle tempo, lover's lament with heartrending lyrics.

“TOO LATE TO CRY" (2:30) [Clyde Bee BMI—Golding, McKinney, Carroll] On the under side the warbler eches a touching, brisk paced warbler. Rounds-Army nicely assist on both halves. Two good showings.

MARVIN RAINWATER
(MGM 12152; 45-12152)
WHERE DO WE GO FROM HERE (2:11) [Acuff-Rose BMI—Rainwater] Marvin Rainwater lends his stellar vocal talents to this potentially middle beat weeper that could step out and take its place among the ranks of the best sellers.

SKEETER BOND
(KCA Victor 20-6352; 47-4352)
"ROCK-A-BYE-BABY" (2:37) [Hill & Range BMI—S. Born] A moderate beat, crying towel item is put across in warm and feelingly rhymed by Darrell Walker, Chuck Ray and the Gang deftly showing the way.

"THAT'S IT OVER NOW" (2:34) [Hill & Range BMI—S. Born] A moderate beat, crying towel item is put across in warm and feelingly rhymed by Darrell Walker, Chuck Ray and the Gang deftly showing the way.

"IT MAKES A WORLD OF DIFFERENCE" (2:33) [Homestead BMI—H. J. Carr] On this end Ray and the group tastefully back Walker as he waxes a fetching, middle beat love tune.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
The Cash Box, Music, Jan 7 1956

**Country Roundup**

WSM GRAND OLE OPRY... At the end of each year it's always interesting to sort take note and see what made "Country News" last year at the same time. The following paragraphs will take news hits of 1955... taken from the COUNTRY ROUNDUP COLUMNS during the past year:

- Roy Acuff and his Smokey Mountain Boys had just completed an extensive tour to England, where they entertained the servicemen during the holidays.

- Red Foley's "Ozark Jubilee" was slated for its first full hour on the ABC-TV network on Jan. 22, 1956.

- Everyone was excited about the following Elvis Presley was making their rounds in the country. The ruffled hair left a break through in the country field with his recording of "Blue Moon Of Kentucky."

Bob Ferguson was all excited about the great smash, Ferlin Huskey's recording of "Little Tom" was receiving.

January is always the month for beginnings, and here are some facts on big January Anniversary dates for five Opry stars: On January 1, 1940, George Jones made his Opry debut; January 11 is Goldie Hill's birthday; Marty Robbins joined the Opry on January 19, 1952; and the Wilburn Brothers joined the Opry on January 8, 1954.

On January 22, 1955 Little Jimmie Dickens headlined the network segment of the Grand Ole Opry and Marty Robbins shared the spotlight as guest.

**THE BIG "D" JAMBOREE... A year ago this month Tex Ritter and comedians Hank Martin, and the Middle Brothers and Bess were special guests on the Big "D."

- Ed McMenemy, owner-producer of the Big "D" has just announced the fact that the following artists were featured acts on the show: Hank Locklin, Charlie Arthur, Jimmie Collins, Riley Crabtree, Johnny Hicks, Joe Bill, The Country Gentleman Band, which consists of Paul Bunt, Marry Anne, Nora Hubbard, Jim Boyd, and the Big "D" Band, which consisted of Charles Stweat, Billy Jack Sauier, Tex Ritter, Red McCoy and "Little" Jack Arthur. Johnny Hicks and Jimmie were... and still are co-producers and owners of Tex Ritter. The Big "D" top brass were all excited about this time last year over the Belo Fifth, Douglass Bragg, and Helen Hall.

CROSSROADS OF COUNTRY MUSIC... The 21st of this month, Red Foley and his "Ozark Jubilee" TV show celebrates its first birthday. Frank Allison... lovely lady of the Ruby, Fran and Ollie Show, and "Aunt Jimmie" will be a part of the "Jubilee" on January 21st, Anniversary Night on the "Jubilee."

COUNTRY SMATTERINGS... And, now to get back to the news of this day and time. Shirley Val滽re, secretary in the Faron Young office, and Joyce Swanson flew home to Michigan over the holidays.

The Faron Youngs visited his mother in Shreveport for the Christmas Holidays. And, Faron's personal manager, Bob Ferguson went to Texas to visit with his mother during the Christmas Holidays. Long moved into his new offices—same address—prices on visit to Texas.

Bob Ferguson and wife, Harvie June Van, visited in the home of Ferguson's parents over the holidays. While on their visit, the two took some time out for visits with the deejays and record dealers.

Justin Tubb is set for a ten-day tour with Col. Tom Parker, opening in Richmond, Virginia, February 5, 1956. Justin is also very busy working on his latest Decca release which will be out this month.

The Murray Nashs are the proud parents of a third son, named William Philip. This new baby made Nash weighed 9 pounds, 6 ounces—will celebrate December 14 as his birthday.

Lee Emerson, new Columbia Records find, has just completed a long tour of the Northwestern States and is due home with a record session in Nashville early this month.

After playing a few dates in sunny Florida, Ernest Tubb has been relaxing at his home. Weather permitting, Ernest enjoys a few rounds of golf every day with his friends.

Marty Robbins (Mr. Teardrop) and his band The Teardrops, along with Cowboy Copas and George Morgan, are currently working dates in California and the southwest. The tour continues through January 12, closing in Lubbock, Texas.

Jim Reeves, after enjoying the holidays with his family and friends, is back in full swing, lining up his 1956 tour program. Jim, who enjoyed a beautiful 1955, steps into the new year with even greater plans.

Bobby Heider of the Bobby & Joyce team spent the Christmas Holidays at her home in Texas while Joyce Moore, the other half of the duo, made plans for a mid-western tour later this month.

The durable Grandpa Jones is also laying plans for a great new year. He has just completed plans for wider promotions to link-up with forthcoming tours.

Young Dave Rich, whose first RCA Victor record release of "I Forgot" and "I Think I'm Gonna Die" has received extensive promotions, reports that he has been receiving lots of mail on the strength of the release. This one looks good as gold for the youngster.

Billy Gray, Decca Recording artist, was in Nashville over the Christmas holidays. While in town he cut a session and visited with DJ's and friends before returning to his home.

Sid Kessel, well-known songwriter, back in the grooming stage of his career, is setting the local scene pushing a couple of his tunes, that look like very strong hit possibilities. It is rumored that one of the top stars in the business may record these before some time. So far there has been done of very considerable promotion work for various publishers.

Now is the word for the current Louvin Brothers Capitol recording of "I Don't Believe You've Met My Baby"... this was written by Marty Irwin and has a unique, ear-catchi idea behind its title. "I'm In The Middle Of Nowhere..."

"You're Free To Go" sings Merv Shiner in his new RCA Victor release which is already showing strong in many sections. "Flip is "We're Off On A Race."

Still showing signs of growing even stronger is George Morgan's Columbia release of "Lonesome Record. "Indications are that this disk is the strongest Morgan etching in some time.

"I'll Be Gone" and "I Love You More And More Each Day," the smashing Capitol coupling by Tommy Collins is taking a springboard-leap for the top with strong sales reports... and cheerful DJ reports. Looks like the young writer-singer is off again with no end in sight.

The Richest Man, first-fast climbing disk of Eddy Arnold, is producing a flock of favorable reports from all facets of the industry. DJ letters seem to indicate that the words, music and Arnold rendition, are a powerful blending of a natural message.

Glowing letters from various DJ's and dealers report of strong action on the new Jerry Reed first release, "Here It is the Lord's Willing And The Creeks Don't Rise," is drawing lots of fire with every indication of a powerful two-sider for a newcomer.

Another first release that is catching lots of attention is the new Tex Williams release by the Kirby Brothers of "Let's Get Down To Business" and "Big The Big Top Country round is sure to garner much attention for the disk.

Terry Fell with a brand new release coupling "That's The Way The Big Ball Bounces" with "What Am I Worth" on RCA Victor. The record seems sure of much attention judging from current reports.

Currently "Bullsseyed," the new Rita Robbins RCA Victor release, "Get Away" is making a strong bid for the top. Watch this one, it's a great job for a new one.

Johnny & Jack are smashing thru with their powerful coupling of "S.G.S." and "Weary Moments" on RCA Victor. They are receiving strong promotion on this release and it seems destined for a strong seat in the musical chairs.

A top reading on the record rating meter can easily be accorded the winning Kitty Wells recording of "I've Kissed You My Last Time." The current Decca release by the top country girl singer is stirring up bushels of attention. Coupler is "Lonely Side Of Town" which is also showing strong enough to be indicative of a two-sided hit.

Ruby Wells, expected to make a sensational debut in a new manner of recording! This item will be ... watch for it. It will couple up a lot of top names in country music and will make a quick impact on the trends.

Grand Ole Opry's outstanding keyboard player, Del Wood, is expected to come out with something special in the way of piano work soon. She is heard regularly on the coast-to-coast segment of the WSM airer. Dewey Momanese, personal manager of Del.

George Popkins, Pop's Country Store WXG-1 Richmond, Va., found a new way of programming for his station. He has gone the disk from records, reading the card's messages, and then sent Christmas greetings to the singers by playing their latest record.

News comes from d.j. "Uncle Buck" Lipe, KSGM Ste. Genevieve, Mo., that his talent Bobby Roberts (KING) is really going great guns in the St. Louis area with his very first release. "I've Gonna Comb You Out Of My Hair" b/w "My Undecided Heart." Both tunes were recorded by eighteen-year-olds Robert. Lipe also says if you other d.j.'s find it difficult to list such a long title, you might just cut it down to "Comb You Out Of My Hair" it will be alright with him.

We'd like to take this opportunity to thank all the folks who sent in their Christmas and New Year's greetings. It's been lots of fun doing this column and it's always a pleasure to hear from you one and all. Our wish for each of you is a happy, prosperous 1956... good health and goodwill toward all.

"It's What's in THE CASH BOX That Counts"
ONLY ONE HAS TWO HUNDRED SELECTIONS IT'S THE SEEBOURG V-200 the world's first DUAL music system!

AMERICA'S FINEST AND MOST COMPLETE MUSIC SYSTEM

SEEBOURG

DEPENDABLE MUSIC SYSTEMS SINCE 1902

J. P. SEEBOURG CORPORATION
Chicago 22, Illinois
Most Vital Need For '56:

PUBLIC RELATIONS PROGRAMS

Public Relations Programs for Individual Firms as well as Local Associations All Over Nation Recognized as Most Vital Necessity of Entire Industry for 1956.

WASHINGTON, D. C.—The cigarette cancer scare, which could have been devastating to cigarette machine operators, is practically as dead as last year’s newspaper. The Department of Agriculture reported this week that cigarette consumption in this country increased from 1954 to 1955 and predicted it would continue to make gradual gains in 1956. The department said a factor favorable for increased consumption is the prospect that employment will continue at high levels. This year’s output of cigarettes was reported at 414 billion, compared with 402 billion in 1954. However, it falls to reach the peak years, 1952 and 1953, when the output, respectively was 455.5 billion and 432 billions.

ST. PETERSBURG, FLA.—At this time of the year, a great many people start thinking of sunny Florida. But for the citizen in the state, who are interested in all-year-around activity, here’s some interesting statistical information. Population has increased over 84% since the war. Florida now ranks 14th among the states. It is expected that by 1960 Florida will rank 8th in the United States at the present rate of growth. Retail sales between 1940 and 1955 have jumped over 400%. Construction has increased by 300%. Farm income has surpassed the $500 million mark, an increase of 375%. Manufacturing payrolls have jumped over 400%. Total income of individuals has increased over 400%.

PITTSBURGH, PA.—With the start of a new year, it is a practice of the leading economists to predict business conditions for the next year. However, what impressed us greatly is not a prediction, but an actual fact. Roger M. Blough, chairman of U.S. Steel, largest steel producer in the nation, announced this week it was planning to raise its annual production capacity by about 1,200,000 tons within two to three years. He said, “This expansion program is based on our recognition that future requirements of the country’s growing economy clearly indicate a need for increased steel production.”

NEW YORK—New York operators who want to take advantage of a "natural" and change over their equipment to Dime Play, should take advantage of signs now adorning the Times Square area. In cooperation with the "March of Dimes" program, the city has changed the street signs in this section to read "Dimes Square."

Ever since its inception this publication has called for the creation of a "National Coin Machines Public Relations Bureau". (This editorial has called for such a Bureau for over 20 years.)

The Cash Box continues to call for a "National Coin Machines Public Relations Bureau" and will continue to strongly urge the creation of such a national bureau.

It has been of great satisfaction to this publication to note that, with each passing year, more and more people throughout the industry are backing The Cash Box in this crusade.

This is heartening. It proves that one of these days the industry will form a "National Coin Machines Public Relations Bureau".

This publication has learned a great many things in its travels throughout the trade as well as by listening to leaders who tried, before large gatherings, to create a Public Relations Bureau.

The most important thing it learned was that there is, most definitely, a feeling of selfishness regarding a "National" Public Relations Bureau. Thereby all will attend a meeting to discuss the creation of a Public Relations Bureau, few will come up with the necessary monies to make such a bureau effective. Their first cry is usually, "How much will be spent in our territory?"

In short, these men selfishly refuse to accept or see the overall, national picture. They are only interested in what percentage of the monies that will be collected will be spent in their own individual areas.

Therefore, some three years ago, The Cash Box changed its course in its continuing effort to bring about a Public Relations Bureau. It suggested that, instead of a national bureau, local and individual Public Relations Programs come into being everywhere in the nation.

Regardless of the size of the town, or the city, or even the state, let each individual operating firm, each individual distributing firm, each individual association, create its own public relations bureau and put into effect, as soon as possible, its own public relations program.

Here and there throughout the nation individual operators have put such programs into effect. Some are outstanding. One such shining example is the public relations program conducted by Mr. Gordon Stout of Pierre, South Dakota. He has won much regard for this industry in his area. He has used advertising in his local press. He has also done much charitable work. He has engaged in many efforts of distinction.

There is no longer anyone in the industry who will question the need for a public relations program. Every leader in the industry knows the value of such a program. Everyone in the industry would love to be actively engaged in such an effort to better his business in his own area and to gain for himself, socially as well as economically, better understanding from his community.

It doesn’t take too much effort on the part of the individual in any area to foster such a public relations program to help himself, his business, his family, his employees. He need not remove from the top of each and every one of his machines so much money per week. This can be done, in most cases, in complete cooperation with the location owners who, themselves, know and realize the importance of better public relations.

This money can be turned over to an experienced public relations expert who will spend it correctly to best benefit the individual and his location. This will, of itself, start one more individual into doing something for himself which, at the same time, can help benefit the entire industry.

If individual operators, distributors and local associations will, each in their own areas, arrange for public relations programs of their own they will find that, on an overall basis, they actually have a "National Coin Machines Public Relations Bureau" in operation.

A "National Coin Machines Public Relations Bureau" to prove most effective would have to tie in with individual public relations experts everywhere in the nation. Men who best know their own areas and who would have to conduct portions of the overall national program in these areas.

Therefore this can now be accomplished starting from the tail and climbing to the head.

By each and every individual operating firm, distributing organization and local association immediately meeting this vital requirement in their own areas and starting a public relations program in action, there will be tremendous benefit accruing to all the industry—nationwide.
CHICAGO'S MUSIC OPS MEET TO PLAN "DAY OF DIMES FOR 'MARCH OF DIMES'"

Joe Filitti, Acting President of Recorded Music Service Assn., Will Urge Board of Directors to Back Polio Fight by Donating One Day's Dimes from All Chicago's Juke Boxes for "March of Dimes"

Commercial Phonograph Survey, Public Relations Division of Chicago Music Ops Assn., Will Handle All Promotional and Advertising Material for Juke Box Operators

New York City Deputy Mayor Presents The Cash Box With Citation For Its Efforts in the Fight Against Juvenile Delinquency

CHICAGO—Joseph L. Filitti, acting president of the Recorded Music Service Association, this city, will urge the association's Board of Directors at their next meeting to go all out in backing the fight to overcome polio by adopting one day during the month of January when all the Juke box operators in Chicago will feature: "A Day Of Dimes For The 'March Of Dimes'."

Mike Dale, who heads Commercial Phonograph Survey, the public relations division of the association, has already promised to cooperate with each and every operator member of the association, once the Board of Directors has approved the program, of the one day which will be chosen in January when all dimes inserted in Chicago's Juke Boxes will be donated to the "March Of Dimes."

As Filitti has pointed out, these donations are completely tax deductible.

"Furthermore," he stated, "Our donations may help overcome vicious painful, murderous polio from attacking the children of the nation, of this city and, especially, from maiming and killing the children of the members of our association."

All that is necessary is for the operators to make a quick check of a few of their phonographs the morning after the day that will be set and, thereby, be able to judge just about what the intake would be.

In this way the operators can then make out one single check to be donated to the Chicago offices of the National Foundation for Infantile Paralysis, Inc.

As Joe Filitti said, "Chicago's Juke box operators have always been among the very first to offer their cooperation in any and all great charitable drives."

This is one time when the leading members of the organization believe that they should be everybody they can to make the "March Of Dimes" drive the biggest and most outstanding success in Chicagoland's history.

Mike Dale said, "All we want is any operator to phone us and we'll do the rest to help him set each and every one of his phonographs for the 'Day Of Dimes'."

"We feel that this is one program in which the Juke box can best serve. In the first place, Chicago's Juke boxes are all all dime play. In the second place, the most important, Chicago's Juke box operators are the finest and most warm hearted operators in all the nation. I know they'll come thru."

All leaders of Recorded Music Service Association, along with Mike Dale of Commercial Phonograph Survey, recommended The Cash Box for this, its third year, of originating the drive to help the entire Juke box Industry put over the slogan "The Cash Box coined: A Day Of Dimes For The 'March Of Dimes'."

NEW YORK—The Cash Box was this week awarded a citation by the Freedom Lodge and Chapter of the B'nai B'rith for its assistance in helping to arrange entertainment and dance music for a series of community dances held in run down areas.

The presentation was made by Deputy Mayor Henry Epstein in his office at City Hall. Also on hand for the ceremonies were Milton Herman, Lodge President; Sally Hershey, Chapter President, and Sidney Schwartz in charge of arrangements.

Deputy Mayor Epstein, who has just completed a second report to the City of New York on juvenile delinquency, in making the award, stated that his investigations into the problem showed that the dances were one of the most constructive means of combating delinquency.

Seen above are Deputy Mayor Epstein, presenting the scroll to Joe Orleck, co-publisher of The Cash Box, center, and Norman Orleck, associate editor, left.

The citation read as follows: "Freedom Lodge and Chapter, B’nai B’rith, hereby awards this Citation To The Cash Box in recognition and appreciation of their untiring and ever ready assistance and cooperation in making possible a community program of music and dancing designated to promote and maintain good and harmonious group relations among youth and adults of varying ethnic, religious and racial backgrounds. In testimony whereof we hereto affixed our signatures this 25th day of December 1955." Signed by Milton Herman, Lodge President and Sally Hershey, Chapter President.
Pool Ball Scarcity Slows Pool Game Deliveries

Orders Backlog as Factories Desperately Seek Pool Balls to Ship Otherwise Completed Games. Some Urge Distributors to Buy Pool Balls From Local Sources

It's Biggest Boom in Years For Local Suppliers

CHICAGO—The pool games are completed. In fact, they're in cartoons. But the cartoons aren't sealed. In some factories here the completed pool games in unsealed cartoons are beginning to steal precious footage from production requirements. But all must wait. Pool balls have become as scarce as hen's teeth. No deliveries are promised by pool ball makers in less than three to four or more weeks. And even then no definite quantity is assured the factories.

It's the biggest boom in decades for the pool suppliers. They've put on extra shifts in an effort to fill orders. The demand has also attracted other factories. There is one big plastics plant now experimenting with plastic pool balls. Other manufacturers are experimenting with rails, cushions, cloth and chalk.

There may be a whole new drove of manufacturers in pool supplies before the coin machines industry is done with the pool game boom. And from all indications it looks like the pool game is going to continue as the leading product of the amusement division of the industry for a long time to come.

Some of the manufacturers are urging their distributors to visit local wholesale pool suppliers and buy up all the balls they possibly can.

In this way they can ship the games without the pool balls to those distributors who are lucky enough to obtain them in their own areas.

At the present time with nine factories producing pool games in Chicago, and with the demand even greater than the production of these factories, some idea of the backlog which is accumulating can be judged by the members of the industry.

The backlog is expected to grow for some weeks yet to come. At least until supplies loosen up and components become more easily obtainable.

In the meantime it's a race as to who will get how many first. And while all this is occurring, the orders keep flooding into the factories here for more, and still more pool games.

WE WILL PURCHASE FOR CASH

ANY QUANTITY OF THE FOLLOWING EQUIPMENT

GOTTLIB & WILLIAMS PIN GAMES
GENCO BIG TOPS, WILD WEST & SKY ROCKETS
WILLIAMS SAFARI & POLAR HUNT
UNITED BONUS & CARNIVAL GUNS
SEEBURG SHOOT THE BEAR GUNS
SEEBURG M100A's

We are offering exceptionally high prices in trade for the equipment listed above toward Seeburg M100B's, M100BL's and M100C's.

Exclusive Gottlieb, Williams, Seeburg, Chicago Coin, Genco and International Mutoscope Distributors.

TRIMOUNT

40 WALTHAM STREET
BOSTON 18, MASS.
Tel. Liberty 5-9480

Remember IN NEW ENGLAND IT'S TRIMOUNT!

What Has Happened To TV?

CHICAGO—For some time a great fear pervaded the atmosphere of the industry, especially among juke box operators, that TV would ruin the business.

Instead Zenith claimed in Washington this past week that 75% of the recently authorized TV stations are losing money, and that 56 of these stations have been forced off the air due to insufficient advertising revenue. Zenith proposed to FCC that a two-year trial of pay-as-you-see TV be placed into effect, especially for those stations that receive less than 7½ hours of network programs per week.

Pay-as-you-see TV will, it is believed, eventually come into being.

There are some in the TV receiver business who believe that such operation will then fit into the coin machine field.

In the meantime, of course, fear-of-TV competition has passed out of the picture as far as juke box business is concerned.

As many juke box operators have reported, "The average storekeeper today turns his set off and keeps it off. He has learned that not only does it cost him business to operate his TV, except for big and outstanding national events but, at the same time, he loses money all around."
Biggest Drive In History Of The

“A DAY OF DIMES FOR

Best News of the Year: Largest
History of the Industry to Help
DAY OF DIMES FOR THE ‘MARCH

This is really big news.
The biggest news to ever benefit the entire industry.
The kind of news that all in the trade want and like to hear.
The news that will help to rank this field among the nation’s
topmost industries.

This news is that this, the third year since The Cash Box originated
the plan and coined the slogan: “A DAY OF DIMES FOR
THE ‘MARCH OF DIMES’”, more juke box owners than ever before
in all the history of this industry are joining in the battle to K.O.
polio.

This is tremendous public relations.

This is the kind of public relations that will benefit all concerned
with this industry.

This is the kind of public relations effort that comes along but
once during the year.

The public relations program that COSTS EACH JUKE BOX
OWNER—ABSOLUTELY NOTHING!

That’s right! Every single thin dime that the juke box owner
donates to the National Foundation for Infantile Paralysis, Inc. is
COMPLETELY TAX DEDUCTIBLE!

What’s more—the National Foundation offices right in his area
will supply him with posters, stickers and streamers.

Posters to place all over his location and in the location’s
windows.

Stickers to paste on menus, cards and on the front glass of his
phonograph.

Streamers for the outside windows and for all public places.

Each one of these pieces of material advising the public in his
community that: EVERY DIME INSERTED INTO A JUKE BOX
WILL BE DONATED TO THE “MARCH OF DIMES”!

That is, on the day he sets for all his juke boxes to turn over
the dimes inserted to the National Foundation for Infantile Paralysis,
Inc.

Nor does he have to attempt to dash about from location to
location the morning after the day in January he sets for his “DAY
OF DIMES FOR THE ‘MARCH OF DIMES’”!

He can quickly estimate, by collecting from a few key spot
phones, exactly what the intake will be, and then make his donation

NOTICE!

MR. COIN MACHINE OPERATOR:

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

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

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

Remember! Every dime counts! Every single thin dime
is a fighting, smashing blow at horrible, crippling, painful,
killing polio.
Number of Juke Box Owners in All Fight Polio Battle by Featuring: "A OF DIMES" During January '56.

in one check to his local offices of the National Foundation for Infantile Paralysis, Inc. right in his own community.

Furthermore, if he's a juke box operator who has been trying to get dime play under way in his area—what better opportunity than "A DAY OF DIMES FOR THE 'MARCH OF DIMES'"?

Then leave his juke boxes with dime play from then on in.

The one sure way to get dime play under way! !

This is a double-barreled opportunity for each and every juke box operator in this nation to accomplish two tremendous purposes for himself, for his fellow operators, for his community, for his own prestige and honor and, most important, for the future health and welfare and protection of his own children, the children of his friends and neighbors, and all the nation's children.

Protect them from further painful, horrible, crippling, killing polio by: "A DAY OF DIMES FOR THE 'MARCH OF DIMES'"!

First, the operators can accomplish the greatest and most outstanding public relations program in the history of the industry by giving but one day's donations of dimes to the 'March of Dimes'.

Second, those operators who want to get dime play under way in their areas have the greatest and most powerful steamroller to accomplish this purpose in the 'March of Dimes'.

Third, each and every juke box owner is helping himself, his neighbors, his nation, by helping to eliminate the horrible, painful, murderous threat of polio from attacking, crippling and killing his children, the children of his friends and neighbors, the children who are the future of America.

ALL THIS FOR ABSOLUTELY NO COST TO THE JUKE BOX OPERATOR—BECAUSE THE ENTIRE DONATION HE WILL MAKE IS COMPLETELY TAX DEDUCTIBLE!

Never before has so great and glorious an opportunity presented itself to answer such organizations as the "READER'S DIGEST". To make such publications apologize in complete humility for the type of tripe they write about the fathers and mothers, the grand-fathers, the grandmothers, the sons and daughters of the people who comprise this industry.

This is the opportunity to gain the respect of every single man and woman comprising any community in which any juke box owner lives and works and, at the same time, to do a deed that is, most definitely, GOD'S WILL!

This is the time to get going—to set that one day in January for: "A DAY OF DIMES FOR THE 'MARCH OF DIMES'"!

Already the largest number of juke box operators in all the history of the industry have entered into this tremendous effort.

Join in with these good and great hearted men and women in this campaign.

May God be with you and may God help you because you will have helped—the little children!

IMPORTANT

Whether you are an individual operator, or a member of an operators' association, please notify The Cash Box, 26 West 47th Street, New York 36, N. Y., immediately if you have joined in the great and good drive: "A DAY OF DIMES FOR THE 'MARCH OF DIMES'", so that you and/or your organization can receive full credit. The publishing of this news is important to the good and welfare of the entire industry. Please make certain you write today!
Operators Report Storekeepers Highly Pleased With Numbers of New Customers Pool Games Are Bringing Into Their Places and With Fact Pool Games Keep Their Regular Patrons Very Pleasantly Occupied Stimulating Their Regular Business

CHICAGO — For some weeks now very interesting reports have been received by manufacturers and distributors of pool games. These reports come from operators all over the country. They are all in regard to the fact that the pool games are proving themselves among the finest business stimulators the industry has yet seen.

Not since the days of the bells have as many operators reported that storekeepers are thrilled with the numbers of new customers coming into their places to enjoy the pool games. They are also elated over the fact that regular patrons remain pleasantly occupied, hour after hour, by the same games.

This, as operator after operator reports, has caused retailers to state that they've never enjoyed such fine business from any type of business stimulator known to them, coin operated or otherwise.

In the days of the bells, many of these were sold on the basis that they were actually "business stimulators" to retailers thrum the nation.

Other amusements and music machines have also proved themselves extremely capable of stimulaiting retail business and holding regular patrons in the place while bringing in new customers.

"But", as one well known old time operator reports, "there's been nothing like the pool games to win praise from storekeepers because they have been able to stimulate retail business to such a tremendous extent everywhere they've been located."

Pool game manufacturers, too, have been greatly impressed with the stupendous which they have heard from their distributors, as well as from operators, regarding the fact that the games are proving themselves capable of such outstanding stimulation of the retailer's regular business.

Tavern owners here and almost everywhere else in the country have gone to the extent of removing entire booths so as to make room for the players as well as for extra pool tables wherever possible.

Restaurants, even drug and food stores, and dozens of other locations, have also taken to the pool games wholeheartedly because of their business stimulating qualities, report leaders here.

Operators report that many retailers have raised the prices of certain of their regular merchandise in an effort to forestall the size of the crowds blocking the pool tables.

"But", as one operator reported, "this hasn't had any effect at all. In one of my locations the owner is charging as much for a glass of 'Coke' as he is for a gallon of beer. But he admits that this doesn't deter the players one bit. They are happy to pay the difference to engage in a friendly, competitive and exciting game on the pool table in his place."

Record earnings are also being reported from many areas and, all added together, the business stimulation qualities of the pool games plus the grand earning power of these tables, makes for one of the finest types of amusements to have yet been introduced to the industry.

It is also surprising to many that storekeepers are asking for installation of more than one pool game in their place of business even tho, in many cases, space required is smaller than what the players would comfortably require.

This has been well taken care of, some report, by the front and three-sided playing tables so that, everything considered, more than one table can be placed in many smaller locations and the play is great enough to make this double placement worthwhile for the operator.

A few operators, in certain areas, are reported to be taking advantage of this great demand from locations. They are asking for a minimum front money guarantee before placing any pool tables in certain locations.

They claim that they are getting the guarantee and that this, plus the fact that the intake is usually much greater in almost all instances, impresses the storekeepers more than anything else they could do to show how fine a business stimulator and moneymaker the pool game is.

Exhibit Supply Announces New King Size Pool Game

CHICAGO — Frank Mencuri, Exhibit Supply Company, this city, announced this week that a new king-size pool game is being delivered to its distributors.

The new game, 18 inches longer than Exhibit's "Deluxe 84' Model" will meet the terrific demand of distributors and operators throughout the country, according to Mencuri.

"In addition to the new length", said Frank, "King-Size Deluxe Skill Pool" will have all of the outstanding features incorporated in our present model '84'. The same 3-sided playfield, proved so popular, plus the easy lift-up hinged top. Lined playfields allow more accurate placing of 'out-of-bounds' balls in 3-sided play. Sta-Kleen cheat proof, silent ball runs, larger 19' ball guaranteed troughs and a built-in operator service card frame. "Skill Pool" is housed in a smart decorator cabinet and has table cigarette holders to protect rails and playing fields. Colorful plastic bumper guards protect the table."

It was also announced by Sam Lewis, Exhibit president, that the month of December far surpassed the record month of November in sales volume. Figures show, he stated, that in December Exhibit sold more games than any other period in the company's history.

Geo. Miller, Recuperating From Auto Accident

OAKLAND, CALIF. — Recuperating from back and neck injuries, caused in an auto accident, George A. Miller, national president and business manager of Music Operators of America (MOA), will be able to attend to his duties only on a part-time basis.

However, Miller reports that the MOA office staff is carrying on all business matters pertaining to the organization, and that plans for the MOA Convention in Chicago, May 6, 7 and 8, are being followed thru.

Altho Miller will be at his desk part time, it is reported he will not be fully recovered in some three or four months.

John Gabel Dies

CHICAGO — John Gabel, who manufactured what is believed to be the world's first disk-record coin operated juke box, died Fri., December 23, in an Elgin rest home. He was 83 years old.

In 1896 Gabel founded the Automatic Machine & Tool Company in Chicago, which later became the John Gabel Manufacturing Company. In 1906 the firm turned out a coin operated phonograph that played 12 records, contained 150 needles, and fed in a new needle for each record.

John Gabel retired in 1936, and the firm was dissolved in 1941.

Surviving are two sons, Kurt and Robert.
Pool Games Help Retail Biz

FRANK MENCURI

CHICAGO—Frank Mencuri, vice-president of Exhibit Supply Company, this city, reported a number of instances which have convinced him, as well as many, many others throughout the industry, that pool games are proving marvelous business stimulators for retail firms.

Said Frank, "We are receiving letters every day from all over the country from operators as well as from our own distributors and, in almost every letter, there's an incident or two reported where retail storekeepers have gone all out for pool games.

"It's truly amazing," Mencuri reports, "to what a great extent the pool games are stimulating business for retailers everywhere."

"For example," he explained, "here's a case of a location owner who admits that his pool game has not only brought new customers into his place, people he'd never seen in there before, but at the same time, he's had to hold his own old time customers in the place hour after hour.

"He, like many others," Mencuri remarked, "have found that pool games are proving themselves one of the finest business stimulators the retail storekeepers have yet had.

"Not only does the pool game earn the retailer a nice income, but what's more important, stimulates the sales of his basic products and, at the same time, brings new people into his place so that he gains in customers while boosting sales, which means that he is enjoying better business than ever before.

"These are not isolated cases either," Mencuri emphasized, "this is happening all over the nation.

"It is my sincere belief," he concluded, "that the pool games have proved themselves the best business stimulators in the history of the industry."

All Makes and Types of BOWLING GAMES
Prices Are Right!!
John W. Haddock Flies to Europe

GRAND Rapids, MICH.—John W. Haddock, president of AMI Incorporated, left Grand Rapids by air December 20 on a business trip to England and the Continent. First stop will be in London December 21 until 23 for a meeting of the Directors of Automatic Musical Instruments (Great Britain) Ltd., distributors of the English-licensed BAL-AMI juke box. Haddock will visit AMI distributors in France, Switzerland, Belgium, Germany, Italy and Morocco. If time permits he hopes to include Denmark, Sweden, Austria, and Holland in his itinerary before returning to the United States about the middle of January.

Haddock periodically visits AMI overseas distributors to survey conditions affecting manufacture and sale of commercial automatic phonographs manufactured here and abroad. AMI Incorporated, with plant and offices in Grand Rapids, has sales representation in all countries of the free world as well as manufacturing licences in England and Denmark.

Genco Intros New King Size Tournament Pool Game

CHICAGO—“Because of overwhelming demand from our distributors,” reported Avron Ginsburg, president of Genco Manufacturing & Sales Company, this city, “we are now shipping our brand new ‘King Size Tournament Pool’ all over the country.”

He also reported, “The demand continued to grow greater week after week. We just simply had to get into this ‘King Size’ model of our ‘Tournament Pool’. We are rushing shipments just as speedily as possible.”

The game in the same width, it is 18 inches longer than the regular ‘Tournament Pool’.

All the features which we have won much fine comment for ‘Tournament Pool’ are incorporated in this new ‘King Size’ version of the game, plus many which do not appear on the smaller-sized game.

Imported Belgian felt is used on the game. There are built-in cabinet supports which will keep the playfield from warping. Genuine mother-of-pearl is being used in red and in a diamond shape and is inset into the rails.

The cabinet has an entirely new color design. The game also comes equipped to handle the optional light.

“There are dozens of more features,” Avron Ginsburg reported, “but it would take columns of reading matter to describe them all.”

“We suggest,” he stated, “that the operators who are clamoring for a really fine ‘King Size’ game get over to any of our distributors and inspect our brand new ‘King Size Tournament Pool’.”

Holiday Season Holds Up Completion of “Gold Coin Award”

CHICAGO—Because die and tool makers have closed up shop for the holidays, the “Gold Coin Award” of the “20 Year Club” is being held up from completion.

The dies are just about completed, but stamping of the name of the man voted by the “20 Year Club” as “the outstanding coin machine man of 1955,” Ray T. Moloney hasn’t as yet been inserted into the die.

The gold coin will be struck off just as soon as the die is completed. Voting ended on Wednesday, December 21, 1955, and was therefore right in the very heart of the busiest holiday season in all history.

Pictures of the presentation will have to be taken immediately after the first of the new year, just as soon as the “Gold Coin Award” is ready.

Grand Opening

DETROIT, MICH.—Music Systems, Inc., this city, opened a new building on Sunday, December 11, and over 1000 guests, representing all phases of the music machine industry, business leaders of Detroit, and artists and executives of the record and music world attended. Additional pictures in the music section of this issue. For complete story see December 31 issue.

“It’s What’s in THE CASH BOX That Counts”
Wurlitzer Distribrs Make Plans to Show New Juke Box January 15

Fred Dries, 575. Fred also had high single game for the season, 263. Myrleen Pieroni was right behind Fred with 513.

Galgano took two games from Decca. High for Galgano was Tony Galgano, 517 and Lenmy Christiansen, 513. Tony Ignacio was high for Decca with 526.

Western Automatic won two from Melody. High for Western was Paul Brown, 464. High for Melody was Vic Jaccino, Sr., 507.

Mercury took two from Coven. Melvin Jones was high for Mercury with 456. High for Coven was Roy Baier, 522.

Corvil took two from Gillette. High for Coral was Eddy Walker, 556. Robert Hall was high for Gillette with 568.
NEW ENGLAND NIBBLES

While Boston distributors are working on inventory and getting set up for the coming year and ops are doing paper work, the outlook for 1956 looms great in the opinion of all those in the coin machine biz in New England.

While 1955 was better than 1954, it appears that business for the upcoming year will supersede that of 1955. Potent factor in the six-state area is the 10c play, introduced in early 1955 and now practically enveloping the entire region. Music, in-line games, pool tables, bowlers, guns and arcade items are seen as the big winners in 1956 here. It was a big Christmas and New Year’s celebration all through coin machinedom here with Boston distributors entertaining customers at gala parties and all enjoying the two-day Xmas and two-day New Year’s holidays.

New Year’s greetings went out from Trimount Automatic Sales Corp. (Scearberg), Redd Distributing Co., (Wurlltzer), Atlas Distributors (AMI) and World Fair & Associated Amusements (Rock-Ola) to all their customers and friends and many went to overseas firms and ops. . . . Among the holiday parties was that given by Albert and Maxwell L. Coulter of Worcester Music Co., Inc. for their employees and wives at the Whitecliffs in Northboro.

The group were entertained at the Coulter home preceding dinner for cocktails and among the guests were: Mr. and Mrs. Saul Zitowitz, Mr. and Mrs. Charles H. Morrison, Mr. and Mrs. Edmond Pryzelomski, Mr. and Mrs. Robert Beneit, Mr. and Mrs. Albert Coulter, Mr. and Mrs. Maxwell L. Coulter and their two daughters, Maureen and Esther. A surprise in the afternoon was the birthday cake presented to the two Mr. Coulters in honor of their birthdays (both in December, Albert’s on Dec. 18 and Maxwell’s on Xmas Day). . . .

Myron S. Hillman of Lavoie & Hillman, Inc., Fall River, and Maurice Stone, Stone Music Co., Allerton, have been elected to membership in the Eastern Massachussets Music Operators’ Association.

Interest mounting in the new Wurlitzer model which is expected to be shown starting Jan. 16 at Redd Distributing . . . Radio Station WVDJ, Boston, is carrying Sunday night rebroadcasts of MOA’s “National Juke Box” program . . . . Local ops are putting listener identification stickers on their machines . . . Ops visiting around the Hub during the holiday season included: Arthur C. Sturgis, Springfield; Dave Baker, Arlington; Ray Faini, Framingham; Al Dolins, Hyannis; Ralph Lackey, West Roxbury; Saul H. Robinson, Newton; Ted Rubinowitz, Roxbury; Phil Swartz, Brookline; Jim Gerace, Brockton; Harry Deshowitz, Chelsea; Ray Shea, Worcester; Bob Rome, Boston, Mandy Music, Portland, Me.; Jerry Mahoney, Chicopee; Joe Ferris, Madison, Me.; Martin Oliver, Portland, Me.; Bill Hamel, Concord, N. H.; Earl Poitras, Holyoke; George Helifiopets, Springfield; Louis Stevens, Southbridge; Dave Grupman, Beacon Hill Music, Boston; Sol Taube, Manchester, N. H.; and Maurice Stone, Allerton.

DALLAS DOINGS

American Amusement had a big turnout at their holiday open house for customers and staff—Maurie Gottlieb setting up sales program with Abe Sauman, State Music Distributors, on Gottlieb’s new “Spot-Pool” . . . . Loyd McCallough busy moving into his brand new home. . . . Capitol Records’ Martin Gudenberg, Buck Stapleton and sales staff in New Orleans to attend regional sales meeting and view new 1956 record albums . . . . Earl Chatten, Commercial Music, San Antonio, visiting locally . . . . Gene Williams vacationing . . . . George W. Wrenn, field sales representative for Chicago Coin and Genco, just returned from Oklahoma . . . . Pete Seeman of B & B Vending Company, Longview, in town shopping for supplies. Also visiting locally were Buddy Clem, Paris; R. Briscoe, Denton; R. E. McIlvain from Richardson; Thomas Jordan of A. A. Amusement, Snyder; R. C. Hogart of Automatic Amusement in Tulsa; Frank Wilkinson, of McAllen; Cameron Frank of Big State Novelty, Fort Worth; Frank Emerson, Greenville; Walter Wiggins McKinney . . . Medavitch Company, Columbia Distributor, hosted a party for deejays and TV personnel . . . . Gill McKean, Columbia Records’ advertising manager, in town setting up promotion plans for 1956 . . . . B & B Vending Company all set with their new fleet of seven trucks all equipped with two-way radios . . . . What three operators took a midnight ride to Lake Texoma?
Meeting Dates Of
Music Operators' Associations

Jan. 2—California Music Merchants’ Assn.
Place: 311 Club, 311 Broadway, Oakland, Calif.

3—Phonograph Merchants’ Assn., Cleveland, Ohio
Place: Hollenden Hotel, Cleveland, Ohio (executive board).

3—West Virginia Music Operators’ Assn.
Place: Daniel Boone Hotel, Charleston, W. Va.

5—Phonograph Merchants’ Assn., Cleveland, Ohio
Place: Hollenden Hotel, Cleveland, Ohio (General)

5—California Music Merchants’ Assn.
Place: Sacramento Hotel, Sacramento, Calif.

5—Eastern Ohio Phonograph Operators’ Assn.
Place: Tod Hotel, Youngstown, Ohio (General)

9—United Music Operators of Michigan
Place: Fort Wayne Hotel, Detroit, Mich.

10—California Music Merchants’ Assn.
Place: Fresno Hotel, Fresno, Calif.

11—California Music Merchants’ Assn.
Place: Bakersfield Inn, Highway 99, Bakersfield, Calif.

12—California Music Merchants’ Assn.
Place: U. S. Grant Hotel, San Diego, Calif.

12—Massachusetts Music Operators’ Assn.
Place: Beaconfield Hotel, Boston, Mass.

16—Westchester Operators’ Guild, Inc.
Place: American Legion Hall, 57 Mitchell Place, White Plains, N. Y.

18—New York State Operators’ Guild
Place: Palatine Hotel, Newburgh, N. Y.

19—Eastern Ohio Phonograph Operators’ Assn.
Place: 1310 Market Street, Youngstown, Ohio (executive board).

30—Central States Music Guild
Place: 805 Main Street, Peoria, Ill.

Servicing Wurlitzers in Alaska

FAIRBANKS, ALASKA—Eddie Oakes, Jr., owner of Alert Vending Company, stands proudly next to his newly painted service car. He, it seems, is a loyal Wurlitzer supporter as indicated by the markings on the body.

Eddie’s routes are in and around Fairbanks, Alaska and two of his best locations are Fort Richardson and Eklendorf Field where his Wurlitzer 1800’s bring many hours of musical pleasure to our servicemen stationed there.


“Nationwide Survey Proved:
Diversified Operations Are Now the Rule—
Not the Exception

CHICAGO—Another very important event that took place during January was the nationwide survey conducted among the members of The Cash Box “20 Year Club” this past Fall.

These are the men and women, over 1,000 of them, who have been engaged in the coin machines industry for 20 years and more. And along with the “Alternate Members” of the “20 Year Club,” those who have been actively engaged in the industry for ten years and longer but not yet 20 years, made this survey one of the most outstanding in the history of the industry.

Many important facts came to light because of this survey. But probably the most important was what The Cash Box had editorially reported some many months prior to the survey: that: “Diversification is now the rule—not the exception.”

It was estimated from this survey that over 87% of the men and women now engaged in the industry were diversifying their routes as well as their sales.

In short, distributors sold more than one type of equipment, and operators used more than one kind of machine on their routes.

Compared to the early ’50’s, when the cry was “specialization” this was, of and in itself, a very great change.

The operators, at long last, recognized the fact that the location, not the machines in the location, was most important.

This has caused many to change sales plans throughout the field. Whereas in former years vending and music salesman sought the specialist in these fields, these salesman now realize that operators, over 87% of them, will handle all types of equipment.

This also means that there can be a national get-together of manufacturers of all types of equipment, if they so desire, for the simple reason that they can draw into any exhibit over 87% of the nation’s operators. And even this percentage is growing greater as the months go by.

It also means that public relations efforts on the part of any division of the industry will help everyone. Operators and distributors, no longer concentrating on one type of equipment, are benefitting from the public relations effect of all types of equipment.

In the long run, as some have pointed out, it means better operating because the operators will concentrate on giving locations better service, so as to maintain and retain those locations, because of the fact that they probably own all the various types of machines found in each of the locations.

“I couldn’t get along without ‘The Cash Box Price List’. I get them on Sunday by Air Mail Special Delivery.”

Samuel S. Dieter
Pt. Wayne, Ind.

Buy The BEST
RECONDITIONED EQUIP.
At the BEST PRICES

United RENTALS... $1.99
United REFURBISHER... 1.99
Chicagoh SUPER REFURB... 1.99
Chicagoh HOME RUN... 149.50
Guns... 149.50
Better ROSEN... 235.00
Wright SAFARI Gun... 375.00
Exhibit STAY Guns... 245.50
SABER 
“AM... 289.50
DIETER 
“AM... 69.50

WRITE—WIRE—PHONE TODAY!
We are exclusive factory distributors for:

BALLY—WILLIAMS—ROCK-OLA

LAKE CITY AMUSE. CO.
4333 PAYNE AVE., CLEVELAND, O.
(Tel: NE 1-2307)

LET’S MAKE A DEAL!
WE HAVE A LOT TO OFFER—
TELL US WHAT YOU NEED—
WE WILL WORK IT OUT!
WRITE—WIRE—PHONE!

DAVID ROSEN
855 N. BROAD STREET, PHILA. 23, PA.
PHONE—STEVENSON 2-2035

Phono-Vend of Houston
Still in Operation

SAN ANTONIO, TEX.—Lou Sebastian, sales manager of Phono-Vend of Texas, this city, writes that the firm’s Houston offices are being operated.

“Our merchandise is still in the place, and we sell and give service,” writes Sebastian. “We are too short-handed to keep the place open seven days per week. I get over there when ever I can, or some of our people when we can spare them.”

“IT’S WHAT’S IN THE CASH BOX THAT COUNTS”
To Our Many Friends in the States and Overseas...

Seasonal Greetings from Europe's Home of Good Coin Operated Machines

With Every Kind of Good Wish for Your Success and Prosperity in the New Year

NOVA Apparatus, Inc.
HAMBURG 39
(Formerly: SCOTT, ADICKES & CO.)
A. W. Adickes
President

URANIUM in Action!

...especially for you... a collection of rare minerals... radio active ore, gelger counters, ultra-violet displays... see it in action...

Enjoy the thrill and excitement of Las Vegas' favorite downtown Casino... with our real western hospitality and famous Italian-American restaurant.

JOHN P. (HIDGE) RYAN • JOE K. HART • RON PEPPLE
HOPPEY PEPPLE • HENRY SYLVESTER • JOE SYLVESTER
MAYLON MURPHY • ANDY TAYA

CHICAGO—Bally "Pin-Pool" is now available in 4 models according to Jack
Light Model with neon lights located
dowl and floor lights with
At the Chicago Coin Operators show...

Light Model with neon lights located
under-mats; mirror floor lights
with neon lights and footlights;
-"'s Waterfall Pin-Pool" with danger-holes in corners and light-up
bumpers."

And, concluded Nelson, "the Bally-Lamp" is easily attached to all models."
January 7, 1956

2 GREAT GAMES

GENCO

TOURNAMENT POOL

FOR 2 OR 4 PLAYERS

LATEST ADDITION!

GENCO KING SIZE TOURNAMENT POOL
18 inches LONGER than Deluxe Model (same width)

FASTER PLAY

Operators everywhere acclaimed BIG TOP the finest Gun Game ever made!
And NOW WE proudly present this brand-new, better-than-ever model!

SEE them NOW at your GENCO Distributor

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

WEST TEXAS TINGLES
Glyn Murphy, Breckenridge, shopping in Abilene . . . Gene Turnbow, Stamford, placing bets on the Stamford Bulldogs to win the state 2A schoolboy football championship. It is amazing that such a small town could turn out such a fine ball club . . . Carl Adams, San Angelo, setting equipment . . . Pano Karr, San Angelo, talking to his friend, Charlie Pappus. Pappus is one of the oldest cafe-operators in San Angelo . . . Buster Hukel, San Angelo, exchanging gags with his buddy, Chicken Humphrey . . . Allen Wallace, of the Wallace Distributing Company, Mineral Wells, has just returned from a week's deer hunt on a friend's ranch in south Texas. He reports that his party killed their limit of deer and also a bob-cat as well as other game . . . Elmo Pinkerton, Big Spring, getting ready to go to Dallas to pick up a pick-up with power-lift. He says he guesses that he is getting so old he is going to have to get some help . . . Clyde Bailey, Lamesa, talking about his private fishing grounds . . . John Beard, Brownfield, has his shop full of machines that have been damaged in fire this fall. There seems to have been a siege of these incidents in his territory lately.

Gene Malone, Lubbock, checking over his record stock . . . Bob Jordan, Lubbock, checking his Spanish locations. He sure knows how to handle his Spanish-speaking friends because they all think the world of him and the only word of Spanish that he knows is "Adios" . . . Paul Golden is the technical adviser for the operators of the south plains. He says when they bring him something to work on you can bet your bottom dollar that it's going to be a fiddle to fix because there has already been a lot of tinkering done . . . Don Robertson and his route-man, Toots, talking things over.

F & F ENTERPRISES, INC.
1733 MILWAUKEE AVE.
CHICAGO 47, ILLINOIS

AIRMAIL SUBSCRIPTION to THE CASH BOX $30.

"The Cash Box"
As this column is being written, we’re right in between the Christmas and New Year’s holidays. Many of our friends are just about getting over the Christmas partying, but at the same time are preparing for the usual year-end rush of New Year’s Eve. This is the week when everyone forgets their business gripes, problems and headaches. Everyone’s relaxed, smiling, happy, cheerful and happy. Wouldn’t it be a grand world if this same attitude could be carried into every single day of the year? So—we wish everyone, everywhere a HAPPY and PROSPEROUS 365 DAYS in 1956.

Many in the trade planning beyond the New Year’s Eve celebrations. They’re making arrangements to leave the frost bitten North, and spend some days in the sunny South. ... We haven’t heard from our good friend, “Senator” Al Bodkin, but you can bet he’s one of the columnists who’ll be flying out soon. The “Sen” takes his vacation in the winter at Miami Beach. ... Dick DiCicco, Westchester op, on coinrow buying machines and supplies, tells me and the missus will take off for Florida next month. ... Barsey ( shampoo) Sugarman, Runyon, Salons, will have to wait a few more weeks before he can get away. Right at the moment he’s so busy, he hasn’t made up his mind whether he’ll fly down to Miami Beach or take one of those nice ocean going cruises to Porto Rico, Nassau and South America. Irv (Kempy) Kempner, Runyon, makes his regular trip to Connecticut, even tho it’ll be a short week. Felix Fleischman, Runyon’s Newark, N.J. expert on used equipment, has a wonderful memory. Can quote prices on all types of used machines, both current and past, without referring to lists. The ever-smiling Marvin Goldein, Runyon’s expediter, handles the op’s and firm’s excess without batting an eye, and always comes up with what they want. ... John Gabel, whom many believe originated the first coin operated phone, died last Friday in Chicago. Wonder how many in the business today remember when there were five music vending machine firms in New York City, of which the John Gabel Company was one. Bob Grenner was the manager. Firm ran some 1500 machines, all of them Gabels.

Over at Young Distributing, Joe Young, Abe Lipakly and Allie Goldberg getting ready to host the city’s music ops on National Wurlitzer Days, starting Sunday, January 15, at which time they’ll show the new Wurlitzer phone, model ’1900” called the “Centennial” in celebration of Wurlitzer’s 100th Anniversary. Hank Petersen, Westchester op, in four or five weeks time. Hank will start off from here on January 3 and cover 10 Wurlitzer distributors in 10 different cities in 10 days. Happy hunting. ... The recently held annual meeting of the Westchester Operators Guild took the form of a Christmas party when the employees and owners attended a buffet dinner at Winkmans’ Restaurant at North White Plains. Practically everyone in the association and their employees showed up and parted it up into the early hours of the next morning. ... Harry and Hymie Koppel, Koppel Distributing, making plans to renovate their entire set up. Workers will start after the first of January. These boys have some mighty progressive plans they’ll put into operation at that time. ... Over at Atlantic New York, Meyer Parkoff, out visiting some ops, but the boys, Murray Kaye, Nat Solor and Gene Broady, all busy. ... Mike Munves able to take it a little easy this week. But it won’t be long before he’ll be rushing around filling orders for arcade owners who’ll be preparing for their spring arcade openings. ... Al Simon, Albert Simon, Inc., wishes us a “Happy New Year”, as he rushes out by. “Had a wonderful 1955” he advises, “and 1956 should be no worse”. ... As we mentioned previously, 1956 will see several changes on coinrow. As some people have asked us to note on this week. Quiet. But in a few weeks they’ll all be set, and we’ll bring coinrow up to date. With the opening of the Air Terminal Building on 42nd St., coinrow now have a spot for good eating, as well as a meeting place.

Mr. and Mrs. Duane Knottson, Fortiile, Minn., vacationed in Texas and the Southwest and came back home in time to get a good taste of cold weather. Duane made a trip into the Twin Cities to shop around for equipment for his route. ... John, Minn., when in town last week reported that the temperature in that area hit a low of 45 degrees below zero. When it gets that cold it doesn’t pay to even think of any coinrow, Andy Runyan, Northland Music Company of Brainerd, Minn., made his first trip into the Twin Cities in many a moon. Andy was in a hurry as usual, and in no time at all he had the coinrow machine distributor in need. ... Lyle Koelling of Benson, Minn., spent several hours in town and among other things Lyle stopped around for some pool games. ... A man named of Allentown, Pa., was seen looking over the various makes of pool games and the different features and deciding which type would go in some of his locations. ... Mrs. William and Ed Birdrewyer of Hillchelt, Minn., former operators in that area, made the trip into the Twin Cities with their successor Floyd Shaw of Eden Valley, Minn., and Ed, while in town said they have kept off in the near future for an extended vacation in and around Florida. Recent visitors to the Twin Cities some were from Little Falls, Minn., Jim Lindington of Bemidji, Minn.; Stan Wernick of Little Falls, Minn.; Jim Lackm of Benson, Minn.; Frank Davidson of Spooner, Wis.; Frank Mager of Grand Rapids, Minn.; and Fred Koovanen of Moose Lake, Minn.
It's "Happy New Year" to one and all, here and everywhere, as the end of 1956 is quickly, eagerly and enthusiastically looked to by many who believes may be the most prosperous year yet enjoyed by all the industry, worldwide. Statements made by leaders here are all cheerful. There isn't a good reason why it may not be. Most operators' associations everywhere in the country, in fact, have taken to: "A Day Of Dimes For The 'March Of Dimes.'" Fighting vicious, crippling, maiming, killing polo. A grand, great, charitable and heart-warming appeal to all operators is indeed. One marvelous public relations effort that will bring prestige, respect and honor to one and all everywhere.

The big "Day Of Dimes For The 'March Of Dimes'" being set up by the biggest and most outstanding achievements of the Recorded Music Service Association. Regarding the forthcoming year, Joe Pilotti reports, "We should trend the radio to prosperity again." Joe sees only one dark cloud on the music operators' horizon—ASCAP. He is already preparing his organization for any forthcoming legislation. At the meeting here, said his Davis Sales organization, Syracuse, for that purpose to visit and become better acquainted with their Congressmen and Senators during the Holiday Season when these legislators would be at home. This was coupled with a further suggestion that the ops discuss possible forthcoming ASCAP legislative attempts and explain to the lawmakers what this would mean to music ops of the nation.

George Jenkins of Bally down Texaway holiday visiting with his grand-children in George before he left for a trip no one is quite sure he's going to make—from... "Harry S. Levine of Oil City, La., who has been in the office for the past 300 years. He suggests a report in the "20 Club." —Speaking of the "20 Club" the vote elegating Ray T. Moloney as "the most outstanding coin machine man of the year" winning much praise from Bob Garvey and other around parts.

Bob Garvey and some other ops in this area worried about the influx of certain ops... Bill O'Donnell, with his pants pockets turned inside out, proving empty a guy can be after Xmas.

Ed Levin a victim of stomach flu this past week. Spent only a few hours at his office and then was forced to dash home—back to bed. Sam Wolberg leaves the office for a while and will be back later this week. Sam's been back at the office a very, very busy factory where pool games have climbed big big... Johnny Casada, United roadman, advising that he's leaving for New Orleans and that he may be out of the state for a few months. Whatta break that he slides down to the zero mark!!!... Lynn Durant, by the way, in and out—just caught a flash of him as he dashed by... Lots of problems up in his office... Les Biech and Eugene Pliskin with Art Vaniturk, who was in for a visit with the firm's distributors... Art Garvey in town—for a little while—and then back out to his territory.

Al Theolele of United leaves for a long trip to the west... Both Sam Lewis and his brother all hoping up over Exibits "Knee Deep in Pool" the half page ad which has won many warm compliments from the firm's distributors. Says Frank, "This is the busiest holiday season in all our firm's history."... Capt. Tom Campion returning to the office after his furlough... Ed Blumenthal on the road... Home for the Holidays.

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January is mighty requested. Perhaps general all the 140-50 believed, all the 1.

New “20 Year” Members

Paul W. Angel
Canton, Ohio

Missisquoi
Moenic, Pa.

Fred C. Crawford
Kirkville, Mo.

Wilfred Fritz
Glendale, Calif.

Mitchell Gush
Tahoe, Ill.

S. R. Montal
Baxley, La.

Lewis Shank
Kalamazoo, Mich.

Edward S. Wilkes
Long Beach, Calif.

Arthur R. Heyg
Fairmont, Minn.

George A. Brown
San Francisco, Calif.

Andrew Cosmar
Moenic, Pa.

Frederick C. Evans
Milwaukee, Wisc.

Harry S. Levine
E. City, La.

Arnold A. Lee
Fort Wayne, Ind.

Louis M. Scheid
Washington, D.C.

The Cash Box — Page 48 — January 7, 1956

FOR DAVIS REBUILT EQUIPMENT NOW
WITH DAVIS 6-POINT GUARANTEE
Call Us Collect
SEEBURG FACTORY DISTRIBUTORS
725 Water Street
Syracuse, New York

New “20 Year” Members

Paul W. Angel
Canton, Ohio

Missisquoi
Moenic, Pa.

Fred C. Crawford
Kirkville, Mo.

Wilfred Fritz
Glendale, Calif.

Mitchell Gush
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Washington, D.C.


CHICAGO—It is generally agreed throughout the industry that 1955 was a great business year. In fact, the majority believes that the industry can look back to very few, if any, years, that compare to the accomplishments of 1955.

All three divisions of the industry continued strong at a rapid-pace. Phonographs, amusements and vending all set new production and sales marks on an overall industry average.

Perhaps most sensational of all were the pool games which came into being just over the quarter of ’56 and which one of the few well that they spread nationwide within a few months’ time.

Even more impressive was the fact that the pool games were lower priced than former amusements of the year and, at the same time, were responsible for the spread of Dime Play on a nationwide amusement games basis.

The pool games, it seems from all reports, entered the field at just the proper moment. With problems being faced by many in the amusement division, the pool games were more avidly and more rapidly accepted, it is believed, than would any other new type games.

The pool games, therefore, brought greater interest to the amusement division of the industry, especially this last quarter of 1955, than was ever expected.

This interest continues at very high pitch with many areas of the nation first entering into the pool games era. Automatic phonographs did not lag behind—true, they, too, have won tremendous following.

With finer fidelity tonal quality, with better programming, with tremendously increased selectivity and with the continued spread of dime play, the automatic phonos were selling tremendously well and the factories in this field were setting new production records.

There is general agreement that the automatic phonograph can be considered the backbone operating unit of the industry.

From a survey conducted this past October, 1955, it was learned that better than 87% of the operators engaged in the industry feature automatic music.

Furthermore, the foreign markets have also entered into the race to obtain more and more of the new phonos and this, too, has boomed production for the manufacturers who are now working to meet orders in both the domestic and foreign markets.

Perhaps the most outstanding development in the automatic vending field also came about during the very last quarter of 1955. This was the entrance of such firms as Heinz and Campbell into the soup vending field.

Not only did this obtain nationwide publicity but gave a definite boost to the entire vending machines business.

In the eyes of many vending machine operators the recovery of sales from cigarette vending machines is also considered a mighty important factor. Especially after the adverse publicity which the medical profession produced regarding cigarette smoking.

This recovery was noticeable throughout the nation. It helped tremendously to boost sales of the latest model cigarette dispensers.

In all divisions of the industry there have been many unique achievements during 1955.

To list them all would require many reams of material. But, on an overall basis, it is perhaps best to note that the year 1956, as a business year, was one of the greatest in all the history of the industry.

Business has overflowed from all indications, into the first quarter of 1956 with the pool games still leading the way.

The amusements field, therefore, is basking in the spotlight of major attention.

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

Auto-Photo Occupies New Quarters

LOS ANGELES, CALIF.—Y. Van Nuson, Jr. announced this week the opening of the Auto-Photo Company’s new offices and factory at 1100 East Third Street in Los Angeles.

The new location enables Auto-Photo to consolidate all departments of the company under one roof. New improved quarters have been provided for offices, and enlarged floor space for manufacturing and engineering. New production facilities will speed up production of the Model “11 Auto-Photo Studio.” The new headquarters were officially opened on January 3.
Mangan Considers Franchise For Coin Machine Operation In Way Stations To Moon

Willie (Little Napoleon) Blatt of Miami, Asks For Franchise to Operate in All Way Stations

What's Doing In January?

CHICAGO—Since many coinmen today have varied business interests the doings of the month of January may prove valuable to them.

January 1 to 7: Osterless Decoration Week;
January 1 to February 15: Louisiana Yam Supper Season;
January 1 to 31: Super Market Month;
January 2 to 31: March of Dimes;
January 3: Stephen Foster Memorial Day (Author of "My Old Kentucky Home");
January 8: Jackson Day. (Legal holiday in Louisiana);
January 14 to 21: Jaycee Week;
January 15: World Religion Day;
January 15 to 21: International Printing Week;
January 15 to 21: National Civil Service Week;
January 15 to 21: Printing Education Week;
January 15 to 28: Take Tea and See Week;
January 17 to 23: National Thrift Week;
January 18 to 28: Large size week—Claw drug stores;
January 19: Robert E. Lee's Birthday. (Legal holiday in Alabama, Arkansas, Florida, Georgia, Kentucky, Robert E. Lee Day, Louisiana (Robert E. Lee Day), Mississippi, North Carolina, South Carolina, Tennessee and Texas;
January 21 to 28: National Crochet Week;

ATTENTION FOREIGN OPERATORS

Now Is The Time To Plan For The Spring Season

We have one of the largest selections of KIDDIE RIDES and TARGET GAMES in stock for immediate delivery. These machines have proved their opening power on the farm stands, variety stores, department stores, Luna Parks, Railroad Stations, etc. Why not open up a new territory in your country? We will be happy to supply additional information on request. Take advantage of our close-outs on BINGO'S and SHUFFLE ALLEYS.

Smy, we have been late on deliveries of Sindy's M100 A's. We have now caught up with our backlog.

INTERNATIONAL AMUSEMENT COMPANY
SCOTT CROSS COMPANY
1423 Spring Garden Street
Philadelphia 30, Pa. Tel. R1-67712

January 22 to 28: Pre-Spring Military Week;
January 22 to 29: National YMCA Week;
January 23 to 28: National Potato Chip Week;
January 23 to February 2: National Fur Care Week;
January 28 to February 28: Jewish Music Festival;
January 29: Temperance Sunday; January 29 to February 2: Youth Week;
January 30 to February 4: National Table Tennis Week.

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The original . . . Official-Type Pool Game With The Exciting Center Hole Feature!

- New Attractively Applied Designed Cabinet With “Interlock” Construction!
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- New Type Ball Drop Mechanism . . . Simple . . . Positive . . . Fool-Proof!
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- New Super Sensitive Rebound Rails!
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- 2 Color Grid Screened Playfield For 3 Sided Play!
- 2 Coin Operation! 2-4 Can Play! 3-4 Sided Play!

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ALL STAR TEAM BOWLER
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AUTOMATIC POOL

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AUTOMATIC BACK RACK SCORING WITH FRONT PLAY!

It’s the FIRST Automatic Pool Game in the Industry!
- New Livelier Rebound Rails! Accurate Fool-Proof Scoring!
- New Ingenious Player Score Transfer Device! (Accurate Transfer Scoring From One Player to Another.)

Lines Are Optional Equipment
WANT—Your used or surplus records all speeds. 45's our specialty. We buy all year round and pay top prices. No lot too large or small. No more than 10% blues. We pay freight. BEACON SCHOOLS, 821 NO. MAIN STREET, PROVIDENCE, R. I. Tel.: Union 7-7500.

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

WANT—Seeburgs 100 A—"As Is". Need Them Regularly. No quantity too large or small—offer $230, F.O.B. Vessel—No broken or missing parts. Write or cable: TONALITY—ET. C. VAN BRABANT, 134 BELGIUM ROAD, ANTWERP, BELGIUM. Cable address: TONALITY.

WANT—45 RPM Records. New or used. No quantity too large or small. Highest prices paid. Write stating quantity on hand. TONY GALGANO, GALGANO DIST. CO., 4142 W. ARMITAGE, CHICAGO 39, ILL. Tel.: Dickens 2-7060.

WANT—An opportunity to quote prices on late used bowlers and Juke Boxes. Our prices are so low, we aren't advertising them for fear of depressing the used market. Write now to: SHELDON SALES, INC., 881 MAIN STREET, BUFFALO, N. Y. (Tel.: Lincoln 9106).

WANT—Wurlitzer 1400's, 1600's, 1600A's. Also Chicago Coin Band Boxes and Wurlitzer 248 Steppers. BUSH DISTRIBUTING CO., 226 W. 29th STREET, MIAMI, FLA. (Tel.: 3-6263).

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

WANT—Late Model Phonographs, Hideaways; Wall Boxes; Steppers. Late Model Pinball, One Balls: Sunshine Parks; Across The Board, AMI 40 col. Hideaways; Wall Boxes; Steppers. ST. THOMAS COIN SALES, AND T. THOMAS, ONT., CANADA (Tel.: 2646).

WANT—Genco Wild West Guns. Must be in good condition. State price and condition in first letter. LEWIS & FLETCHER MUSIC CO., SOUTH 109 HOURLY ST., SPAKANE, 4, WASH. (Tel.: Madison 8535)

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 36, N. Y. Tel.: Judson 6-4568.

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

WANT—Music: Seeburg 100-A's, B's, C's, R's; Wurlitzer 1700's, 1800's. Pinballs, all late Gottlieb, Arcade and Ball Bingos. Write stating price and quantity in first letter. BELGIUM AMUSEMENT COMPANY, LTD., 3126 TYSON AVE., PHILADELPHIA 49, PA. (Tel.: Devonshire 8-6931).

WANT—Guns and Arcade machines—late models preferred, used or new. Send us your lists, stating price and condition in first letter. ECONOMY SUPPLY CO., 579 TENTH AVENUE, NEW YORK, N. Y. (Tel.: Checker 4-8626).

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

WANT—Distributors Wanted. Slide-Ex powdered shuffelboard wax. Scientifically produced under modern manufacturing methods assuring tops in performance. Sold on money back guarantee. Samples and prices upon request in first letter. ECONOMIC CHEMICAL COMPANY, 5TH AND BINGHAM STREET, PITTSBURGH 3, PENNA. Tel.: Everglade 1-4647.

WANT—Bingo, late model Shuffle-Allers. For resale. Send list. Have all types of amusement equipment for sale. DAVE LOWY & CO., 592 TENTH AVENUE, NEW YORK, N. Y. Tel.: Checker 4-5100.

WANT—100 operator customers in need of good used amusement machines of all kinds, including inflines and shuffles. We don't care to publish prices—write or phone: GEORGE P. SHER. ALBERT SIMON SYRACUSE CORP., 602 N. STATE ST., SYRACUSE, N. Y. (Tel.: 74-2406).


WANT—For Sale—All types late model phonographs converted to 10c play. Call collect for price. DAVIS DISTRIBUTING CORP., 725 WATER STREET, SYRACUSE, N. Y. (Tel.: Syracuse 7-1631).

WANT—United and Chicago Coin Shuffles, 10th Frame and Incline models: Wurlitzer 1500's, 1400's, 1250's, 1015's; all type Bingos; Goon Hunt, as is or shipped. CANYON STATES DISTRIBUTING CO., E. 7th, TUCSON, ARIZONA. (Tel.: 3-6868).

WANT—Coronation; Twenty Grand; Four Star; Four Corners; Die Jockey; Hong Kong; Queen of Hearts; (6) 5-4-5's, and Many Others. All in A-1 Condition. Make Offer. WANT—Bally Beauties. N—BRO NOVELTY CO., 142 DRE ST., SAN FRANCISCO, S. CAL. (Tel.: Market 1-5433).

WANT—Can you afford 92¢ per week to get ahead and stay ahead of all competition? For only 92¢ per week you can have a 40-word ad in this section plus a free full year's (42 week) subscription to The Cash Box "The 'Bible' of the Coin Machine Industry." Send your Check for $48 today plus your first 40-ad to: THE CASH BOX, 26 W. 47th ST. NEW YORK 36, N. Y. (Phone JU 6-2640).

FOR SALE—Chico Playtime Bowler, $300; Chico Bull's Eye Bowler, Write; Chico Score-A-Line Bowler, Write; Chico Cross Crown Bowler, $150; Genco Shuffler Pool, $50. AUTOMATIC AMUSEMENT CO., 100 PENNSYLVANIA STREET, EVANSVILLE, IND. (Tel.: Harrison 3-5400).

FOR SALE—3 slightly used 3 Deans; Silver Bullets; Drop Kick Football; 4 Player Derby; Shoot The Bolas; Seeburg 45 Ball Variety; 275; All equipment clean, ready for location. KEY AMUSEMENT CO., 1119 TACOMA AVE., TACOMA, WASH.

FOR SALE—See Seeburg "C", $575; See- burg "J", $575; See- burg "L", $250; AMI E-120 Phonographs, $755. All the above machines are clean and ready for location. UNIT- ED DISTRIBUTORS, INC., F. O. BOX 941, W. 95TH, SECOND, WICHITA 12, KANS. (Tel.: HO 4-6111, 4-3504).

FOR SALE—Miami Beach, $450; Gay Times, $455; Seeburg "A", $250; AMI E-120 Phonographs, $755. All the above machines are clean and ready for location. NASTASI DISTRIBUTING CO., 912 POYDRAS ST., NEW ORLEANS, LA. (Tel.: Magnolia 7459).

FOR SALE—Chio Coin Score-A-Line Bowler, Write; Hollywood, $275; Bonus Score, $350; Triple Strike, $300; Fireball, $275; Slash, $195; Super Frame, $125; Clover Match, $50; Name, $50. MANHOLE DISTRIBUTING EX- Change, INC., 2423 PAYNE AVE., CLEVELAND 14, OHIO. (Tel.: Superior 1-6600).
FOR SALE—Hi-Speed Super Fast shuffle board wax. 24 one-pound cans each case $8.50 f.o.b. Dallas, Texas. Sold on money back guarantee. AMI Distributors, 78 Music Distributors, Inc., 3100 MAIN ST., DALLAS, TEXAS.

FOR SALE—Reconditioned Guaranteed Photographs. Rock-Ola: Model 1436, 78 RPM; $290; 45 RPM, $325. Seeburg: M-100 B (Factory Refinished Cabinet), $495; M-100 BL, $495. AMI: Model A, $110; B, $150. Wall Box Wall Boxes, $16; 104 Selection. $40. Scale Closeout: Watling Goerss, $65; Exhibit Vitalizer, $35; Knekt Tempo, $115. J. ROSEN-FELD CO., 4701 WASHINGTON BLVD., ST. LOUIS 8, MO. (Tel.: Forecet 7-6730).

FOR SALE—Exhibit Skill Pool; Genco Tournament Pool. Write for details. W. B. LEAGUE DISTRIBUTORS, INC., 1012 MARKET ST., ST. LOUIS, MO. (Tel.: Central 1-9292).

FOR SALE—Lowest Prices In The Country. Leaders $249.50; Team Prices, $259.50; Classics $145; Clowers $125; Exhibit Rifle Gallery $169.50. All equipment refurbished and ready for location. Buy one and condition, return. ALLIED DISTRIBUTING CO., 766 MILWAUKEE AVENUE, CHICAGO 22, ILL. (Tel.: Canal 6-0293).

FOR SALE—All types of Amusement Equipment: Music, Games, Cigarette Machines and Vendors. KOEPPEL DISTRIBUTING CO., 629 TENTH AVE., NEW YORK, N. Y. (Tel.: Circle 8-8095).

FOR SALE—Bally Beauties, $145; 1000 Seeburg, $595; 1438 cometons, $595; 1446 Hi-Fi, $695; Model B, $210; Model B, $185; Model A, $135; AMI 5 & 10 Boxes, $10; AMI 5 Boxes, $5; 3050, $8; 3117, $10; AMI 40 Stepper, $15, H & H MUSIC, 1626 THIRD AVENUE, MOLINE, ILL. (Tel.: 4-6703).

FOR SALE—We are overstocked with Bingos, Bowlers, Guns, Wurlitzer Phonographs and Wurlitzer Wall-boxes. Any reasonable offers will be accepted. T. I. DISTRIBUTING CO., 1663 CENTRAL PARKWAY, CINCINNATI 14, OHIO. (Tel.: Main 1-4851).

FOR SALE—Seeburg Bear Gun, extra good condition, extra clean, $100. AUTOMATIC AMUSEMENT CO., 819 BOONVILLE AVE., SPRINGFIELD, MO.

FOR SALE—Special. Bally Gatetimes (used very little) $325. Gatetimes, $237.50; Big Times, $375; Futuritem, $250; Wall Box, $250; United; Singapore, $155; Gottlieb: Tournaments (2 player large deluxe game), $259.50; Williams: Smoke Signal, $159.50; Band Wagon (4 player large deluxe game), $339.50; Cirrus Wagon; write. NEW ORLEANS NOVELTY CO., 115 MAGAZINE ST., NEW ORLEANS, LA. (Tel.: Canal 8318).

FOR SALE—Bally Palm Beach, $75; Beach Clubs, $125; Spot Lites, $35. TOLEDO COIN MACHINE EXCHANGE, 814 SUMMIT STREET, TOLEDO 4, OHIO.

FOR SALE—Bally Shuffle Games: Lightning, Fireball, Mystic, Blue Ribbon, 5th Avenue, etc. Call us first. NATIONAL NOVELTY COMPANY, 133 MERRICK ROAD, L. I., N. Y. (Tel.: Fireport 8-6771).

FOR SALE—Hawaii, $125; Singapore, $195; Tropicana, $210; Blue Hawaii, $495. Sporting Shooting Gallery, $124.50. WESTERN DISTRIBUTORS, 1226 SOUTHWEST 16th AVE., PORTLAND 5, OREGON. (Tel.: Attwater 7565).

FOR SALE—Green Pastures, $125; Marble Queen, $100; Jockey Club, $125; Guys and Dolls, $75. STARK NOVELTY CO., 1813 FULTON ROAD, N., CANTON 9, OHIO.

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

FOR SALE—Late Model Lehigh PX Cigarette Machines. Eight Columns, 250 or 300 Vending, AUTOMATIC MUSIC DISTRIBUTORS, 900 NORTH WESTERN, OKLAHOMA CITY 6, OKLAHOMA. (Tel.: Forecet 5-3456).

FOR SALE—Bally Dude Ranch, $150; Beach Club, $150; Palm Springs, $150; Hollywood, $185; Beauty, $135; Gatay, $335; United Hawaii, $145; Evans Saddles & Turf (Club Model), $245; Genco Junquins’ Jacks, $45. MICKEY ANDERSON, 314 EAST 11th STREET, ERIE, PA. (Tel.: 5-7549).

FOR SALE—America’s finest reconditioned phonographs and music accessories. Everyone of our reconditioned machines guaranteed beautiful condition regardless of price. Tell us what you need. Give our prices before you buy. ANGOTT DISTRIBUTING CO., INC. 450 PURITAN AVENUE, DETROIT 21, MICH. Tel.: University 4-0773.

FOR SALE—Contact us before you buy. We carry all types of coin machines. Largest Central Pennsylvania distributor for United, Chicago Coin, Keeney and Bally, WILLIAMSPORT ELECTRONIC & TELEVISION CO., 233 W. 3rd STREET, WILLIAMSPORT, PA. (Tel.: 2-3326 or 2-1648).

FOR SALE—All types reconditioned Coin Operated Games available at lowest prices. Write, wire, phone. C. A. ROBINSON & CO., 2301 W. PICO BLVD., LOS ANGELES 6, CALIFORNIA. Tel.: Dunkirk 3-1810.

FOR SALE—The best buy in used Bally Bingo Games. Just buy one and you will see why you pay a little more and be glad you did. Your machines are shipped f.d.r. 1/3 deposit with all orders. Write or call: ALLAN SALES, INC., 937 MARKET ST., WHEELING, W. VA. Tel.: Wheeling 5472.

FOR SALE—Telequip Machines, factory reconditioned. Ready for location, $119.50. 1/3 down, balance C.O.D. We stock all Telequip parts, also parts and supplies for Juke, Shuffle and Pin Games. Write for catalog. CHAMPION DISTRIBUTING CO., 2475 W. GRAND, CHICAGO, ILLINOIS.

FOR SALE—High Luster, Chrome Plated Steel Pilasters for Seeburg Model "G." End expensive plastic breakage. Beautifies and modernizes your machine. Easy on-location installation. Only $24.50 per pair. MUSIC SALES COMPANY, 2929 MAIN STREET, SANTA MONICA, CALIF.

FOR SALE—3020 Wurlitzer Wall Boxes, $5.00 ea.; 100 20 Selection Seeburg 5e 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.: MElrose 5-1593).

FOR SALE—Rowe & Col. Cig. Machines, $75; Beach Clubs, $135; Yacht Club, $75; Flying High, $50; Non Coin Operated Jokers, $500; Jet Flyer, $150. AUTOMATIC MINT, 675 MILE END AVE., BRIDGEPORT, O. (Tel.: BRIDGEPORT 750).

FOR SALE—Wurlitzer 1700A, $650; Seeburg M100A, $220; Seeburg M100B, $475; Seeburg M100BL, $495; Seeburg M100C, $565; Seeburg 100 Selection Wall Box, $65. O'CONNOR DISTRIBUTORS, INC., 2320 W. MAIN ST., RICHMOND, VA. (Tel.: 84-3264).

FOR SALE—Send $1.00 for the record of "The Cat Came Back" b/w "Snop Crackin’ Peanuts" by Lee Moore, dice jockey of WWVA in Wheeling, W. Va. Please state whether 45 or 78 rpm, CROSS COUNTRY BORDERS, 229 OUT WATER LANE, GARFIELD, N. J. Tel.: Pflescott 9-0182.
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—Miami Beach, $475; Gayety, $270; Palm Springs, $149.50; Spot Lite, $40; Hi-Fi, $114.50; Variety, $20; Surf Club, $175; Beauty, $100; Daffy Derby, $225. General Distributing Co., 1609 Orleans Avenue, New Orleans, La. (Tel.: TU 6729).

FOR SALE—100 Packard Wall Boxes, $150 ea. Golden Gate Novelty Co., 701 Golden Gate Ave., San Francisco 2, Calif. (Tel.: Market 1-9967).

FOR SALE—Atlantic City, $60; Yacht Club, $75; Frolics, $85; Beach Club, $100; Hi-Fi, $150; Ice Frolics, $175; Surf Club, $175. All games thoroughly reconditioned and finished, ready for location. One-third deposit, Balance C.O.D. Premier Coin Machine Distributors, Inc., 214 S. Howard Street, Baltimore 1, Md. (Tel.: Mullen 5-1420).

FOR SALE—18 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) $12; Fluorescent Lights pair $22.50; Adjusters $16.50. Purbey Distributing Co., 4322 N. Western, Chicago 18, Ill. (Tel.: Juniper 8-1814).

FOR SALE—United Royal, $134; United Chief, $185; United League, $215; CC Super Frame, $219.50; AMI A", $69.50; CC Home Run, 6 Player, $164.50; Seeburg Bear Gun, $94.50; Exhibit Star Shooting Gallery, $174.50; Seeburg "A", $255. Lake City Amusement Co., 4535 Payne Ave., Cleveland 3, Ohio. (Tel.: HJ 1-7577).

FOR SALE—Reconditioned phonos—ready for location: AMI A; AMI C; AMI D-40 and D-80; Rock-Ola Fireball 45 rpm; Seeburg M 100A; Wurlitzer 1500. Write for low prices. Runyon Sales Company, 593 Tenth Ave., New York, N. Y., or 221 Freddiehuyseen Ave., Newark, N. J.

FOR SALE—Reconditioned Surf Clubs, $150; Palm Springs, $115; Yacht Club, $75; Gaytimes, $40; Variety, $260. Also Shuffle Alley tournament boards, $12.50, Donor Distributing Co., 5007 North Kedzie Ave., Chicago 25, Ill., (Tel.: Juniper 8-3211-12).

MISCELLANEOUS

Notice—Texas operators—write or phone your Rock-Ola Distributor, Phono-Vend of Texas, 1023 Basse Road, San Antonio, Texas. Tel.: Fershing 3-7197 or Phono-Vend of Houston, 1408 Jefferson Street, Houston, Texas. Tel.: Preston 4791, for genuine factory parts, also good reconditioned phonographs priced right.

Notice—Louisiana & Mississippi Operators—your authorized AMI phonograph distributor is DIXIE COIN MACH. CO., 122 NO. BROAD ST., NEW ORLEANS, LA. Tel.: Magnolia 3931.

Notice—Louisiana & Southern Mississippi Operators. Your authorized Rock-Ola Distributor is HUEY DIS. TRIBUTING CO. Write, wire or phone, 3760 AIRLINE HIGHWAY, NEW ORLEANS 20, LA. (Tel.: Vernon 3-7976).

Notice—These 3 telephone numbers are important to you: The Cash Box, New York City, JD 6-2640; The Cash Box, Chicago, Ill., DE 8-0145; The Cash Box, Hollywood, Calif., Hollywood 5-1702.

THE CASH BOX

"The Industry's Market Place"

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26 WEST 47TH STREET, NEW YORK 36, N. Y.
How To Use "The Cash Box Price Lists"

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

FOREWORD: Many times, wide differences appear in the quotation of high and low prices of certain equipment. Like any true retailer "The Cash Box Price Lists" can only feature the market prices as they are quoted. "The Cash Box Price Lists" act exactly the same as the market quotation board at the Stock Exchange—putting the prices as they are quoted for the past week, regardless of how much they may seem to be out of line. Some prices do not change for months. "The Cash Box Price Lists," rather than show no price, retain the last known market quotations for equipment so that the buyer can at least have 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 $100.00 whereas someone on the East Coast may think it worth but $52.00. Of course, serial, appearance, demand, territory, quantity, and condition of equipment must be taken into consideration. Some equipment offered by outstanding firms, having a reputation for shipping completely reconditioned machines, will be offered at higher prices than others, due to the added cost of reconditioning. "The Cash Box Price Lists" report each quotation exactly as it is made and depends on the subscriber to make average price adjustments to fit the peculiarities of his territory.

METHOD: "The 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 $20 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
5. No quotations Last 2 to 4 Weeks
6. No quotations 4 to 6 Weeks or Longer
7. Machines Just Added

TIP: You can save $50.00 to $100.00 on TV, Phonograph, andette equipment, and save $500.00 on reconditioned TV sets.

REGARDS SELLING PRICES

IMPORTANT!

Reports received indicate that, in some cases, purchasers become upset due to the fact that they cannot, many times, buy equipment listed in the lower price brackets. Sometimes sellers of machines listed at $10.00 to $52.00 ask from $50.00 up to $75.00 and even more for these very same machines. Purchasers of such equipment must realize that in the very low priced categories are much worn to be priced at these low figures. To completely recondition such machines, the reconditioner must add onto his price the cost of labor. In addition to the labor, the parts, labor, and supplies required to recondition the machines, plus the cost of cartons, crates 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 $50.00 machine to anyone from $50.00 to $75.00 and up. In the case of arcade and kiddie ride machines they 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 many of the old arcade machines and kiddie rides are no longer in business and it is impossible to obtain qualified reconditioners. Purchasers of such equipment should take these facts into consideration and, at the same time, should realize that many buyers due to reputation and advertising departments as well as experienced mechanics, such buyers purchase machines "as is," at prices quoted by the trade at large, and recondition the machines themselves to meet their own operating standards.

PRICING PINE GAMES

Manufacturers and date of game's release listed. Code: (B) Bally; (CC) Chicago Coin; (Ev) Evans; (Ex) Exhibit; (Ge) Genco; (Got) Gottlieb; (Kb) Kenny; (Un) United; (Wm) Williams.

4. ABC (UN 3/52) 40.00 75.00
4. Across the Board (Un 3/52) 25.00 55.00
4. All Star Basketball (Got 1/52) 20.00 35.00
4. Aquascue (Un 4/49) 10.00 25.00
4. Arabian Knights (Got 1/52) 145.00 165.00
4. Arcade (Wm 11/51) 45.00 75.00
4. Arizona (Un 4/50) 10.00 25.00
4. Army-Navy (Wm 10/53) 50.00 90.00
4. 2nd Atlantic City (B 5/52) 35.00 90.00
4. Baby Face (Un 12/48) 10.00 25.00
4. Bank-A-Ball (Got 5/50) 15.00 25.00
4. Basketball (Got 10/50) 15.00 25.00
4. Beach Club (B 2/53) 100.00 150.00
4. Beauty (B 11/52) 75.00 145.00
4. Bingo (Got 10/50) 10.00 25.00
4. Big Hit (Wm 9/54) 110.00 185.00
4. Big Hit (CC 7/52) 29.00 45.00
4. Big Top (Ge 2/49) 10.00 20.00
4. Big Top (B 1/55) 150.00 275.00
4. Black Gold (Green 3/52) 10.00 25.00
4. Bomber (Un 1251) 45.00 95.00
4. Bomber (CC 3/52) 20.00 50.00
4. Boston (Wm 5/49) 15.00 25.00
4. Brooklyn Bowl (Got 1/52) 15.00 25.00
4. Bright Lights (B 11/53) 50.00 90.00
4. Broadway (B 6/51) 25.00 50.00
4. Buffalo Bill (Got 5/50) 20.00 30.00
4. Buttons & Bows (Got 3/50) 15.00 25.00
4. Cabana (UN 3/53) 65.00 120.00

4. 3W2 Wall-Maids 3.00 9.50
4. WJL-56 10.00 20.00
4. WJL-56 Cab. 10.00 20.00
4. WJL-56 5/16/25 Wire 10.00 20.00
4. WJL-56 10.00 20.00

WURLITZER

1. 1015, '46, 25 Sel., 78 RPM 60.00 95.00
1. 1080, '46, Colonial, 24 Sel., 78 RPM 75.00 100.00
1. 1080, Colonial, 24 Sel., 78 RPM 60.00 95.00
1. 1080, '46, Colonial, 24 Sel., 78 RPM 60.00 95.00
1. 1100, '46, 25 Sel., 78 RPM 50.00 100.00
1. 1250, '50, 48 Sel., 78 RPM 135.00 175.00
1. 1250, '50, 48 Sel., 78 RPM 150.00 200.00
1. 1400, '52, 48 Sel., 78 RPM 175.00 350.00
1. 1400, '52, 48 Sel., 78 RPM 325.00 425.00
1. 1500, '53, 104 Sel., 78 RPM 325.00 475.00
1. 1600, '53, 48 Sel., 45 RPM 217.00 375.00
1. 1700, '54, 104 Sel., 45 RPM 550.00 750.00
1. 2140 Wall Box 5.00 10.00
1. 2320 Wall Box 5.00 10.00
1. 2320, (Got 1/52) 10.00 25.00
1. 3031 Wall Box 2.50 5.00
1. 3045 Wall Box 2.50 5.00
1. 4022 Wall Box 1.95 5.00

The Cash Box
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COPRIGHTED 1956. REPRODUCTION NOT PERMITTED.
The AMI "G" Color Wheel Visualizer gives you 512 color combinations! 8 two-tone cabinets to harmonize with 8 color interiors for 8 different kinds of locations... 512 combinations... and 512 better chances to collect more coins from today's color-conscious patrons.

AMI "G" has the right color for every interior... every location, whether a club, cocktail lounge, dance hall, bar, tavern, restaurant, diner or ice cream parlor.

Music Operators: Ask your distributor... or write AMI today for your free AMI "G" Color Wheel Visualizer... it shows you just the right juke box color for every interior and location. Color Wheel Visualizer shown ½ actual size... printed in full color.

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

## PRICE LISTS

### Manufacturers New Equipment

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

### ART MFG. CORP.

| Challenger (counter model pistol game) | $82.50 | Rifle Sport (3 gun range) $1400.25 |

### AMI, INCORPORATED

| C-120 Phonograph | | |
| G-80 Phonograph | | |
| G-10 Phonograph | | |
| HS-80 Selective Hideaway | | |
| HS-80 Selective Hideaway W/ID | | |
| W-120 Wall Box | | |
| S-10 Receiver | | |
| S-120 Receiver | | |
| Speaker | | |
| R-167 Bigrap | | |

### AUTO-PHOTO CO.

| Auto-Photo Studio Model “II” | $2500.00 |

### BALLY MFG. CO.

| Pin-Pool (Standard Model) | $295.00 |
| Pin-Pool (with Light Up Bumpers) | $310.00 |
| Beach Beauty | 775.00 |
| Jumbo Bally (with Match Feature) | 760.00 |
| Model J-110, 10c a play | 780.00 |
| Model J-325, 3 plays for 25c | 825.00 |
| Model J-110, 10c a play | 760.00 |
| Model J-325, 3 plays for 25c | 825.00 |
| (with Match Feature) | |
| Model C-110, 10c a play | 760.00 |
| Model C-325, 3 plays for 25c | 825.00 |
| (with Match Feature) | |
| Model G-110, 10c a play | 760.00 |
| Model G-325, 3 plays for 25c | 825.00 |
| (with Match Feature) | |
| Model G-110, 10c a play | 760.00 |

### CHICAGO COIN MACHINE CO.

| Champion Pool | 825.00 |
| American Pool | 825.00 |
| All Star Team Bowling | 825.00 |
| Bowling Team | 825.00 |

### EXHIBIT SUPPLY CO.

| DeLuxe Skill Pool “85” | |

### GENCO MFG. & SALES CO.

| Super Big Top (Gun) | 675.00 |
| DeLuxe Tournament Pool | 329.50 |
| Official Tournament Pool | 329.50 |
| Quarterback (Football Game) | (with Match Feature) |

### D. GOTTLEIN & CO.

| Easy Ace (Single Player, 5-Ball) | 405.50 |
| Spot Pool | 339.50 |

### INTERNATIONAL AUTO. CORP.

| Drive yourself (new) | |
| Drive your own model | |
| Drive your own model | |
| Drive your own model | |
| (with Match Feature) | |
| Universal Pool Card Vendor | |

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

| DeLuxe Hot Coffee Vendor | |
| DeLuxe Ice Cream & Hot Chocolate Vendor | |
| Various Models of above | |
| DeLuxe Ice Cream Vendor | |
| Jumbo DeLuxe | |
| Jumbo DeLuxe | |
| (with Match Feature) | |
| DeLuxe Challenge Bowler | |
| (with Match Feature) | |
| Challenge Bowler | |
| Electric Gigarette Vendor | |
| Coin Changer Model | |

### MARVEL MFG. CORP.

| Pool-Play (Regular Size) | $285.00 |
| DeLuxe Pool-Play (Large Size) | 325.00 |

### ROCK-OLA MFG. CORP.

| Model 1400 Hi-Fi Phonon | 120 RPM Only | |
| Model 1400 A Hi-Fi Phonon | 120 RPM Only | |
| Model 1425, Hi-Fi, 50 Selection Wall Box | 120 RPM Only | |
| Model 1546 Chrome Wall Box, 120 Selection Wall Box | |
| Model 1613, *8* Blonde Wall Speaker | |
| Model 1614, *8* Mahogany Wall Speaker | |
| Model 1906, Remote Volume Control | |
| Model 1927, Remote Volume Control with Cancel Button | |

### J. P. SEEBOURG CORP.

| V-200—Select-O-Matic “200” Star | |
| V-3/A—Wall-O-Matic “300” | |
| V-3/W—Wall-O-Matic “100” | |

### UNITED MFG. CO.

| Club Pool | 295.00 |
| Jumbo Club Pool | 345.00 |
| Regulation Shuffle Alley | 760.00 |
| Double Chute | 780.00 |

### WILLIAMS MFG. CO.

| Royal Crown | 295.00 |
| DeLuxe Bank Pool | 349.00 |
| Senior DeLuxe Bank Pool | 399.50 |
| Score Pool | 385.00 |
| Circus Wagon (2 Player, 5-Ball) | 442.50 |
| Jolly | 412.00 |
| Sidewalk Engineer | 345.00 |

### THE RUDOLPH WURTLIZER CORP.

| Model 1800 “Hi-Fi” Phonograph | 104 Selection, 45 RPM |
| Model 1700 “Hi-Fi” Phonograph | 104 Selection, 45 RPM |
| Model 1600A “Hi-Fi” Phonograph | 48 Selection, 78 RPM |
| Model 2507-25E Wall Box | 4 Wire (16 Selections) |
| Model 2507-25E Wall Box | 349.00 |
| Model 5100 *8* Speaker | |
| Model 622 *8* DeLuxe Speaker | |
| Model 5111 “12” Concealed Speaker | |
| Model 5112 *8* Wall Speaker | |
| Model 5115 *8* 4 Cone Corner Speaker | |
| Model 5117 Hi-Fi Coastal Corner Speaker | |
| Model 5117 Hi-Fi Coastal Wall Speaker | |
IT'S OUR 100th BIRTHDAY
BUT THE PRESENT WILL BE FOR YOU

SEE THE WONDERFUL
WURLITZER CENTENNIAL
PHONOGRAPGH
AT YOUR WURLITZER DISTRIBUTOR

NATIONAL WURLITZER DAYS
BEGINNING SUNDAY, JANUARY 15

The Rudolph Wurlitzer Company, North Tonawanda, N. Y.
ESTABLISHED 1856
SENSATIONAL NEW ROTO FEATURE...

IN UNITED'S NEW STARLET

NEW 8-IN-1 CARD COMBINATION
PLAYER CAN MOVE NUMBERS CLOCKWISE WITH EXTRA COINS

UNITED'S NEW PLAYER CAN MOVE NUMBERS CLOCKWISE WITH EXTRA COINS

NEW HORIZONTAL FEATURE
Horizontal Lines Score Separately
When FEATURE is Lit
BUILDS UP TO
3-IN-LINE SCORES 4-IN-LINE
4-IN-LINE SCORES 5-IN-LINE

Other Profit Features
* SPELL NAME
* ADVANCING SCORES
* NUMBER SELECTION
* EIGHT BALLS
* SPOT ROLL-OVERS
* ROTO TIME FEATURE
* EXTRA BALLS

SEE YOUR DISTRIBUTOR

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3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS
More money-making play-appeal than ever in Bally® BROADWAY

MAGIC SQUARES

Arrow points to only one of 4 Magic Squares—A, B, C and D—each plainly labeled on BROADWAY backglass. The 4 numbers in Magic Square A may be shifted to player’s choice of the 4 different combinations illustrated below.

Each of the 4 Magic Squares—A, B, C and D—may be shifted to player’s choice of 4 different combinations. Separate button for each Magic Square permits player to shift only the Square or Squares that he desires to shift—without shifting other Squares. Maximum “number-juggling” flexibility of Magic Squares insures maximum play-appeal....results in maximum earning power.

EXTRA TIME

Player shifts Magic Squares before shooting fourth ball...or before shooting fifth ball, if “5TH BALL” panel is lit. Earning-power of popular Extra Time feature has been proved in BEACH CLUB...VARIETY...BIG TIME and other great Bally games.

DOUBLE SCORES

TRIPLE SCORES

SPOTTED 2 OR 18

BALLYHOLE

Ball in Ballyhole (16), when Ballyhole panel is lit, lights 1st EXTRA BALL, giving player extra ball without depositing coin.

CORNER-Scores

ADVANCING SCORES

EXTRA BALLS

Jam-packed with time-tested play-appeal....exciting new features brilliantly billboarded on the brightest backglass in years...easy to understand, fun to play...Bally BROADWAY is ringing up cash-box collections that top all records since the great days of BEACH CLUB. Get your share of the BROADWAY bonanza. Get BROADWAY today.

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