With new material and proven talent—all under the direction of Buddy Bregman (top center), A&R head—Verve Records entered the record industry early this year. The initial release consisted of three single records and three LPs. Included was Ella Fitzgerald (top left) with “Too Young For The Blues” and “It's Only A Man”; Spike Jones (top right) starting his “Spike Spoofs The Pops” series; and Count Basie and Joe Williams (bottom left) on their first pop release, “As I Love You” and “Stop! Don't”.

First albums on the new label feature Toni Harper (bottom center), Anita O'Day (bottom right) and Oscar Petersen.
this Eddie Fisher sings
SLOW ROCK’N ROLL

"NO OTHER ONE"

written by IVORY JOE HUNTER and CLYDE OTIS

this Eddie Fisher sings
one of the year’s TOP BALLADS

"WITHOUT YOU"

orchestra and chorus by HUGO WINTERHALTER
20/47-6470

"New Orthophonic" High Fidelity

the dealer’s choice RCA VICTOR

20/47-6470
Rock And Roll May Be The Great UNIFYING FORCE!

The overwhelming sensation in the record business this week is the fact that two records which started essentially in the country field have become hits also in the pop and rhythm and blues areas. These two are “Blue Suede Shoes” by Carl Perkins and “Heartbreak Hotel” by Elvis Presley. It has been a long time since an out and out country record has made an impact in the pop market. But the more important factor is that these records have also gone R&B. For it demonstrates clearly the possibilities that exist—and which are becoming more definite all the time—of bridging all three markets with one record.

For a number of years, we at The Cash Box have believed—and written—that the time was approaching when the distinctions in the three different types of pop music would become less and less pronounced. All signs seemed to point to that eventuality. The reasons were very clear. Greater mobility and more dynamic means of communication have brought the taste and mode of living of people in various areas of our country to the attention and knowledge of those in all other areas.

There seemed to be missing only that one factor which had the power to galvanize the entire music business into one channel. But now it has become evident that there is a factor which may do it—rock and roll.

The rock and roll beat may very well turn out to be the great unifying force in the music world. There is no doubt that it’s just that beat which is carrying both “Blue Suede Shoes” and “Heartbreak Hotel” into the top rung of all categories. It is this factor which could open the door for records, songs and artists to make their way from one field to another without the barriers which have always stopped such movement.

The result of such a development can only be beneficial not only to the music business but to the entire entertainment field. How many great artists are lost to the general public because they are in a specialized field which is thought not broad enough to appeal to a large audience? How many great records and songs never leave the country or R&B areas because pop locations feel their appeal isn’t great enough? If this movement can bring us one great artist, one great song, one great record, it will have paid off.

And since it is already starting to do that, the results should be tremendous.

We in the music business can be very proud of this development. For it is rock and roll which is instigating it all. It is the music business which is so vitally affecting the entire entertainment world and by an extension of that, the lives of everyone in our country.
TERRIFIC INSTRUMENTAL!

**BILLY VAUGHN**

"TILL I WALTZ AGAIN WITH YOU" b/w "SLEEPS"

Dot 15434

Her First on Dot

**MOLLY BEE**

"SWEET SHOPPE SWEETHEART" b/w "FROM THE WRONG SIDE OF TOWN"

Dot 15453

**JOHNNY MADDOX**

"BOPPIN'" b/w "FAREWELL TO THEE"

Dot 15452

**JIM LOWE**

"(Love Is) THE $64,000 QUESTION" b/w "BLUE SUEDE SHOES"

Dot 15456

**THE HILLTOPPERS**

(Their 1st Rocker)

"DO THE BOP" b/w "WHEN YOU'RE ALONE"

Dot 15451

**SNOOKY LANSON**

"WALK RIGHT IN" b/w "BY THE LIGHT OF THE SILVERY MOON"

Dot 15455

**COMING UP STRONG**

**THE FONTANE SISTERS**

"EDDIE MY LOVE" b/w "YUM YUM"

Dot 15450

**GALE STORM**

"WHY DO FOOLS FALL IN LOVE" b/w "I WALK ALONE"

Dot 15448

**MARC FREDERICKS**

"MYSTIC MIDNIGHT" b/w "SYMPHONY TO ANNE"

Dot 15446

**IT'S HERE—HER 1ST DOT ALBUM**

"GALE STORM"
on Long Play—DLP 3011

**DOT America's Hottest Label DOT**

**Dot RECORDS***

**GALLATIN, TENNESSEE**

**PHONE: 1600**

THE NATION'S BEST SELLING RECORDS

"It's What's in THE CASH BOX That Counts"
**DON CHERRY**

(Decca 01289; 7-2898)

"WILD CHERRY" (2:04) [Hollis BMI—Curtis] A long and successful hit, this jazz ballad "Band Of Gold." Don Cherry dishes up an exciting new item here. It's a catchy rhythm number with a light and pleasant tempo. Good side. Could make it 2-in-a-row.


**MILLS BROTHERS**

(Danec 29855; 9-29855)

"I'M A MELLOW TONE" (2:13) [Robbins ASCAP — Ellington, Gabley] A pleasant up tempo swinger is styled in the Mills Brothers' smooth and easy-going manner. Inviting offering by the boys.

**DREAM OF YOU" (2:48) [Dor-

(Radio Bros. ASCAP — Oliver, Faucet,

Morgan] The veteran quartet glides thru a wonderful oldie on this end. Soft, rhythmic beat.

**RED SKELETON**

(MGM 12200; KT-7200)

"LITTLE BABE" (2:22) [David Rose ASCAP — Sands, Barliff] Red Skelton does an exceptionally stirring job on this touching "Little Child" type lullaby. An emotional, reading that'll tug at the heartstrings of all parents. Red introduced the song on his TV'er last week with tremendous production. Effects of this sharing should be felt soon. Could be a real biggie for MGM.

**KAREN CHANDLER**

(Decca 29981; 9-29981)

"LOVE IS THE $64,000 QUESTION" (2:24) [Hollywood BMI—Levy,

Poundy, Ebb] Karen Chandler comes up with a cute rendition of the isolation boudoir theme from the celebrated TV show. It's a catchy reading by the female and should share heavily in the tune's take.

"BEGINNER" (2:52) [E. B.

(Marks BMI—Weisman, Raleigh] A pretty romantic affair smooth, thrushed smoothly.

**DYLAN TODD**

(RCA Victor 20-6463; 47-6463)

"THE BALLAD OF JAMES DEAN" (2:42) [Today BMI—Hammer] Dylan Todd offers a dramatic song tribute to the late and talented actor James Dean. The popular performer is up for an Academy Award and the great amount of conversation should help this record. Could be a big thing with the thousand loyal and fans.

**MORE Precious Than Gold" (2:09) [Consort ASCAP—Yoder, Total] "Con- trast to the top side, this half is a gay waltzer with a pleasant love theme.

**THE CASH BOX**

**Disk of The Week**

"WITHOUT YOU" (2:12) [Broadcast Music BMI—Laskadky, Nauserouli] "NO OTHER ONE" (2:50) [Meridian BMI—Hunter, Otis] EDDIE FISHER

(RCA Victor 20-6470; 47-6470)

As a follow-up to his very successful novelty hit "Dunagree Doll," Eddie Fisher offers a strong new coupling for his many fans. He does a beautiful job on one end as he renders a tremendous new romantic ballad "Without You." It's a luscious, inspired reading of a strong piece of material. Hugo Winterhalter and a chorus assist with a powerful production backdrop, and the results are tops. Soft, Latin tempo of the delivery adds to the lovely, romantic atmosphere. The coupling, "No Other One" is another big delivery of a soothing, tender song. As an opening deck with the popular fish-beat tempo the kids like.

"CAN YOU FIND IT IN YOUR HEART" (2:38) [M. Wissmar. ASCAP—Stillman, Allen] "FORGET HER" (2:46) [Joy ASCAP—Hoffman, Manning]

TONY BENNETT

(Columbia 40667; 4-40667)

Tony Bennett is in a rockin' mood again as he sends forth a sen-
sational new release that should be his biggest record for '56. It's a real strong ballad featuring the very popular rock and roll beat that has the teenagers running to the record shops. Side is commercial from beginning to end. Perce Faith sets up a big backing and a female voices accompanies Tony with some pretty harmony. Sounds like a big winner. The coupling "Forget Her" is another romantic piece rendered with feeling. It's a more subdued mood type of song that has potential. The top half is the one for quick action.

"ROCK ISLAND LINE" (2:29) [Hollis BMI—Donegan] "JOHN HENRY" (2:05) [Ladlow BMI—Donegan]

LONNIE DONEGAN

(London 1600; 47-6459)

Here's a record that could de-

velop into the biggest disk to hit the wax market since "Sixteen Tons." Its a completely refreshing and different piece of material that was a smash in England and could be an even greater success here in the States. Lonnie Donegan had the English hit, and he offers it here on the London label. The title is "Rock Island Line." It's a Southern type folk tune composed by the artist telling about a railroad man's trip on the Rock Island Line. The tempo of the song builds as the chug of a train does when it picks up speed. A sensational recording that should grip America. Great delivery. Flip, "John Henry" is an exciting reading of another interesting folk tune. Top half is the side. And a big one it is.

**SNOOKY LANSO**

(Blackbird 0203; 4-0203)

"BY THE LIGHT OF THE SIL-

VERY MOON" (2:10) [Remick ASCAP—Edwards, Madden] TV star Snoooky Lanson is warm and mellow on this pretty rendition of one of the all time classics. At mid-point, the crew breaks into a real honky tonk cornball treatment. Refreshing side. Great for the boxes.

"WALK RIGHT IN" (2:10) [The Pee ASCAP—Powell] A good romantic ballad fashioned to a shuffle beat. Echo chamber gives Snooky a rich full sound on this half.

**AL CAiola & MAGIC GUITAR**

(Regent 7505; 47-7505)

"FLAMENCO LOVE" [B.C.V.

ASCA—Schuman, Eaton] The Regent label comes up with a sensational multiple track instrumental item that could develop into a smash. It's a hauntingly beauti-

ful piece featuring Al Caiola with some glowing guitar work and a beautiful whistling solo. Watch this side.

"FROM THE HEART" [B.C.V.

ASCAP—Wagner, Schuman] The multiple technique is employed on this one. Caiola shifts through a pretty waltz item.

**BOB CORLEY**

(RCA Victor 20-6438; 47-6438)

"JURY DUTY" (2:09) [Stars Inc.

BMI—Corley] A few years ago, Andy Griffin skyrocketed to stardom with a hillbilly song (Southern drawl) recita-

tion on records. Now Bob Corley em-

ploys the same tactics and issues an extremely funny recital on a back-

woods boy's first meeting with "Jury Duty" that's already showing action in some territories.

"BERMUDA BOUND" (4:30) [Stars BMI—Corley] A similar item discussing a trip to Bermuda via ship.

**CATHY CARR**

(Feist 01374; F-734)

"IVORY TOWER" (2:29) [E. B.

Morris ASCAP—Fulton, Steele] The Fraternity label's strongest re-

lease to-date is this beautiful ballad by polished Cathy Carr. The thrush han-

dles this classy piece of material in touching fashion and ends up with a hit side. Disk is already showing ac-

tion in various territories. Watch it. Could be tremendous.

"PLEASE, PLEASE BELIEVE ME" (2:29) [Wind City ASCAP—Trace, Trace, Stafford] The rock and roll # 1 hit is the background for this dramatic item.

**DOTTY MALONE**

(Wing 10060; 40060)

"(OUGHTA" (2:16) [Valley Brook ASCAP—Keefe, Keefe, Haley] Dotti Malone bowls under the Wing moniker with a lively ditty featuring an inviting bounce. Popular novelty.

"EVERYTHING BUT YOU" (2:54) [Valley Brook ASCAP—Haley, Lynn, Callen] On this deck Dotti sees through a tender, sensitiv-

ity item.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
170,000 ALREADY SOLD IN ENGLAND

150,000 SOLD HERE FIRST 10 DAYS

The Rockin' Sensation

LONNIE DONEGAN AND HIS SKIFFLE GROUP

#1650

IT'S WHAT'S IN THE CASH BOX THAT COUNTS
JUNE VALLI
(RCA Victor 20-6464; 45-6464)

"SLEEPER HEAD" (2:24) [Movie-
town BMI—Scott] June Valli has
been described as having this lovely
lullaby with a rock and roll beat. A
hard driving jumper with a good
danced beat. Teenagers should enjoy
this one.

"FROM THE WRONG SIDE OF
DEATH" (2:26) [M.S. ASCAP—
Howard, Heyman] This thrust changes
the pace and tone and adds a dramatic
affair set to the currently popular
rock beat. Strong piece of material
that's been making noise in various ter-
ritories. Big coupling for June.

HELEN GRAYCO
(Vik 0199; 4X-0199)

"LAMENT" (Cell 22) (2:35) [Marti
ASCAP—Allison, Kelly, Welk, Whiteman,
Barris] One of Helen Grayco's strongest sides
to date is this exciting lament about a
girl whose boy friend is in jail as a
result of a fight with another man
over Lilly's love. Side has a similarity
to Chasin' Gus" and "99 Years." Could be
a big one.

"ROCK AND ROLL WEDDING"
(2:26) [Bob Tom—Brandt, Motola]
This half is clearly defined in the title. A
commercialish 1950's beat. Has little made
for the teenagers. Cute idea that the
growups might enjoy.

THE JODIMARS
(Capitol 3360; F-3360)

"DANCIN' THE BOP" (2:29) [De
ASCAP—Springer, Lytle] The swinging
Jodimars belt out a wild and woolly interpen-
tration of a house rocker telling about the
new teenage dance craze, the "Bop.
"Exciting dwell tailor-made for the
teens. Dick Richards handles vocal
duties.

"ROOM, ROOM MY BABY"
(2:03) [Trinity BMI — Ebb, Klein, Coleman]
Another crazy swinger that rocks along at a
wild pace. Cute rhythm gimmick and a
powerful vocal make this a contender.

RITA RAINES
(Belk 120; 42-1015)

"I'M CRYING" (2:04) [George
Pincus ASCAP—Lampert, Glick]
Rita Raines who made a hit for herself
with her washing "Such A Day"
here gives us an exciting performance
on her follow-up disk. A dramatic,
heart-rendering slow waltz bal-
lad. Multiple voices is very effective.
Good piece of tumult that could happen.

"A LITTLE LULLABY" (2:50)
[Northwest BMI—Handzik] A
fragile and tender lullaby sung to a
child. Pretty offering.

ORLANDO ROBERSON
(Carousel 15507; 45-15507)

"SLEEPIN' " (2:58) [Kaye
En-Jay BMI—Birro, Harlan, Fitz-
gerald] The rich and captivating voice
of Orlando Roberson is beautifully
enhanced by a chorus and Kent
Harlan's orchestra as the songster
fashions a pretty, delicate tune. Pretty

"FROM OUR FIRST KISS"
(3:09) [Belond-Lo, ASCAP—
Lang, Poland] Another fragile and
charming love affair rendered in an
intimate and convincing manner
by the vocalist.

"THE $64,000 QUESTION" (2:06)
(Tree BMI — Ebb, Leyden)

"DRUMMER BOY" (2:22)
[B. Marks BMI—Ebb, Strouse]

"BLUE SUEDE SHOES"
[Hi-Lo BMI—Perkins]

TONY TRAVIS
(RCA Victor 20/47-646)

JIM LOWE
(Dot 15456; 45-15456)

- The most talked about TV show to
hit the screen in the last year is the
"$64,000 Question." The program created
an immediate sensation and has been the
top TV show on all the ratings ever since.
Every week, when a contestant enters the
isolation booth, a catchy melody is played
to accompany him. And since millions of people are familiar with the
lyrics, some one figured that a lyric to this melody could result in a
smash song. So here it is.

Two recordings being given a tremendous drive are Tony Travis' and
Jim Lowe's. Both handle the number similarly and some thru with strong
about. The cute and clever lyrics include many shorter phrases heard regularly
on the show. Number has a light and happy lift and moves along in
free-fusing fashion.

The coupling on the Travis disk is a good jump rendition of a rock
and roll hit tagged "Drummer Boy."
The backing on the Jim Lowe platter is the hard hitting rocker "Blue
Suede Shoes" that's breaking big in the country, r & b and pop fields.
Both renditions should take a healthy cut of the sales melon.

"WE ALL NEED LOVE" (3:00)
[Remick ASCAP—Sigman, Conet,
Durand]

"ON THE STREET WHERE YOU
LIVE" (2:37) [Chappell ASCAP—Lerner, Lowe]

VICT DAMONE
(Columbia 40654; 45-0654)

- It looks and sounds as though Vic Damone has come up with the
material that will result in his first
Columbia hit. It's a superb two
sider engraved with the "Quality"
sign. "We All Need Love" is a
beautiful romantic item while
the bonus "On the Street Where
You Live" is a stirring story
song from the forthcoming Pwy
musical treatment of G. B. Shaw's
"Pygmalion" now titled "My
Lady Fair."

"I HAD A LOVER" (2:22)
[Greta BMI—Samuels]

"DON'T HAVE TO WORRY
(NO MORE)" (3:00)
[Overtone BMI—Wyche]

BOBBY SCOTT
(ABC-Paramount 9683; 45-9683)

- Bobby Scott who skyrocketed to
stardom with his dramatic record-
ing of "Chain Gang," comes through
with a sensational sequel disk that could be even bigger and
establish the songster as a top
wax name. "I Had A Lover" is a
thrilling rhythm number treated with
the same exqusitement that made
"Chain Gang" the success it
was. Solid up-beat side with great
coupling. "I Don't Have To
Worry (No More)" is a per-
trating delivery of a terrific piece
of bluesy material. The artist has
a unique style and sound that really
sells a piece of merchandise. Strong
coupling to watch.

"THE CONQUEROR" (2:48)
[Levine ASCAP—Young, Heyman]
The title theme from the Howard Hackett picture is sung with
lyrics by Frank Vern. Big produc-
tion offering dramatically handled by
the person younger.

"MIDNIGHT IN PARIS" (2:48)
[Movietone ASCAP — Conrad,
Marsden] The crooner does a big job
with this beautiful latin flavored
spired ballad. Big, meaty delivery
thus has potential.

PERCY FAITH ORCH.
(Columbia 40/4044)

"WE ALL NEED LOVE" (2:50)
[Remick ASCAP—Sigman, Conet,
Durand] Percy Faith and the
orchestra hand in a beautiful instru-
mental-choral rendition of a European
import whose words are in Latin
lyrics. This rendition is treated much
like "Moulin Rouge. First portion
featuring the whole orchestra and
second section a lush chorale and ork
interpretation. Could be another big
one.

"CARMELITA" (2:55) [Carl
Fischer ASCAP—Faith] Percy's own
number with Faith's usual fine
finish. A lush and beautiful tango.
Gorgeous melody.

MONICA LEWIS
(King 4896; 45-4896)

"STAY AFTER SCHOOL." (2:51)
[Remick ASCAP—Willow, Cole]
Monica Lewis' strongest release in quite some time is this dramatic
beau tonte employing familiar school phases in a romantic man-
ner. The arrangement is good and has potent piece of material.

"I WISH YOU LOVE" (2:52)
[Leeds ASCAP—Wilson, Tricket]
A tender love story effectivel
by the lark.

LOU BREESE & ORCH.
(Bally 1001; 45-1001)

"WAITING FOR THE ROBERT
F. LEK." [—Beiror, Gilbert] Lou
Breeze takes the banjo solo and leads
the ork and chorus through a lively
rendition of a great old song. Pretty
arrangement.

"MEXICALI ROSE" — Stone,
Tenney] Breeze again handles the
banjo chores as he sentimentally
treats another great old favorite.
Lovely job with the chorus extremely
great. Couple a great box.

RICKY ZAHND
(Columbia 40670; 45-0670)

"YOU GO TO YOUR CHURCH
WITH ME." [—Bloom ASCAP—
Shirl, Drake, Mann] Little Ricky
Zahnd and a young voiced chorus eke through a
very song with great meaning.
Town's number with a semi-rel-
igious quality.

"MY CHURCH IS MY PALACE" 
(2:53) [Brookdale BMI—Millet]
The organ plays an important role on this beautiful selection. Ricky
does what his church means to him.
Lovely coupling with wide ap-
peal.

("Only those records best suited for commercial use are reviewed by THE CASH BOX")
Memo
FROM THE DESK OF JOHN D. DEALER

To all counter personnel:

Advise all customers that we will have "The Beautiful Girls Of Vienna" by David Carroll. Mercury assures us excellent delivery.

Due to the tremendous acceptance of this record by our disc jockeys, look for this record (Mercury #70822) to be our biggest traffic item.

Be Prepared for fantastic Sales!

J.D.

P.S. from Mercury:
Be sure you also have all the new Mercury hits such as:

<table>
<thead>
<tr>
<th>Song Title</th>
<th>Mercury #</th>
</tr>
</thead>
<tbody>
<tr>
<td>To You My Love / You Are My Only Love</td>
<td>Mercury 70821</td>
</tr>
<tr>
<td>My First Formal Gown / Too Young To Go Steady</td>
<td>Mercury 70820</td>
</tr>
<tr>
<td>The Magic Touch / Winner Take All</td>
<td>Mercury 70219</td>
</tr>
<tr>
<td>Held For Questioning / Forty Two</td>
<td>Mercury 70818</td>
</tr>
<tr>
<td>Cashmere Sweater / The River, The Moonlight and You</td>
<td>Mercury 70817</td>
</tr>
<tr>
<td>Rock Right / The Greatest Thing</td>
<td>Mercury 70811</td>
</tr>
<tr>
<td>Speak Low / Mambo Italiano</td>
<td>Mercury 70808</td>
</tr>
</tbody>
</table>

A PRODUCT OF MERCURY RECORD CORPORATION, CHICAGO ILLINOIS

"It's What's in THE CASH BOX That Counts"
With the arrival of Stan Kenton dining near, excitement is mounting in the music business and most of the scheduled concerts for the Kenton Band are likely to be sell-outs.

Dorothy Dandridge will open at the Savoy Hotel, London, on April 16th for a four-week stint.

The first release of the Movony label under the new Pye deal will include the "Angels In The Sky" by the Crew Cats, "Are You Satisfied" by Rusty Draper and a release by the Gaylords. . . . Geraldon, who until recently recorded for the Philips label has switched to Orlo.

Slim Whitman who opened at Glasgow prior to his London Palladium debut literally brought the house down. Let's hope Slim slays 'em at the Palladium on Monday.

When Ruby Murray went to the States this month, she was accompanied by Columbia A & R man Orville Paramore.

"The Great Pretender" is creeping into the Best Sellers over here and looks as though it may stay for quite a while.

Bob Farnon the Canadian composer-conductor, off to Canada for four weeks to visit friends and relations.

Winfred Atwell, back from her extended tour of Australia and New Zealand, guests on "Sunday Night At The Palladium" Show this week.

It seems the British National Press is taking more and more interest in the record business with most papers devoting articles to it by leading music business personalities.

No definite bill has been booked to follow Slim Whitman at the Palladium, but it is rumored that Val Parnell is interested in top disk talent for weeks commencing 19th and 26th March. Names under consideration include David Whitfield, Alma Cogan, Winfred Atwell, Petula Clark, the Gaxgers, Malcolm Vaughan, Jack Jackson and Kenny Baker.

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

1) "Memories Are Made Of This" Dean Martin (Capitol)
2) "Zambini" Lou Busch (Capitol)
3) "It's Almost Tomorrow" Dream Weavers (Brunswick)
4) "Rock And Roll Waltz" Kay Starr (HMV)
5) "Only You" Col-Hunters (London)
6) "Band Of Gold" Don Cherry (Philips)
7) "Love Is The Tender Trap" Frank Sinatra (Capitol)
8) "Sixteen Tons" Tennessee Ernie Ford (Capitol)
9) "Rock Island Line" Lonnie Donegan (Eng. Decca)
10) "Young And Foolish" Edmond Hockridge (Nixa)

NEW RELEASES!!

BONNIE LOU
BEYOND A SHADOW OF A DOUBT
b/w LITTLE MISS BOBBY SOX
KING 4895

EARL (CONNELLY) KING
DEAR ONE
b/w BIG BLUE DIAMOND
KING 4889

BILL DOGGETT
IN A SENTIMENTAL MOOD
b/w WHO'S WHO
KING 4888

OTIS WILLIAMS
and his CHARMS
IVORY TOWER
b/w IN PARADISE
DELUXE 6093

THAT'S YOUR MISTAKE
DELUXE 6091

BOYD BENNETT
MUMBLES BLUES
b/w BLUE SUEDE SHOES
KING 4903

MOON MULLIGAN
HONOLULU ROCK-A-ROLL-A
b/w SEVEN NIGHTS TO ROCK
KING 4994

JAMES BROWN with the FAMOUS FLAMES
PLEASE, PLEASE, PLEASE
FEDERAL 12258

JOE TEX
RIGHT BACK TO MY ARMS
b/w MY BIGGEST MISTAKE
KING 4884

NORMA JEAN GARRISON
(SPOTLIGHT 395; 45-395)

THE FOUR FRESHEN
(Capitol 3359; F-3359)

LOVE IS JUST AROUND THE CORNER
(2:00) [Famous ASCAP—Gessler, Roberts] The exciting sound of the Four Freshmen is exceptionally thrilling on this brilliant up beat arrangement of a great oldie. Boys have a dynamic sound that jockeys are wild about. Should get loads of air play. The crew's fans will love this side.

ANGEL EYES
(3:38) [Bradshaw BM—Dennis, Brent] Another beautiful sound ol' B.B. and the crew's unique brand of harmony. Both sides come from the group's new LP "4 Freshmen and 5 Trombones."

KITTIE WHITE
(Mercury 70817; 70817x45)

(2:45) [Whitehead ASCAP—Billbrow] The wonderful voice of Kittie White is rich and romantic on this love song. Emotional ballad that the thrus reads with great feeling.

SHEERE SWEATER
(2:16) [Whitehead ASCAP—Robinson] The versatile lark sings with her usual girl's vocal quality as the fashions an original song idea that should appeal to the teen-agers. Pretty job.

DE CASTRO SISTERS
(Abbott 3019; 45-3019)

NO ONE TO BLAME BUT YOURSELF

COWBOYS DON'T CRY
(2:45) [Simmons Hone BM—Stanley] Here's a terrific side for the kiddie audience. Title clearly explains the subject matter.

SAMMY KAYE ORCH.
(Columbia 40645; 4-40645)

WE ALL NEED LOVE
(2:50) [Remick ASCAP—Sigan, Conet, Durant] Sammy Kaye does a beautiful job on the tune recorded by the Bambú orchestra. Kaye's chorus handles the vocal duties. Good dance tempo interpretation.

TRY ANOTHER CHERRY 
(2:30) [World ASCAP—Burnham, Brown] This side could be the bigger of the two. It's an infectious lil'-reminiscence of Sammy's recent hit "Poor Little Robin." Has a happy, easy-going melody and lyric. Easy side to remember. Watch this one.

"Only those records best suited for commercial use are reviewed by THE CASBOX"
Exclusively on Bally

The Gaydon Sisters

"HOW CAN YOU NOT BELIEVE"
c/w
"HONESTLY-HONESTLY"
Bally 1003 (7-1003)

Bob Davie
and his Planksichord

"MOONPEARLS"
c/w
"CORN POEM"
Bally 1004 (7-1004)

Bally Records
203 N. Wabash Ave.
Chicago 1, Ill.

"It's What's in THE CASH BOX That Counts"
LANZA at his BEST

Singing

SERENADE

b-w

"MY DESTINY"

From the Warner Brothers' Motion Picture "Serenade"

 Recorded by

MARIO LANZA

R.C.A. Victor

Serenade also recorded by

SLIM WHITMAN (Imperial)
DAVID ROSE (M.G.M.)
MARGARET WHITING (Capitol)
RAY HEINDORF (Colombia)

HARMS, INC. NEW YORK, N. Y.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
Why Did Columbia's Mitch Miller Cut

WE ALL NEED LOVE

Five Different Ways—With Five Different Artists?

Just listen to them—and you've got the answer.

KEN GRIFFIN — Columbia — #40646
SAMMY KAYE — Columbia — #40645
VIC DAMONE — Columbia — #40654
PERCY FAITH — Columbia — #40644
LIBERACE — Columbia — #40647

Remick Music, New York, N. Y.

"It's What's in THE CASH BOX That Counts"
RCA And British Decca Enter New Agreement On Records

NEW YORK—The Radio Corporation of America has entered into an agreement with The Decca Record Company Limited of England under which Decca will receive master recordings from the RCA Victor catalog, and will manufacture and distribute phonograph records under the RCA monogram label, it was announced last week.

The announcement was made by E. R. Lewis, Director of British Decca; Albert P. Watters, Vice-President of Operations; Stuyvesant Outcault, International Division; and Emanuel Sacks, Vice-President and General Manager, RCA Victor Division.

Watters said that under the agreement, RCA will start making its new recordings available to British Decca in May, 1957. It will mark the first time that the RCA monogram has been used on phonograph records manufactured in Great Britain.

"This is another step in RCA's program to increase its foreign record distribution," Watters said. "We are confident that this program will establish the RCA trademark more firmly than ever as the symbol of the finest recorded music in the world."

RCA and The Gramophone Company Limited of England will terminate their present agreement under which Gramophone has been releasing records made from master recordings of RCA Victor, and RCA has been releasing records made from "HMV" masters recorded by Decca.

British Decca will continue to supply its own catalog to its American subsidiary, London Records, Inc. Under the new agreement with RCA, it will also make additional classical and popular recordings which will be available for release under the RCA Victor trademark. British Decca has no corporate connection with the American company, Decca Records, Inc.

RCA also announced similar arrangements to have its catalogs of recordings released by Teldec of West Germany, and by Musikvertrieb of Switzerland, under the RCA label, beginning May 1, 1956. Contracts for this purpose have been signed with those companies, represented by Mr. Lewis, President of Teldec, and Maurice Rosenzweig, Director of Teldec and Musikvertrieb.

Decca Records Reports Highest Earnings In Its History

NEW YORK—Decca Records, Inc., announced in the annual report sent to stockholders last week that the company had the highest earnings in its history. Both the record and motion picture divisions contributed to this result, according to Milton R. Rackmil, president.

Net income for the year ended December 31, 1956, including that from undistributed earnings of Universal Pictures Company, Inc., was $3,784,885, equivalent to $2.37 a share on the 1,002,501 shares outstanding at the year-end. In the previous year, comparable net income amounted to $3,070,205 or $1.92 a share on the same number of shares then outstanding.

Net income attributable to the record division amounted to $1,668,134, before taxes, compared with $1,170,926 for the preceding year. Net sales of the record division in 1955 totaled $22,610,809, compared with $18,876,125 for 1954.

Universal's consolidated net earnings for the fiscal year ended October 29, 1955 were $4,018,625, equal to dividends on the preferred stock, to $3.71 per share on the 1,020,089 shares of common stock outstanding at the end of the fiscal year. For the previous fiscal year, net earnings amounted to $3,797,088, equal, after preferred dividends, to $3.58 a share on the 995,289 shares of common then outstanding.

At the end of 1956, Decca's holdings of Universal's common amounted to 71,585 shares, or 74 per cent of the number then outstanding.

Sales of the record division were 20 per cent higher than in the preceding year, and earnings kept pace in spite of the general decrease in the price of Long Play records early in 1955. The major factors contributing to these results, the company said, were Decca's continuing success in the popular record field, as well as further progress in its program of improving manufacturing methods and increased ingenuity in sales and merchandising activities.

"We anticipate that 1956 will show continued improvement," Rackmil said. "The tremendous number of phonographs sold in 1955 augurs well for a growing record market. Also, the continuing rise in the population of the country, especially in the teen-age group, can be expected to bolster motion picture attendance and the demand for phonograph records."

Girl To Herb Kesslers

NEW YORK—Herb Kesslers, manager of the Four Aces, became the proud daddy of a 7 lb. 8 oz. baby girl named Debra Kay, born at Doctors' Hospital in New York last Wednesday, March 7th, to his wife Phoebie.

Music Men Aid Red Cross

NEW YORK — Individuals and firms in the city's music world are being asked to lend generous support to the current Red Cross Campaign for Members and Funds by a volun-
tee committee.

Ray Block, CBS orchestra conductor, and Richard Linke, national single sales manager for Columbia Records, are among the members of the committee, which is headed by James Sauter, former USO-Camp Shows president.

Block is serving as chairman for orchestras and the current Red Cross Campaign for Members and Funds. He has scheduled a number of special shows throughout the city in support of the campaign.

"Holiday" Windows

NEW YORK—Retail dealers throughout the country have been devoting much of their window space to Deca's "Holiday" LP series. Above are four typical displays. The "Holiday" series includes nine packages to date and more are being skedded for release in the near future.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
a breathtaking single performance!

BELAFONTE

THE BLUES IS MAN

(Part 1—Part 2) 20/47-6448

A “New Orthophonic” High Fidelity Recording

the dealer’s choice  RCA VICTOR

“It's What's in THE CASH BOX That Counts”
NEWARK, N. J.—Jaye P. Morgan signs autographs for fans after her recent appearance on the Paul Brenner TV show on WATV, Newark, Saturday, February 26th. Jaye’s latest RCA Victor record is “Get Up, Get Up” and “Sweet Lips.”

**Big 3 In Conference**

NEW YORK—On March 1st and 2nd representatives from the West London music offices of the Big 3 music publishing companies, Robbins, Feist and Miller, were in New York for a general business pow-wow with the managers of the professional departments and department heads. The London representatives of companies affiliated with the Big 3 also arrived in New York for the meetings.

Charles C. Moskowitz, president of the Big 3 music publishing companies stated as follows:

“It is our purpose to give our men in the field a wide scope of authority in order to assure the writers whose works we represent, and ourselves, full representation of our entire catalog. Obviously, this means respect for regard for exploitation of our standard catalog along with the customary attention which we give to the exploitation of current popular and picture tunes.

“The meetings also are intended to encourage the coordination of our exploitation men with the other departments of our business which are devoted to the promotion and creation of printed music. We propose to give due recognition in the operation of our business to the strategy developed by two Fine Boys. One consisting of our professional managers, Murray Baker (Robbins), Norman Foley (Feist), Lester Sims (Miller), Oscar Robbins (Standards), and the other Plan Board consisting of department heads devoted to the creation and promotion of printed music in the educational and general fields.”

The West Coast representatives who came to New York for meetings are: Eddie MacHale, Hy Kenter, Erwin Barg and Bill White.

The London representatives are: Paddy Crookshank, European representative for the Big 3, and Alan Holmes, General Manager of Robbins Music Corporation Ltd.

Moskowitz also announced, at a Board of Directors meeting of the Music Corporation, that Mickey Scopp, Vice-President and Managing Director of the companies’ activities was designated as the Big 3 representative for the ASCAP board.

A general cocktails and dinner party was held at the Blair House on Thursday evening March 1 for the visiting representatives and others of the company.

**Bill Baldwin, Gerry Grainger, Bob Leonard and Gene Edwards of (WBRT-Milwaukee, Wis.) pulled an oldie, but always an attention getter, when they gathered on the main intersection of town and sold one dollar, five dollar and ten dollar bills for 50¢. Usually most people are skeptical and shy away from the purchase, but in this case more than 5,000 people mobbed the foreman in an endeavor to get a piece of the $1500 being sold... Al Nobel and Jack Logan have switched their weekend shows on KQV-Pittsburgh, Pena. Nobel has picked up an extra hour and a half, now being on from 1:50 to 6:30 p.m. Saturdays. Logan’s program is aired from 2:30 to 5:30 p.m. on Sundays.
EYDIE GORMÉ
SINGS
TOO CLOSE FOR COMFORT
FROM THE BROADWAY PRODUCTION "MR. WONDERFUL"

ARRANGED AND CONDUCTED BY DON COSTA

B/w THAT'S HOW

THE "CHAIN GANG" MAN

His voice is becoming as famous as his piano!
A great jazz personality is coming into his own!

BOBBY SCOTT
SINGS
I HAD A LOVER

ORCHESTRA CONDUCTED BY DON COSTA

B/w I DON'T HAVE TO WORRY

Singing star of "The Steve Allen Show" arrives with a torch ballad that's tops!

SINGS AGAIN...AND IT'S A SENSATION!

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

ELLA FITZGERALD

SWEEPING THE COUNTRY!

"TOO YOUNG FOR THE BLUES"

k/w

"IT'S ONLY A MAN"

2002*2002X45

Orchestra Conducted by BUDDY BREGMAN

JOE WILLIAMS FIRST POP RELEASE!

backed by the magnificent

COUNT BASIE and his orchestra

"AS I LOVE YOU"

k/w

"STOP! DON'T!"

2004  •  2004 X 45

THE MOST EXCITING

VERVE Records

451 NORTH CANON DRIVE  •  BEVERLY HILLS, CALIF.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
THE MOST EXCITING NEW LABEL IN THE RECORD INDUSTRY!

**Spike Jones and His City Slickers**

1. **MEMORIES ARE MADE OF THIS**
   (16 TONS)
2. **16 TACOS**

1. **LOVE AND MARRIAGE**
   (THE TROUBLE WITH HARRY)
2. **THE TROUBLE WITH PASQUALE**

2003 • 2003 X 45

4 Zany Selections on 1 Record

**Toni Harper**

**America's Newest Star!**

"WE'VE GOT TO LIVE, GOT TO GROW"

"I TELEPHONED, I TELEGRAPHED"

2005 • 2005 X 45

Orchestra Conducted by BUDDY BREGMAN

**Anita O'Day's Smash Single!**

"THE GETAWAY AND THE CHASE"

"HONEYSUCKLE ROSE"

2001 • 2001 X 45

Orchestra Conducted by BUDDY BREGMAN

"SURE FIRE HITS!"
NEW YORK—Joe Reisman (center) signs a new two-year contract as musical director with RCA Victor. Larry Kanaga, vice-president and general manager of the RCA Victor Records Division (left) and Bill Bullock, manager of single records (right) handled the negotiations. Besides his duties as musical director, Reisman will continue as an artist on the label for releases with both records and albums.

The Cheers Dishband; Fear Disks Aided Delinquency

BEVERLY HILLS, CALIF.—Bert Convy, head of the group called The Cheers, announced last week that the trio is disbanding even tho its record sales and popularity is on the up grade. The trio is best known for the controversial best seller 'Black Denim Trousers', an earlier hit 'Bazoom (I Need Your Lovin') and its latest release 'Chicken'. The 'Chicken' recording has been banned by many radio stations on the assumption that it will encourage juvenile delinquency. The song deals with hot rod races.

Convy, a 23-year-old, had this to say:

"We are just a young group, not only in years but also in the business. Our main object is not to make a quick buck in show business and run. We hope to be around for maybe 10 or 15 years. . . . True we made good money on 'Black Denim Trousers', but we later realized that the kids got more out of the record than just the music. We just say our say in the fact that they were part of a group that lived a so-called 'wild life'. My partner Bunny Botkin and I realize that we were publicizing a serious problem, and publicizing it in the wrong way. But the payoff came when our recording of 'Chicken' hit the market. DJ's banned it, letters came in from all over to our record company criticizing the record and what it stood for. Bunny and I figured that we wanted a career in show business and not just a record and a bad name. So we decided to disband the trio and stop making records that would cause dis- session and attract a buying and lis- tening market of teenagers who look for their 'kicks' in unruly behavior and juvenile delinquency.

"No one can say that we are doing this for the money, or our way or for the record sales because there will be no more Cheers. I am planning to do a single and Bunny will continue to do my ar- ranging and writing—but this time, our own stuff.

"I would like to say that the Cheers may someday get together again but when we do, we will rule out 'Guckt Bucket' tunes."

THE CASH BOX

ROUND THE MARKET

NEW YORK:

Biggest news to hit the music business this week is the twin entry of "Blue Suede Shoes" and "Heartbreak Hotel" onto the pop best seller lists. Implications of this are tremendous (see editorial on same page). The interest is coming from the unexpected quarters; the hangovers parties last week. One to introduce the score of "Strip For Action", the other to introduce singer Ruby Dee. In "Strip For Action", Jack Martin has resigned from Fred Raphael after a year with the firm... Bill Randle and Sid Feller will be guests of Bill Smith at the Roxy in "New Business" course March 26... Shorty Long, assist- ant to RCA Victor's country and pop toppler Steve Sholes, has the comedy lead in the forthcoming Frank Loesser musical "The Most Happy Fella"... Congratulations to Mr. and Mrs. Julia Lee Golden on the birth of a baby girl, their third... Fraternity Rec- ords has retained the Dick Dash of Hall to handle eastern promotion... Rama Records is going out on the first recording of its new group, the Four Chaps, estimated named the new baby 'Junior'. The group is backed with 'Fool- ish Little Butterfly'... Steve Clayton currently at the Vogue Terrace in Pittsburgh... Dotti Malone will be New York's new head of the writing label. In addition, the songstress will also soon be seen in a musical movie in Washington... Ross Babb, press agent for Buddy Basch sent disk jockey a penny specially imprinted with the reminder 'Pencil in Snooky Lanson's Seven Days'... Annette Warren, ABC-Paramount singer, currently at the Eleventh Room, will bill with Georgie Jesel... Red Skelton introduced his MGM recording of "Little Bube" on his network CBS television show Tuesday night, March 6 and as a result dealers started calling for the disk for the very next day.

CHICAGO:

Richard Malby and his ork around town visiting deejays. Appeared at the Melody Mill, 3/3 and 3/4 and clicked grandly. Daily News' genial critic, Sam Leoeres, gives Dick a swell sendoff. , Leo Brown and his band skedded into the Melody Mill for 3/8 and 3/9 and his crew currently getting a grand hand at the Blue Note... Jerry Tyler popped in to pick up a copy of The Chicago Box and said, "Hi," Handman, ain't he? Reports lots and lots of action on his Winger, "Hook, Line And Singer"... Jim McVay is an E. C. Hisarlc of Aragon 3/8. A one-niter the Aragon fans are sure to see... Ira Hill, former manager of 'At the Wheeling's Chevy Chase C. C., 4/7, 4/14 and 4/21. Mort Hillman off on a midwest promotion for Columbia, which is making plenty of airplay round this man's town... Len Breslow of the CBS-TVA shipping division also currently clicking at the Black Orchard with Benny Dunn but pahlyness pleased at the way Black Orchid's airplay has increased "homelike"... Lots of airplay here on Columbia's new 45, 3/3, featuring a 6/2 hit with "Main Title" from the "Man With The Golden Arm" flicker. Everyone have getting kicks out of this one... A Columbia release is "I'm In The Mood For Love", a new American tune with an Italian flavor sung in French... Lotan talk about Columbia's new gimmick, 5 disk album featuring 5 top disk stalls all on the same tune, "We Need Love"... Columbia also giving his own unique version of the tune. They are: Ken Griffin, Sammy Kaye, Vic Damone, Percy Faith and Liberace... "The Johnny Pate Trio, who play the Gold Leaf Room, as well as the Loew's, are in the business of making new record releases in the offering... Al Morgan's flying fingers on the 78's and his warbling of the oldies and the new bringing 'em into ever popular Linn Burton's Steak House, Grand meeting spot.

HOLLYWOOD:

During their current engagement at the Sahara Hotel in Las Vegas, The Modernaires are commuting daily to Los Angeles in a chartered plane so they can continue their appearance in Bob Crosby TV show. Epic Records' Bob Demain introducing Lillian Briggs to the D.J.'s on local radio and TV shows. Lillian just completed a very successful Australian tour with the Nat King Cole groups. Gerri Green, Joy Music Co. representative, and hus- band, the head parents of a second son named Robbie... Alan Dale and Ralph Marterie were guest at the Music Men Luncheon last week. Dale is here for a Mocambo date and the Marterie band opened at the Palladium last Wednesday. Music Men were told that Sammy Friedman, who suffered a heart attack two weeks ago, should be back at the speaker's table soon. . . . Frankie Laine on a marathon series of cross- country bookings which will carry him from home through June... Fabor Robson on the road getting great reaction to the De Castro Sisters, new Album Kit. . . . "Death Of A Salesman" star, Russ Molley set a deal with Randy Wood for release of his recording of "Sail Away"... Nowies catalogue on Bote Records... Lawrence Welk and his orchestra fly East next week for a series of appearances with the Dodge Motor Co.'s Sellathon, including Madison Square Garden on the Big Madison Square Garden stage... Sam McQuade introduced a new Joe Greene tune, "Chicken Road" on his TV show this week. Tune is imbedded in Ford's new Coronado. "Laddie" thinones signed by Sid Luft for the upcoming Judy Garland spectacular... Freddy Martin wings to New York this week to attend the special DOLLA meet set to get George Cable's "Dance Festival Month"... Crooner Herb Jeffries cut two sides this week for Liberty Records... Daws Butler, co-writer on the many St. Free- berg hit discs, has been signed to an exclusive pact with Eart Records... Jo Stafford and Paps Weston singing "Sink Or Swim" for the Middle hole... Lillian Briggs taking Mercury's "Georgia" Gibbs around to see the DJ's.
The First Record on the ISOLATION BOOTH THEME

TONY TRAVIS

Singing

LOVE IS THE $64,000 QUESTION

\( \frac{1}{2} \) DRUMMER BOY

20/47-6476

A "New Orthophonic" High Fidelity Recording

the dealer's choice RCA VICTOR

"It's What's in THE CASH BOX That Counts"
American Dream Pageant Gets Hudson Disk

NEW YORK—In conjunction with The American Dream Pageant, a historical exhibit that will tour 50 major cities throughout the country, the Hudson label has recorded a song called "The American Dream," written by Robert Colby and Jack Wolf, especially for the Pageant.

On one side of the record, the tune is presented by film star Howard Keel with a chorus and orchestra conducted by Marion Evans. On the flip side, the theme is presented instrumentally by the Evans orchestra. The disk is being issued in a special sleeve designed with a patriotic theme.

The Pageant's tour, which is expected to be viewed by millions of Americans, will display a visual story of a "free and united people building a greater tomorrow." In each of the 50 cities, a leading department store is providing the space for the display.

Priceless treasures from our nation's past—captured war trophies, cultural displays, inventions from colonial days right up to the atomic age, and models of space satellites—all will be open for inspection.

In each store, the Hudson record will be programmed and will be available for purchase.

The Air Force, Army and Navy, the Interior Secretary, Post Office, Labor and Agricultural Departments are contributing to the exhibits.

The tour got under way at Gimbel's Department Store in New York, and will run thru next November.

Hold It!

NEW YORK—Bobby Shad lands a big one on a recent fishing expedition. Bobby, who has been A & R head of Emarcy since its inception, was also recently named A & R head of Wing in that firm's reorganization whereby it will put its major emphasis on rock and roll.

The Cash Box, Music
HIGHBALLING FOR A HIT!

"ROCK ISLAND LINE"

DON CORNELL

"NA-NE-NA-NA"

CORAL 61613 (9-61613)

Coral Records
America's Fastest Growing Record Company

"It's What's in THE CASH BOX That Counts"
HARTMAN
Through natural vocal talents Johnny Hartman has the range and conception to give any tune a special musical awareness. "Songs From The Heart," 12" LP, BCPR-1.

SHARON
English born Sharon claims this as her best recording to date. Ralph Sharon, a dedicated piano student, plays with Jay Cazes on bass, Christy Folks on drums. In this "Ralph Sharon Trio," 12" LP, BCPR-2.

LEVEY
Stan Levey is all jazz—all drums. Surrounding himself with first rate musicians, Levey presents a relaxing, well-knit and prolific set of interpretations. "This Time The Drum's On Me," 12" LP, BCPR-37.

McGHEE
One of the decade's finest trumpet players is Howard McGhee. This recorded manifestation of his musical talents does him true justice. McGhee is magnificent. "The Return of Howard McGhee," 12" LP, BCPR-42.

A DISTINCTIVE RENDITION
"Chicken Road" by Tennessee Ernie in his new album "THE LUSTY LIFE" TERI MUSIC CO., INC. 3655 Solma Ave., Hollywood, Calif.

A COLUMBIA Coin Catcher
DON CHERRY
has a new hit release. "WILD CHERRY" b/w "I'M STILL A KING TO YOU" Columbia 40665; 4-40665

"THE CASH BOX"

"THE CASH BOX"

"THE LOVE OF BRIDEY MURPHY"
BILLY DEV-MURPHY
and the Devilaires
Tampa #109

TAMPA RECORDS, INC.
2628 W. Pico Blvd., Los Angeles, Calif.

POPULAR
"SONGS FOR SWINGIN' LOVERS"—Frank Sinatra—Capitol W635 (1-12" LP)
YOU MAKE ME FEEL SO YOUNG, IT HAPPENED IN MONTEREY, YOU'RE GETTING TO BE A TABLE WITH ME, YOU BROUGHT A NEW KIND OF LOVE TO ME, THE LAURENCE, "OLD WORDS," OLD DEVIL MOON, PEOPLE FROM HEAVEN, LOVE IS HERE TO STAY, I'VE GO T A FEELING, YOU'VE NEVER THOUGHT ABOUT YOU, YOU'LL BE TOGETHER AGAIN, MAKIN' WOOPEE, SWINGIN' DOWN THE LANE, ANYTHING GOES.

"MOVIES Are Better Than Ever" was a slogan that the movie industry kicked around for years. There's a phrase that exactly describes the qualities of Frank Sinatra. He has not only reached great fame as an actor, but he is also at the peak of his vocal ability. In Frank's latest LP he is, indeed, at the top of his form. His famous timing is better than ever. His famous voice is sweeter than ever. His famous range is greater than ever. His famous interpretation is greater than ever. His famous bouncy and swing to 15 high flying melodies. The great sales success of Frank's previous packages should be equally matched by this prize pressing starring an extraordinary artist.

"JONI JAMES SINGS IN THE STILL OF THE NIGHT"—Joni James—MGM E 3328 (1-12" LP)
STAR DUST, BUT NOT FOR ME, SOMEONE TO WATCH OVER ME, MY HEART STANDS STILL, FOOLS RUSH IN, MY FUNNY VALENTINE, DON'T TAKE YOUR LOVE FROM ME, MY REVERIE, IN THE STILL OF THE NIGHT, WHAT A DIFFERENCE A DAY MAKES, DEEP PURPLE, YOU'RE SO NICE TO COME HOME TO.

Joni James, particularly in her latest album, has always kept the quality of her material on a high plane. This can simply be explained by the fact that she knows how to sing the more durable numbers. In her latest MGM release Joni continues to be identified with vocal-material excellence. The songs (i.e., "My Funny Valentine," "But Not For Me") are presented with warmth and sincerity by the thrush. It looks like Joni's best set to date. The charts should reserve a place for the pressing.

"THE SONS OF THE PIONEERS"—25 Favorite Cowboy Songs—RCA Victor LPM-1130 (1-12" LP)
The best loved cowboy songs ever written are delivered with fine distinction by the famed Sons Of The Pioneers. For those who desire a large sampling, the set offers 25 tunes for the price of one platter. Some of the songs included in the vast array of Western favorites are "Home Of The Brave," "Red River Valley," "Tumbling Tumbleweeds" and "The Last Roundup." The set's name value plus its extra-dividend in the number of selections offered should make it a hearty sales item.

"HI-LO'S UNDER GLASS"—Frank Costanzo—Starlite 7005 (1-12" LP)

The Hi-Lo's an exciting group that possesses the finer points of a jazz-like sophistication in their delivery are heard on their first 12" LP. The group shows away from the more or less hackneyed interpretation of songs and is thus always exploring new and fresh methods of vocal harmonics. This search has come to a fruitful harvest in their latest Hi-Lo's recording. Though the listener is never quite sure what course the quartet will take next during a number, he is sure to be delightfully pleased with the outcome. The all-standard selection "You're The Top," ("Summer Time") recorded with pleasing agreement with their basic tempo intact. The boys are backed by a lush string orch. This platter is already starting to perk up on the charts. Should be the group's biggest patented new success to date. The Hi-Lo's have long been d.j. favorites, and segments of this set should be heard often on the air.

"ANYTHING GOES"—Mary Martin—with Chorus and Orchestra Conducted by Lawrence Welk—Colostrutz CL 3392 (1-10" LP)
OVER THE TOP, YOU'RE THE TOP, ALL THROUGH THE NIGHT, THERE'Ll ALWAYS BE A LADY, ANYTHING GOES, I GET A KICK OUT OF YOU, BLOW, BLOW, BLOW, PHALE.

Twenty-two years have passed since "Anything Goes" appeared on Broadway. Cole Porter's score for the hit still remains one of his most standard-packed works. Of the 20 numbers on the original album some of the greatest standards are included ("Peter Pan") Martin, sings the Porter gospels on Columbia's House Party series. Miss Martin who rose to stardom singing Porter's "My Heart Belongs To Daddy" has shown her consistent vitality and vocal personality does ample justice to the fine melodies. Lehman Engel's vivacious chorus and orchestra direction adds greatly to the production. The $1.98 price tag on this re-issue plus the soon to be released movie version of "Anything Goes" could make the disk a big sales item.

"HEPTI HOT 'N HEARTY"—Neal Hefti And His Orchestra—Epic LN 3187 (1-12" LP)
BUTTERCUP, YOU DO SOMETHING TO ME, PLYMOUTH ROCK, CHUG-A-LUG, READY RUDY, EVERYTHING I'VE GOT, SCUTTLEBUTT, TWO FOR THE BLUES, PERIDU, JUMPIN' JACK, LULLABY, LITTLE PONY.

The sparkling and highly attractive arrangements of Neal Hefti are heard in one of the most desirable orchestral-jazz sets to come around in quite awhile. The set shuffles some standards with Hefti-composed Hema. The pace is continually lively and exciting. Helping Neal put his fresh concepts across are the well-recognized jazz men as Bobby Hackett (trumpet) and Kai Windel (trombone). This package should be handsomely received by those who are jazz and band conscious. Neal admirably upholds his reputation as an arranger with valuable resources.

"CHET ATKINS IN 3 DIMENSIONS"—Chet Atkins And His Guitar—
RCA Victor LPM-1197 (1-12" LP)
ARKANSAS TRAVELER, LONDONEDARY AIRE, OCHI CHENYA, LA GOLDFORDA, BLUES IN THE NIGHT, EVERYTHING'S FINE, LITTLE ROCK (GETAWAY), THE LONE STAR RODEO, BACH-MINUET AND PRELUDE NO. 2; PROFESS-INTERMEZZO; KREISLER-SCHORN ROSSMARIN; CARMEN-MINUETTE WALTZ.

Chet Atkins, the popular Western guitarist, shows his versatility by taking on a mixture of folk, pop and classical pieces. The outcome is worthwhile and makes one wish he handles his instrument and is completely capable of holding on to the intricacies of the familiar classical numbers. It's certainly not often that a package hits such a wide audience. But, the over-all effect of the album gives it a decided pop-country audience. It should spread well in both markets.

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

HELEN GRAYCO

lilly's lament

(CELL No. 29)

b/w Rock 'n' Roll Wedding

* and the record is just as great

Vik records X/4X-0199

"It's What's in THE CASH BOX That Counts"
ATTENTION DEJAYS, PROGRAM DIRECTORS, LIBRARIANS—Please keep us constantly informed of any changes in call letters or title.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
A GREAT COMBINATION OF TALENT ADDS UP TO A Hit Disk!

*LEROY HOLMES

and his orchestra and chorus play

*MAXWELL ANDERSON'S and ARTHUR SCHWARTZ'

WHEN YOU'RE IN LOVE

From the TV Production "HIGH TOR"

MGM 12206 78 rpm

MGM RECORDS

K 12206 45 rpm

"It's What's in THE CASH BOX That Counts"
It's what's in THE CASH BOX That Counts!
"LOVE IS THE 64,000 QUESTION"

DECCA 29881 (9-29881)

A New World of Sound

DECCA records

"(I'm Just A) BEGINNER"

Orchestra directed by
JACK PLEIS
**MAN WITH THE GOLDEN ARM** (MAIN TITLE)  
2/25  
Dick Jacobs  
Coral 61606; 9-61606  
Richard Maltsby  
Vik 0196; 4X-0196  
Billy May  
Capitol 3372; F-3372

**TO YOU, MY LOVE**  
2/25  
Nick Noble  
Wing 90045; 90045x45  
Georgia Shaw  
Decca 29839; 9-29839

**ROCK RIGHT**  
2/25  
Georgia Gibbs  
Mercury 70811; 70811x45

**MADEIRA**  
2/18  
Mitch Miller  
Columbia 40655; 4-40655

**LOVELY ONE**  
Four Voices  
Columbia 40643; 4-40643

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

**MAN WITH THE GOLDEN ARM** (MAIN TITLE)  
2/25  
Dick Jacobs  
Coral 61606; 9-61606  
Richard Maltsby  
Vik 0196; 4X-0196  
Billy May  
Capitol 3372; F-3372

**TO YOU, MY LOVE**  
2/25  
Nick Noble  
Wing 90045; 90045x45  
Georgia Shaw  
Decca 29839; 9-29839

**ROCK RIGHT**  
2/25  
Georgia Gibbs  
Mercury 70811; 70811x45

**MADEIRA**  
2/18  
Mitch Miller  
Columbia 40655; 4-40655

**LOVELY ONE**  
Four Voices  
Columbia 40643; 4-40643

New York—One of America’s leading vocal groups, the Crew-Cuts, have been retained by Anneheuser-Busch, makers of Budweiser beer & ale, to make commercial films for national television distribution, which will figure prominently in Budweiser’s present advertising campaign, “Where there is life, there’s Bud.”

The D’Arcy Agency, advertising agency, Budweiser advertising representative, will use a full orchestra, full sets and extras to back the Crew-Cuts. The D’Arcy people estimate that $35,000 will be spent on the five test films, which will run one minute each. Filming begins in Chicago on March 26.

5 Million Sellers For Decca

NEW YORK—In the past year, the Decca “Million Club” has been augmented by the addition of five records. These disks, each of which has gone over the million mark in sales, are “Shake, Battle & Roll” and “Rock Around the Clock” by Bill Haley & His Comets, and the Four Aces’ renditions of “Love Is A Many-Splendored Thing,” “Stranger In Paradise,” and “Three Coins In The Fountain.” These five bring the Decca “million sellers” to a total of 65.

“LIPSTICK AND CANDY AND RUBBERSOLE SHOES” by JULIUS LA ROSA…RCA Victor  
“DON’T GET CARRIED AWAY” by KAY GARDEN…Capitol

**CURRENT PLUGS**

**HELLED FOR QUESTIONING** by RUSTY DRAPER…Mercury FRANKIE LESTER…Vik

JINSKIP MUSIC, Inc. (BMI)  
LARRY TAYLOR, Pres.  
1650 BROADWAY, N. Y. 19

LARRY TAYLOR MUSIC CORP. (ASCAP)  
1650 BROADWAY, N. Y. 19

Only those records best suited for commercial use are reviewed by THE CASH BOX
BREAKING BIG IN POP AND R&B!

In First 3 Days of Release
18,000 SOLD IN NEW YORK $27,000 SOLD IN DETROIT

The Cleftones
singing
"LITTLE GIRL OF MINE"

GEE RECORDS
220 WEST 42nd STREET
(WI. 7-0652) N. Y.

"It's What's in THE CASH BOX That Counts"
A NATIONAL HIT on

The Original Version

"IVORY TOWER"

BY THE WRITERS OF "WANTED"

"PLEASE PLEASE BELIEVE ME"

Fraternity #734

413 RACE STREET
CINCINNATI 2, OHIO

public relations
RICHARD B. GERSH
200 W. 57 St., N. Y. 19, N. Y.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
If They're Asking For Music With A Beat
They'll Want These Hits On...

MAIN TITLE
"The Man With The Golden Arm"
BUDDY MORROW
AND HIS ORCHESTRA
WING 90063

"Hook, Line And Sinker"
AND
"I'm So Sorry"
JERRY TYFER
WING 90061

"I Don't Want Nobody"
AND
"Doot, Doot Dow"
BUDDY JOHNSON
WING 90064

"Baby Girl Of Mine"
AND
"Flowers, Mr. Florist Please"
BOBBY SHARP
WING 90056

WING
RECORDS
A SUBSIDIARY OF MERCURY RECORD CORPORATION

"It's What's in THE CASH BOX That Counts"
NEW YORK:
Jerry Blaine flipping as the second of his twin daughters, Ramblin' Braveheart, joined the Connie Starn on Friday, March 2, weighing in a 6 pounds 6 oz. son, at the Delancy General Hospital. The loss will no doubt be completely

Ray Charles "Down In My Own Tears," Atlantic Records, R&B, 78. Charles, who is a smooth talked and soulful singer, has been a tremendous

R&B, 7. "Hot Rod" by Hal Singer; and "Shangri-La" by Bobby Banks Trio. All four show good sales action in various territories. Singer will return to Buffalo, New York, where his "Hot Rod" is a best seller thanks to the music of his group, the Shangri-La. Singer's latest, "I'm Your Boy," was a hit in the church circuit with The Ward Singers for the past ten years and her working figure is $1,000 a night. Chart Records says, "We're on the road with Irv's requests for the Teen Queens." Eddie My Love has been tremendous.

THE PLATTERS

THE CASH BOX

Rhythm 'N' Blues Disk Jockey

REGIONAL RECORD REPORTS

Frank Elkins, continuing as host, has added to his good name. Mr. Elkins, a former member of the famous Ray Bronson Band, has a daily show but would like more of the manufacturers to service him. Another new release package next week. It will include Joe Turner, Ray Charles, and The Cardinals. Ahmet Ertegun and Jerry Wester show great interest in new release Guitar Slim. The Atlantic office also announced the re-signing of stars The Clovers and Clyde McPhatter to their label. Clyde gets out of the army in about one month, and will go on tour with a new release in mind. Another move under the guidance of Irving Siders, has gotten the package together for promoter Irving Feld. It consists of the tremendous harmonies of Gary S. Paxley and his Comets; The Platters, Laverock, and Clyde McPhatter, The Dominoes, and the Cadillacs. Joe E. Bolf, Red and Precky and his big band, The Flamings, The Coes, The Teen Agers, The Teen Queens. The group will swing through the key markets and then return to the States plus Montreal and Toronto. It will be a fifty day tour. . . Don Robey's Peacock and Duke preside, reports happily that his shipping department has been keeping up with the recent good getting. He recently got all the way from "My Heart To You" and "Little Richard's Boogie" on Peacock. His Duke label is also burning hot. . . The Fourtet is planning a new release which, which seems headed for the charts. . . Jack Angel, Herald Records, tells us "Sister Sookey" by The Tornados continues to gain momentum and gives this label a chance to break a few records. . . Weevil's "I'll Be Dancing..." Joe Kolsky, Rama and Gee Records, on a southern trip. His tour concludes this week.

CHICAGO:
Wing reports that the Els and Buddy Johnson waxing of "I Don't Want Nobody" has been transferred to the Mercury label. Sales going like crazy over there. Els and Buddy would love to sign up some new knockers. . . Elen Toscano to Abe just signed Freddie Hall and Floyd James to exclusive con-

BUDY JOHNSON

THE CASH BOX

JIMMY SMITH'S TRIO

Also Country singer,

JOE LIGGENS

LOUISIANA:
First release of Imperial Records new LP line will be on the market on March 20. Lew Chudd also announced the signing of singer Bill Farrell and jazz accordionist Joe Cozza to his label. . . B. B. King and Ruth Brown were recent guests of Dick Bugg (Blue Stones) on his regular show on WLDL. Hugw has the longest rock and roll in the city. . . A.M. W. Lloyd Price just released from the service has his first records out on the Specialty label this week. . . Delmer Davis, along with five of the hottest local bands, are vying for the biggest release of the year. . . B. B. King drove up to Modern Records Records to check out a pactio's first release in his new pink Cadillac this week. Also visiting the plant and looking over material was Young Jessie. . . New group Sugar and Spice were booked solid on the West Coast. . . Bob Beattie of Doo Wop magazine from the the Mercury release of "Hey Joe." Larry Maud has announced the signing of a new release with this label. . . Joe Liggens

JOE LIGGENS

theegotlunck, in warm and sunny Florida. . . R&R impresarios much will be taken with the indicated possible turn to jazz. R&B with a strong, that will make the FDK see a new turn in the music business. It will definitely be a turn to jazz. Point to the upsurge of band biz where jazz is the feature. Also crowds jamming the jazz spots reported to be a very strong indication of this trend as the new rock is now winding down. If the R&R headmen correct in their prediction.

THE CASH BOX

JIMMY SMITH'S TRIO for two weeks and two weeks option. Smith is signed with Blue Note Records on an exclusive long term contract. From March to Smith move up to the headline spot and Sal Salvador Quartet will be signed with Chess Records. . . Chess has a daily show but would like more of the manufacturers to service him. . . Albert Enright readying a new release package next week. It will include Joe Turner, Ray Charles, and The Cardinals. Ahmet Ertegun and Jerry Wester show great interest in new release Guitar Slim. The Atlantic office also announced the re-signing of stars The Clovers and Clyde McPhatter to their label. Clyde gets out of the army in about one month, and will go on tour with a new release in mind. Another move under the guidance of Irving Siders, has gotten the package together for promoter Irving Feld. It consists of the tremendous harmonies of Gary S. Paxley and his Comets; The Platters, Laverock, and Clyde McPhatter, The Dominoes, and the Cadillacs. Joe E. Bolf, Red and Precky and his big band, The Flamings, The Coes, The Teen Agers, The Teen Queens. The group will swing through the key markets and then return to the States plus Montreal and Toronto. It will be a fifty day tour. . . Don Robey's Peacock and Duke preside, reports happily that his shipping department has been keeping up with the recent good getting. He recently got all the way from "My Heart To You" and "Little Richard's Boogie" on Peacock. His Duke label is also burning hot. . . The Fourtet is planning a new release which, which seems headed for the charts. . . Jack Angel, Herald Records, tells us "Sister Sookey" by The Tornados continues to gain momentum and gives this label a chance to break a few records. . . Weevil's "I'll Be Dancing..." Joe Kolsky, Rama and Gee Records, on a southern trip. His tour concludes this week.

CHICAGO:
Wing reports that the Els and Buddy Johnson waxing of "I Don't Want Nobody" has been transferred to the Mercury label. Sales going like crazy over there. Els and Buddy would love to sign up some new knockers. . . Elen Toscano to Abe just signed Freddie Hall and Floyd James to exclusive con-

BUDY JOHNSON

THE CASH BOX

JIMMY SMITH'S TRIO

Also Country singer,
Atlantic Signs Three

NEW YORK — Atlantic Records execs this week concluded three important signings that should reflect in healthy sales in the future.

Guitar Slim, formerly with Specialty and Imperial Records, was added to the Atlantic roster. Ahmet Ertegun and Jerry Wexler flew down to New Orleans over the week-end for final negotiations with the country artist.

The other transactions were re-signings of two of the top names currently with Atlantic. They were The Clovers, whose long line of hits includ- ing "The Fool Pool!", "One Mint Julep", "Middle of the Night", "Ting-A-Ling", "I Played the Fool", "The Miss Fannie", "Good Lovin'", "Little Mama"; and now riding the charts with "Devil or Angel" and "Hey Doll Baby", and Clyde McPhatter, who has a best seller now in "Seven Days," and who formerly hit as lead singer of The Drifters with "White Christmas"; "Honey Love", "Such A Night"; and "Mama, I'm Sorry.

The Clovers' deal was negotiated with Louis Kretz, manager.

Clyde McPhatter, in the U.S. Armed Forces for the past two years, will be released in about one month. He will, at that time, go out on a package deal that will include Lavern Baker, another Atlantic star, Bill Baily, Decca rock and roll king, and The Platters, Mercury Records, who have had two successive number one hits in the nation's charts.

Prestige To Feature Todd Dameron Arrangements

NEW YORK — Arranger Todd Dameron has been signed by Prestige Records for a series of recording dates to feature his own arrangements. Todd established his reputation with his writings for the popular Eckstine and Gillette gangs of the forties, as well as the backgrounds for Sarah Vaughan during the same period. Currenly, the books of the Dorsey Brothers, Woody Herman, and the new Gillette bands contain Dameron arrangements.

Prestige's Bob Weinstock disclosed that Todd will use five horns on his first date and introduce two new discoveries—Johnny Coles, trumpet; and Joe Alexander, tenor sax. Among the originals scheduled for the first 12 inch LP is Dameron's three part "Fontainebleau" with feature roles for trumpet and alto sax (Gigi Gryce).

All In The Family

PHILADELPHIA, PENNA.—Little Elise Sharon Braverman, daughter of this world on Friday, March 2, and was the cause of a minor music convention at the Warwick Hotel, this city.

Elise is the granddaughter of Jerry Blaine, head of the Cosmos chain of distributors, the granddaughter of Jack Braverman, Emberts, Armstrong and Herald and Emberts Records, the niece of Elliot and Ben Blaine, Cosmos Distributors, New York, and of Al Silver, Herald Records.

Elise was born to Enid and Teddy Braverman at the Philadelphia General Hospital at 6:45, Friday evening, and later that evening Jerry took Elise to a celebration at the Warwick at which all the above attended in addition to Harry Chipitz, manager of the Philadelphia branch of Comet and the entire Philadelphia staff.

Caballeros Make U. S. Disks

NEW YORK—Los Tres Caballeros, one of Mexico's top recording instrumental and singing trios, currently making their debut in the United States at Romain Zabala's Spanish American La Zamba restaurant on West 52nd Street, are set to do a session of Latin-American sides for the RCA Victor International label at the end of March. Till now, the trio's recordings have only been available for sales in the Latin-American markets. The RCA Victor executives now feel they should record in both Spanish and English for release in the popular American country markets since their disks are big sellers outside of this country.

Lenny Lewis Adds Artists

NEW YORK—Lenny Lewis, personal manager, announced the addition of five artists to his stable: Morgana King, whom he just signed to a Mercury contract; Johnny Hartman, linked to a Bethlehem contract; Tommy Rivers of MGM Records; the Hi-Fi Fours, signed to the King label and Tony Fratlo on Atlantic Records.

For The Best In Rock 'n Roll, Pop and R&B, Contact

ALL-STATE RECORD DISTRIBUTING CO.
2023 So. Michigan Ave.
CHICAGO 16, ILL.
(All Phones: CAlumet 5-0924)
The Top Ten Tunes Noting Heartiest Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators in Dallas, Los Angeles and Other Cities Listed.

The Cash Box, 37th Street, New York, N. Y.

1. WHY DO FOOLS FALL IN LOVE
   - Tom Jones (BPM 633)

2. EDDIE MY LOVE
   - Teen Queens (BPM 633)

3. DROWN IN MY OWN TEARS
   - Ray Charles (Atlantic 1095)

4. I’LL BE HOME
   - Flamingos (Checker 330)

5. JIVIN’ AROUND
   - Erky Freeman (Cash 1017)

6. THE GREAT PRETENDER
   - Platters (Mercury 70753)

7. DEVIL OR ANGEL
   - Clovers (Atlantic 1083)

8. TUTTI-FRUTTI
   - Little Richard (Specialty 541)

9. CHICKEN AND THE HAWK
   - Don Tucker (Atlantic 1090)

10. WPLJ (Music City 790)

4. WHY DO FOOLS FALL IN LOVE
   - Eddy My Love
   - Teen Queens (BPM 633)

5. EDDIE MY LOVE
   - Teen Queens (BPM 633)

6. DEVIL OR ANGEL
   - Clovers (Atlantic 1090)

7. THE GREAT PRETENDER
   - Platters (Mercury 70753)

8. BO WEEVIL
   - Fats Domino (Imperial 5375)

9. NEED YOUR LOVE
   - SO BAD
   - Little Willies John (King 4843)

10. DROWN IN MY OWN TEARS
    - Ray Charles (Atlantic 1085)

... (more entries follow)
"THE MIDNIGHTERS"  
(Federal 2260)

6  "ROCK, GRANNY, ROLL"  (2:45)  [Jay & Cee BMI—Henry Glover]  
Here's a hard hitting cut that the teeners can jump to. A crazy lyric has granny jitterbugging, and offers her solid advice, telling her to stay out of that rocking chair as long as she can. Don't overlook this side.

B  "OPEN UP THE BACK DOOR"  (2:54)  [Arno BMI—William C. Baker]  
The Midnighers back with another rocker, middle best. Two jumps for the teener market. Both sides are solid-selling items.

THE PIPES  
(Dootone 388)

8  "BE FAIR"  (2:55)  [Dootsie Williams BMI—Huey Roundtree]  
The Pipes wax a sweet, romantic ballad. The group sings in velvety tones that fall easy on the ear and should gather a fair amount of sales. However, it does not have that distinctive quality that lifts it into the outstanding category.

C  "LET ME GIVE YOU MONEY"  (2:02)  [Dootsie Williams BMI—Huey Roundtree]  
The Pipes chart a middle beat jump on the flip and the deck is a flavor item that the kids should like. Ok deck.

THE EL CAPRIS  
(Bullseye 102)

C  "K KO WOLF"  (2:17)  [Over-wood BMI—Gray, Scott, Ward]  
The El Capris deliver a strong wax that is a well done novelty. Deck has fair and good vocal projection. It can make a strong mark on any market where one gets good exposure and distribution.

C  "OH BUT SHE DID"  (2:06)  [Bess BMI—Larkin, Smith]  
The Capris jump on the flip, thereby giving a good dance item for the coupleer. Ok deck that could aid the general sale of the deck.

THE FIVE NOTES  
(Chess 1614)

C  "PARK YOUR LOVE"  (2:58)  
(Are BMI—Briggs, Dunaway)  
The Five Notes etch a better than average side, blending effectively on a slow ballad pretty. Sweetly performed.

B  "SHOW ME THE WAY"  (2:56)  
(Are BMI—Briggs, Dunaway)  
The Notes continue in the sweet vein as they dish up a strong side that could show in the charts. The wax has that "bit" extra that makes it a contender. Rhythmic ballad done very well.

THE CASH BOX  
AWARD O' THE WEEK

"IVORY TOWER"  (2:15)  
[E. H. Morris ASCAP—Fair, Smokey]  
"IN PARADISE"  (2:15)  
[Tiger BMI—Taylor, Carroll]

OTOIS WILLIAMS AND HIS CHARMS  
(Deluxe 693)

- Otis Williams follows his still hot "That's Your Mistake" with two healthy sides, either of which or both could break. "Ivory Tower" is a lifting, melodic ballad smoothly performed. The waltz tempo, the romantic lyrics, and excellent vocal add up to a deck to be watched. The flip, "In Paradise," more in the novelty vein, is a cover of an item that is just beginning to move, and Williams may pick up on the impetus of the original. It is another strong reading and deserves your attention. Keep close tabs on both sides of this release.

"OPEN UP THAT DOOR"  (2:37)  
[Savoy BMI—Mendelsohn]

PLEASIN' YOU"  (2:35)  
[Savoy BMI—Mendelsohn, Winder]

NAPPY BROWN  
(Savoy 1187)

- Nappy Brown is slugging away with a hard hitting treatment of a quick beat jump of the "Flip, Flop and Fly." The flip, "Open Up That Door," is a rocking request from Nappy girl to get home and walk right in his heart. Orking maintains the excitement built throughout by Nappy, Ok deck that should take off. The flip, "Pleasin' You," is another rocked jump, in which Brown gives a gusto filled performance. Both sides jump all the way. Brown sings the tunes with excitement and powerful performances, but without any of the famous Nappy Brown mountings that marked his previous Savoy releases.

SCAT CROthers  
(MGM K12199)

-WAITIN' FOR MY BABY"  (2:55)  
[Leeds ASCAP—Ory, Robin]  
Scat Crothers sings pleasantly in his gravelly voice, delivering up an pop colored Dixieland flavored etching that will appeal to the more mature audience.

SWEET LIPS" (2:20)  
[Leeds ASCAP—Robin, Armstrong]  
Similar comments on a quick beat reminiscent of the twenties.

BUDDY LUCAS  
(Savoy 1180)

- "HO DIDDY HO"  (2:40)  
[Savoy BMI—Lucas, Mendelsohn]  
Buddy Lucas offers a "He Diddley" type jump with appeal. It is a swinging ditty with a country flavor and Lucas does well by it.

- "OH MARY ANN" (2:37)  
[Savoy BMI—Lucas, Mendelsohn]  
Lucas dishes up a cute fast beat that comes off the better side. Deck races along at a snappy tempo. Ok platter.

BOBBY LEWIS  
(Spotlight 394)

- "MUMBLES BLUES"  (2:28)  
[B Lewis]  
Bobby Lewis, who wrote the tune, is the performer, rocks out the quick beat tongue twister about the gal who can't speak a word, but she ain't dumb. It's a crazy side that rides a wild treatment to a breakbeat finish. Good side, and the original now being covered in the pop market. Could break through.

- "OH BABY"  (2:05)  
[Merrimac BMI—Lewis]  
Lewis changes pace on the flip, wailing a middle beat rhythm piece in another style, Lewis is a good performer and the "Mumbles" side may make him a record personality.

VOCALTONES  
(Apollo 488)

- "I'M GONNA GET THAT GIRL"  (2:06)  
[Bess BMI—Vocaltones]  
The Vocaltones hang out a spirited middle beat jump with a pretty performance. Cute, alive and interesting,

- "MY GIRL" (2:13)  
[Bess BMI—Duncan, Robinson]  
The follow up in an excellent perfomance of a slow, rhythmic ballad. Group blends effectively, with standout lead vocals. Two sides to pay attention to.

JEORGE AULD  
(Mercury 70797)

- "LOVE IS JUST AROUND THE CORNER"  (2:56)  
[Famous ASCAP—Robins, Ginsler]  
A تعبل instrumental released as a single from his Emarcy album "George Auld In The Land of Hi-FLY. Excellent dance and listening wax. Auld's saxing a delight to the ear.

- "TIPPIN' IN" (3:06)  
[Advance ASCAP—Bobby Smith]  
Another oldie given the pleasing Auld treatment, Good dance band sides. Both for the pop markets.

LIGHTNIN' SLIM  
(Excello 2075)

- "JUST MADE TWENTY-ONE"  (2:13)  
[Excello BMI—Hicks, West]  
Lightnin' Slim tells of arriving at the mature age of 21 and he's cut to have a ball. Lightnin' talks of his satisfaction at being accepted, and does so with a simplicity that makes it easy for anyone to follow his tale. Deck has a strong appeal and is already being reported from a couple of areas.

- "SUGAR PLUM" (2:47)  
[Excello BMI—Hicks, West]  
Slim waves a slow beat country blues about his sugar mama. This side is limited for the main sale to the deep south markets.
"HOOTCHY KOOTCHY" (2:25)  
[Aladdin Music BMI—Forrest, Levy]  
“TILL I NEVER BELIEVE IN YOU” (2:15)  
[Aladdin Music BMI—Forrest, Levy]  

Gene and Eunice (Aladdin 3315)

Gene and Eunice offer an intriguing mambo rock, "Hootchy Kootchy," that has that Latin flavor and at the same time maintains the rocking beat for the listener. It is a driving tempo with lots of zest chanted in engaging style by the twosome. The flip, "I'll Never Believe In You," is a rhythm and blues set up with a romantic lyric. Gene and Eunice blend sweetly and in a defined pop vein. Melodic, sweeping, and easy to listen to. However, we lead into the mambo rock, "Hootchy Kootchy" for the action.

"MARY LEE" (2:20)  
"EVENING" (2:39)  

The Rainbows

Another label makes inroads on the national front with an unusual etching, "Mary Lee" by The Rainbows. It is a quick beat treated in a vein that is currently marking its mark with the kids. The deck has a number of interesting vocal gyrations, the tune and treatment are alive, and the overall picture of the etching is one of strong appeal. How far it will go will depend on the strength of its distribution. The flip, "Evening," is a slow ballad that fails to come off in any degree of strength.

5 SWANS

"LIL GIRL OF MY DREAMS" (2:25)  
[Gation Pub.—Swan, Gatio] The 5 Swans bounce gently through a middle beat rhythm ballad and come through with an easy to listen to, melodic wax.

"LIL TIPA-TINA" (1:45)  
[Gation Pub.—Dixon, Swan] The 5 Swans pick up the tempo on the flip and jump gaily through a quick beat racer. It is a lively side excitingly done.

THE BARONS

"CRYIN’ FOR YOU BABY" (2:20)  
[Commodore BMI—Gold, Ray] The Barons deliver a middle beat jump with a romantic lyric. Deck has a strong teenage beat and a good lead to chant the story. Ok deck.

"SO LONG, MY DARLING" (1:36)  
[Broadcast BMI—Seymour] The Barons offer a slow paced romantic folk type ballad with a tender styling. Pretty, moving and appealing.

THE SPANIELS

"FALSE LOVE" (2:35)  
[Conrad BMI—J. Hudson] The Spaniels blend on a rhythm slow beat ballad that comes out good listening wax.

"DO YOU REALLY" (2:39)  
[Conrad BMI] The Spaniels collaborate on a middle beat march rhythm piece. The staccato beat gives it a distinction that makes it the more outstanding side.

SWANEE QUINNET

"MY LAST PRAYER" (2:09)  
[Excelsior BMI] The Swanee Quintet blends sweetly behind an exciting exertion by the deep voiced lead. The gravel voiced, shouty lead, set against the delicate background makes a strong contrast. Effective religious wax.

"RACE TO RUN" (2:52)  
[Excelsior BMI] A good gospel side, the more restrained, it still maintains an excitement and stirring quality. Two good sides.

SOUL SATISFiers

(Apollos 303)  
"AFTER AWHILE" (2:12)  

"I'M HIS AND SHE'S MINE" (2:43)  
[Bess BMI—Bumpers] The Satisfiers go on this side. It is a shouting, exciting deck, in the halilujah style, The group sings things up and maintains a good vocal sound throughout. Like it.

BROThER JOE MAY ANNETTE MAY

(Specialtly 885)  
"CONSIDER ME" (2:30)  
[Hiil & Range BMI—T. Dorsey] Brother Joe May’s daughter, Annette, makes her debut with this release, and it is a strong one indeed. Miss May has a great range and feeling. Ok deck.

"GOING HOME" (2:27)  
[Venice BMI—W. Carr] Brother Joe unleashes his stirring voice on the flip, treating a rhythmic middle beat to an exciting vocal. He can shake tenderly and does throughout. Excellent side.

THE CASH BOX

TERRITORIAL TIPS

The Cash Box "Territorial Tips" chart highlights rhythm and blues records showing significant action, which have not yet appeared in the national top 15. (Listed Alphabetically)

* indicates first appearance Territorial Tips

A TEAR FELL  
Ivy Joe Hunter (Atlantic 1046)

CHuRCH BELLS MAY RING  
Willie (Mobina 102)

CRAZY LITTLE PALACE  
Billy Williams Qt. (61576)

CRAZY LOVE  
Ryeottites (Old Town 1718)

Cry Baby  
Bunny Sisters (Rainbow 328)

DARLING HOW LONG  
Heartbeats (Hall 723)

DID YOU EVER LOVE A WOMAN  
B.B. King (RPM 417)

DOWN IN MEXICO  
Coasters (Atco 664)

FINE LITTLE HEALTHY THING  
Billy Emancip (Sun)

Hey Doll Baby  
Clawes (Atlantic 1089)

I DON’T WANT NOBODY  
Elia & Buddy Johnson (Wing 90064)

I JUST COULDN’T STAND IT NO MORE  
Dinah Washington (Mercury 70776)

I’LL BE FOREVER LOVING YOU  
El Barolos (You-Joy 165)

I’M WISE  
Edie Bo (Apollo 486)

JUST MADE TWENTY-ONE  
Lightnin’ Slim (Excels 2079)

LIL, TIPA-TINA  
Fira Swans (Music City)

LOST DREAMS  
Eric Freeman (Imperial 5381)

MARY LEE  
Rainbows (Penguin 703)

MORNING, NOON AND NIGHT  
Joe Turner (Atlantic 1088)

ME, MOON  
5 Pennies (Jerry 1182)

ONE MORE MILE  
Joe Bucaro (You-Joy 172)

ONE NIGHT  
Smiley Lewis (Imperial 5380)

PLEASE, PLEASE, PLEASE  
James Brown (Federal 12258)

SISTER SOOEKY  
Turbans (Herald 469)

SITTIN’ IN THE DARK  
Nappy Brown (Savoy 1176)

SMOKESTACK LIGHTNING  
Howler Wolf (Chess 1618)

SO WRONG  
Jackie Ross (Palm 454)

THAT’S WHAT I’LL DO  
Shirley & Lee (Aladdin 3373)

THAT’S YOUR MISTAKE  
Oils Williams (Deluxe 6091)

TRY ROCK AND ROLL  
Bobby Mitchell (Imperial 5387)

WHEN YOU’RE ALONE  
Daps (Merry 5249)

WHO  
Little Walter (Checker 833)

YOU’RE THE ONE  
Jimmy Rogers (Chess 1616)

F trouble's in THE CASH BOX That Counts!"
Jamboree Command Performance

THE CASH BOX

REGIONAL RECORD REPORTS

WHELING, W. VA.—On February 24, radio station WWVA, this city, augmented a new show called "Jamboree Command Performance" which will be heard every Friday from 11:30 to midnight. The new program invites country disk jockeys from all over the nation using the technique and chatter that they feature in their own markets. The Command gives the jockey the opportunity to discuss his own home town and the country music which is programmed in his area. Articulated above is Ray Anderson of WCHO in Washington Court House, Ohio, who was the guest deejay on the initial show. Standing is Sue Sutton.

"Rock Around The Clock" Film Gets Double-Header Premiere in D.C.

NEW YORK—"Rock Around The Clock," the Columbia picture starring Bill Haley & His Comets and an all-Black Roll and Rock cast, will have double-header world premiere in Washington, D. C., on March 14th when the film opens simultaneously at the Metropolitain and Ambassador Theatres.

Bill Haley, who will be appearing at the Aragon Ballroom in Chicago this week, will fly in to make personal appearances on opening day at both theaters.

The advance reports on this flicker to Columbia Studios so excited that they are planning on doing another one later this year starring Bill Haley & His Comets.

Top Stars To Play Rhodes Ballroom This Spring

PROVIDENCE, R. I.—Booe Abner is reporting a lineup of top name recording artists set for the Rhodes Ballroom in Providence, R. I. this Spring. Beginning several weeks earlier than in previous years, this Spring's event will feature Charlie Louvin (3/17), The Four Lads (3/24), Don Cherry (3/31) and Pat Boone (4/7) and the Fontane Sisters (4/14).

There has been a relaxation of the Monday Blue Laws in this city which will make possible the booking of attractions such as jazz concerts, packs and shows, etc., into the Ballroom.

Decca On All Out Drive to Dealers

NEW YORK—Decca is embarking on a special campaign to make record dealers aware of the availability of all of their products. Every single record and/or album in the active Decca catalog is obtainable by the dealers, and thus by the consumer, merely by the dealer placing an order through his nearest branch or distributor. If the branch is out of stock on any number, the order will be filled by the factory in a short time. Special notice of this service is being made through announcement on the weekly Decca release cards.

Major Diskeries Sign Two Talents From CBS Show

NEW YORK—The new CBS radio show, "Young Ideas," which gives new talent an opportunity for exposure, is helping budding young vocalists find a niche for themselves in the record business. In the show's first few months, the program has been on the air, two young hopefuls have been signed to record contracts by two major diskies. Bernie Knie has been inked by MGM Records and his first disk, "City Boy," backed with "Theme From Indian Fighter," has been rushed to distributors.

Don Hondo, the second younger dispensed on the show was signed by Decca.

Rockmill Gets Look Award

NEW YORK — Milton Rockmill, president of Universal-International Pictures and his fellow officers received a Look Magazine's Industry Award for aggressive showmanship and consistent confidence in maintaining full production schedules. The announcement was made in the latest issue of the publication.

Rockmill, also president of Decca Records received his award on the "Ed Sullivan Show", March 4.

ATTENTION DEJAYS, PROGRAM DIRECTORS, LIBRARIANS—Please keep us constantly informed of any changes in call letters or title.
NASHVILLE, TENN.—Tommy Smith, new Decca recording artist, is a man of multiple talents. Here, with Beverly Estes, president of his fan club, he is shown putting the finishing touches on a hair style for Sunshine Tucker. Mrs. Tucker is the wife of Gabe Tucker, manager of Ernest Tubb. In his other role, as singer, Tommy has two current top sides, with “I’m A Fool” shaping up as a real hit. The tune was published by Ernest Tubb Music, Inc.

Five Dates, Five States SRO For Ferlin Husky Show

NASHVILLE, TENNESSEE—Ferlin Husky, who is one of the hottest artists to come out of Grand Ole Opry way in a good many years, this week turned in a fabulous performance record in five dates, in five different states.

Every night, the show, which featured Husky as star attraction, played packed houses and turned them away at each performance! The states, according to Husky’s manager, Alex, were Alabama, Mississippi, Arkansas, Louisiana, and Florida.

While Slim Whitman is riding on the summit of popularity in his British Isle tour, the increasing number of paid admissions for the Husky show is indicative of a strong current trend toward live entertainment, a country style. The current Husky waxing of “Slow Down Brother” is a regular on deejay shows.

Mercury Gives Your Horoscope

CHICAGO—To promote their current hits and new releases, Mercury Records has included in each record package going out to disk jockeys, a clever flier tying in their current hits with the various signs of the Zodiac and including an individual horoscope. It’s a brochure that should attract much attention.

THE TEN COUNTRY RECORDS

The following disc jockeys played most this week (Plus the next ten)

1. WHY, BABY, WHY Red Sovine & Webb Pierce (Decca 29739; 9-29739)
2. YOU AND ME Kitty Wells & Red Foley (Deeco)
3. I DON’T BELIEVE YOU’VE MET MY BABY Louis Brothers (Capital 3300; F3300)
4. RED SUEDE SHOES Webb Pierce (Deeco 29662; 9-29662)
5. SLOW DOGGONE LONESOME Webb Pierce (Deeco)
6. BLUE SUEDE SHOES Webb Pierce (Deeco)
7. I WANT TO BE LOVED Webb Pierce (Deeco)
8. THESE HANDS Webb Pierce (Deeco)
9. DRINK AND BE MERRY Webb Pierce (Deeco)
10. IF YOU WERE MINE, DO YOU KNOW WHERE GOD LIVES. Webb Pierce (Deeco)
11. YOU ARE THE ONE Webb Pierce (Deeco)
12. I FORGOT TO REMEMBER WEBB PIERCE
13. RUN BOY, RUN BOY Webb Pierce & Webb Pierce (Deeco)
14. TIDAL PRISON BLUES Webb Pierce & Webb Pierce (Decco)
15. WHAT WILL YOU DO (IF JESUS CAME TO YOUR HOUSE) Webb Pierce & Webb Pierce (Decco)

“The Ten Country Records” is a weekly feature that highlights the most-played country music records by disc jockeys across the country. Each entry includes the artist, record label, and catalog number. The feature also includes a horoscope created by Mercury Records to promote their current releases.

CINCINNATI CUT-UPS

Skeeter of the Davis Sisters calls this evening to tell us that she and George just got in from New York where they cut a new session for RCA Victor. While in the Big city they were on the Steve Allen “Tonight” show, Friday the 3rd. The girl’s current release is “Don’t Take Him For Granted”...Jellybean Acre, starring Jack Kay and Roy Tucker, has doubled its audience since January. The TV show is seen over WKG and is the most popular children’s show for the Smalldry...Bonnie Lou back in town after cutting four new sides for King in New York. Bonnie’s picture was in Life Magazine this week. She tells us that her record “I’ll Be Happy” was her biggest to date...Jimmie Skinner (Mercury) was on the Pee Wee King’s TV show out of Chicago this weekend. Jimmie’s new record is “I’m Gonna Be My Baby” while Pee Wee has a new band sound on his cover of the hit “Blue Suede Shoes”...Quite a few of the country artists around town gathered at the studios of WNOF to have a Birthday party on Jimmie Williams (MGM) while Jimmie was on the air. He announced that he was especially happy to learn that he will have a new religious record out this month, just in time for Easter. Ray Price has joined the announcers staff at WNOF—Ray used to work at WZIP where he also twirled the Country Wax.

Barry Wood back in his home town to be guest speaker at the Cincinnati Advertiser’s Club. A former singing star of the “Hit Parade”, Barry is the little brother of Barney Roane, the band leader...Bill Bailey former TV star has moved to Los Angeles, where he will continue in TV on “Dawn Town Party” a country show like the “Midwestern Hayride”...The Larry Melton show now at Beverly is getting lots of raves from club goers...Tony Pastin in town for a one nighter at Castle Farm...They tell us Mr. and Mrs. Cy Kelly former WZIP stars were on “Break the Bank” as contestants. She’s better known around here as Rosemary Oldberg.

Whitman Greeted Wildly In British Isles Tour

NASHVILLE, TENN. — Blazing headlines are commonplace during the current Slim Whitman tour of the British Isles. Such a one is “Whitman Is Here” which recently greeted the immortal artist in Glasgow, Scotland, where he drew some 50,000 paid admissions to six performances...Whitman has been a consistent #1 seller in England where his recordings of “Rocky Road” and “I’m Gonna Love Call” helped make him one of the hottest attractions there. Newsmen, photographers and dignitaries greeted Slim at the airport in Glasgow, where he answered questions about his forthcoming TV show. Imperial Records released a new Whitman single, “I’m A Fool” and “Serenade.”

Joe ‘Red’ Hayes

“The Man Who Calls Her Wife”

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

Page 41 March 17, 1956

The Cash Box, Music
The Cash Box, Music
Page 42
March 17, 1956

The 10
The Cash Box
Country Top
Best Sellers

PLUS THE NEXT FIVE)

1. WHY, BABY, WHY Red Solomon & Webb Pierce (RCA Victor 25-6236; 3:07-38)
2. HEARTBREAK HOTEL The King (RCA Victor 20-6430; 3:20-16)
3. SELF-PROCLAIMED Shoes Carl Perkins (RCA Victor 20-6334; 3:45-23)
4. I FORGET TO REMEMBER TO FORGET Enos Proctor (RCA Victor 20-6337; 3:45-37)
5. SKEETS WAS BLUE McDonald KNOW LOVE LOVE

"GOING DOO DOO DOO" (2:30) [Magneon—B. Terry]

JIMMIE WILLIAMS
"I'M SUSPICIOUS MIND" (2:46) [Earl Barton BM—Ashley]

SIMONE LIVINGSTON
"THE LESSON OF LOVE" (2:40) [Myrtle BM—Rose, Vincent]

A. SKEETS
"GO-GOO DA DA" (2:10) [Earl Barton BM—Ashley]

DONTIVE SHOES
"FOLLOW ME" (2:42) [Aucuff-Rose BM—B. Terry]

AL TERRY
"ONLY ONE WAY TO BE" (2:37) [Aucuff-Rose BM—Dix

JOHN HORTON
Billy Wimberly

BILL WIMBERLY
"ONLY ONE WAY TO BE" (2:37) [Aucuff-Rose BM—B. Terry]

THERE GOES A DREAM (1:58) [Starrite BM—Lawson]

WED RAY
"DOOLY DOO DOO" [Barstille BM—Starr]

LESLIE YORKE
"WHAT WOULD I DO?" (2:06) [Lois BMI—LMY-the York Brothers]

JERRY REED
"MY SQUARE DANCIN' MAMA" (2:11) [Aucuff-Rose BM—B. Terry]

BILLY REED
"THE LESSON OF LOVE" (2:40) [Myrtle BM—Rose, Vincent]

LULU BELLE & SCOTTY
"WHERE HAVE YOU BEEN LATELY SWEETIE" (2:13) [Lois BMI—M. Mercer]

BOB BLUM
"WHERE ARE THE STARS TONIGHT" (2:05) [Myrtle BMI—Blum]

BOB GALLON
"MY SQUARE DANCIN' MAMA" (2:11) [Aucuff-Rose BM—B. Terry]

WOODY MERCER
"DON'T WORRY ABOUT ME" (2:28) [Aucuff-Rose BM—W. Mercer]

"MY SQUARE DANCIN' MAMA" (2:11) [Aucuff-Rose BM—B. Terry]

"WHERE HAVE YOU BEEN LATELY SWEETIE" (2:13) [Lois BMI—M. Mercer]

"THE LESSON OF LOVE" (2:40) [Myrtle BM—Rose, Vincent]

"DON'T WORRY ABOUT ME" (2:28) [Aucuff-Rose BM—W. Mercer]

"DON'T WORRY ABOUT ME" (2:28) [Aucuff-Rose BM—W. Mercer]

"WHERE HAVE YOU BEEN LATELY SWEETIE" (2:13) [Lois BMI—M. Mercer]

"THE LESSON OF LOVE" (2:40) [Myrtle BM—Rose, Vincent]

"DON'T WORRY ABOUT ME" (2:28) [Aucuff-Rose BM—W. Mercer]

"WHERE HAVE YOU BEEN LATELY SWEETIE" (2:13) [Lois BMI—M. Mercer]

"THE LESSON OF LOVE" (2:40) [Myrtle BM—Rose, Vincent]

"DON'T WORRY ABOUT ME" (2:28) [Aucuff-Rose BM—W. Mercer]

"WHERE HAVE YOU BEEN LATELY SWEETIE" (2:13) [Lois BMI—M. Mercer]

"THE LESSON OF LOVE" (2:40) [Myrtle BM—Rose, Vincent]

"DON'T WORRY ABOUT ME" (2:28) [Aucuff-Rose BM—W. Mercer]

"WHERE HAVE YOU BEEN LATELY SWEETIE" (2:13) [Lois BMI—M. Mercer]
The March, 3rd edition of the Grand Ole Opry ABC-TV network counterpart was an immense success, with what the combined talents of Roy Acuff, Minnie Pearl, Red Foley, and Jimmie Dickens, Chester Atkins, Marty Robbins, Kitty Wells, Johnnie & Jack and the Smoky Mountain Boys. The Opry went all out to present a full-length television show, with Joni James in the guest star slot. Also featured on the guest artists’ roster were the Kentucky Junior Bluehoppers. The combined talents of such an array of stars resulted in a powerful performance.

Reports reaching the USA with increasing rapidity indicate a smash tour recently completed by Slim Whitman (Imperial). Whitman opened in Glasgow, Scotland for his first six days of touring in Britain and played to S. O. at every night, with two additional matinee performances producing the same results. In that first week, crowds were estimated at over fifteen thousand. Such recognition as Whitman is receiving in Great Britain is making him available to any entertainer from the USA. He’s really big!

Hank Snow (RCA Victor) was shedded back in Nashville for ten recent and recent tours along the West Coast and through Texas, according to word from his secretary, Jeannie Taylor.

Jim Reeves (RCA Victor) is busy engaged in personal appearance tours, according to word from his manager Herbert L. Shueker. The stellar RCA Victor artist is currently playing a series of one-nighters in the Illinois-Kentucky-Missouri triangle.

According to X. Cosee, Martha Carson (RCA Victor) will be in New York City on March 18 to cut a session for the diskery.

Roy Price (Columbia) will be in Nashville on an A. V. Barnford tour, which also included Justin Tubb (Decca) and Mitchell Torok (Decca). The tour opened on March 4, in Grand Rapids, Michigan and is shedded to wind up in Portland, Oregon on March 20.

Currently touring Florida is a package setup by X. Cosee, which spotlights the talents of Ferle Basky (Capitol), Martha Carson (Minit), Kitty Wells (Dot), Johnny Cash (Sun), Cowboy Copas (King), Bill Carlile (Mercury) and Cathy Copas (King). Wiseman, Husky, Copas and Martha Carson are all under the direction of Cosee.

Ernest Tubb (Decca) back from the West Coast, where he recently cut a series of Navy recruiting transcriptions under the direction of producer Will H. Voeller. These are the first music shows to be played as far back as February, but many more shows in the series are scheduled to be produced in Nashville next month, utilizing Grand Ole Opry talent, as guests with Tubb.

The Johnnie & Jack (RCA Victor), Kitty Wells (Decca) and Roy Acuff (Decca) unit reported a successful tour through the Kentucky-Tennessee area, which they completed on March 17. Frankie More, manager of Johnnie & Jack and Kitty Wells reported a favorable reception at all performances.

A recent guest on the “Ozark Jubilee” opus was Deebea recording artist, Bobby Hatfield, who appeared there on March 3. Roy is currently concentrating his promotional fire on his answer song “They Don’t Have Much to Do”.

It was reported this week that Scotty Wills, WLS National Barn Dance singing team of Lulu Belle & Scotty, is reserving a book on the fundamentals of the five-string banjo. Scotty’s interest in the banjo stems from his love for Earl Scruggs and American music.

Randy Atcher of WHAS, Louisville, recently joined his brother Bob Atcher, on the WLS National Barn Dance Saturday night show, according to word received from officials there. Another note from the Decca offices: Mercymer is currently pushing his new Decca release of “A Touch of Angle” and “I’ll Have You”.

Jimmy Newman, (Dot), star of the “Luisiana Hayride”, was a recent guest on the network portion of the Grand Old Opry-NBC show. Both sides of Jimmy’s new Dot record “Let’s Stay Together” and “I’ll Have You” are moving fast, according to word from Jimmy’s manager, Slick Norris, this week.

Sonny James (Capitol), star of the Big D” Jambores, who also emcees the “Ozark Jubilee” on alternate Saturdays, is currently on tour in the Colorado-Arizona-New Mexico area, with an A. V. Barnford unit, which also includes Charlie Arthur (RCA Victor) as one of the top package stars.

Cari Perkins (Sun), still continues to be the hottest star of the “Big D” Jimbores. His recent spread of “Blue Suede Shoes” is a solid smash, spreading all three music fields and continuing to climb in a rapid spiral for the top.

The Blackwood Brothers (RCA Victor) are busily engaged in a continuing series of personal appearances, which will carry them to El Dorado, Illinois, Fairfield, Illinois, St. Louis, Missouri, Centralia, Illinois and Memphis. Tentative this week, playing this week they will play six nights in Detroit, Michigan.

Chuck Bowers stopped by to chat with “The Old Country Bourgeois” about his new record on Mercury “Ole Mister Cottonball” backed with the instrumental “Country Rhythm”, Bill Wimberly and The Country Rhythm Boys handle the instrumentation on both sides. Lynn says that both sides are terrific.

... News from Lee Sutton, WWVA-Wheeling W. Va., informs us that the station inaugurated a Friday Night Tour 6:15 to 10:45, starting April 26th. Some 2,000 paid admissions to see Hank Snow, Artvy Innan, and Myra Lorrie at a February 22nd A. V. Barnford promotion in Edmonton. Garlock says it was by far the biggest crowd ever and could have been sold out for snow storm. Here are the top five favorites poll as on Garlock’s show: Hank Snow, Webb Pierce, Willburn Brothers, Elvis Presley and Edgy Arnold, in that order. Sated next in Edmonton was Faron Young on March 21st.

and to conduct the program as if he or she were in his own community. Ray Anderson, WCHO-Washington Court House, Ohio, was the first guest deejay.

Bullin’ Wire Bob Strack, Kimo, Independence, Missouri, deejay, adjoining out regularly a top ten list from his home market show. Top tune with Strack on March 3 was “Who Will It Be” by Justin Tubb.

F. M. Smith, WBKH, Hattiesburg, Mississippi Dee-Jay, in town recently for the “Mr. Dee-Jay USA” program on WSM. Accompanying F. M. on his visit were B. L. Blackledge, one of the owners of WBKH, and Virginia Rottev, a young songstress who did guest shots on the “Junior Opry” and the “Ernest Tubb Midnacht Jamborees”.

Dee-Jays penning a plea for more wax this week include the following: Fannie Belle, WCTA, Anahdla, Alabama; John Kenneth, WLLP, Centerville, Tennessee; Lee Coleman, WJWL, Georgetown, Delaware; and Jewell House, KCMC, Texarkana, Texas.

Jack Beasley, Koma, Oklahoma City, Oklahoma Dee-Jay, reports an anniversary on the station there with a special show which featured taped congratulations from artists and many in artists at the station who sent in the best wishes to Jack. A tape featuring Nashville talent was made up in Nashville for the show by Bob Jennings, WLAC, Nashville Dee-Jay.

Jimmy Williams, WNOP, Newport, Kentucky Dee-Jay, notes this week that the Jimmy Dickens’ Columbia waxing of “Where Did The Sunshine Go” is riding near the top of his hit parade. According to Williams, requests are pouring in on the record and it looks like a hot one for the little “later easter”.

Frank Silva notes his new address as KPAC, Box 504, Port Arthur, Texas. Silva was formerly in Pittsburg, Pennsylvania.

Among the new releases this week was one by Billy Walls on the Republic label entitled “That Old Love Of Yours” and “I Can’t Run Away”. Walls is best known as the writer of the hit tune “Back Street Affair”, a few years back.

Another new Republic release is “By The Swelt Of My Brow” and “You Ain’t Got My Address” by Bill Carter. This one is in honor of Carter’s 10th anniversary on the Grand Ole Opry.

Charlie Walker continues to catch top attention with his current Decca waxing of “Only You”, Only You which first clicked in Texas and quicken quickly caught on across the nation following Walker’s recent Opry appearance.

Running a nip-n-tuck battle for the past few weeks have been the teen tunes “If You Were Mine” and “That’s A Sad Affair”. Currently taking the edge is the “If You Were Mine” side, which is pulling lots of attention to RCA’s I.D.A.’s.

Dave Rich looks right with his RCA-Victor offering of “I’m Glad” and “Daring, I’m Lonesome”. The young crooner is currently on a promotional tour of the West.

Frankie Starr (Decca) is set for a week in the eastern US, it was reported this week. Starr’s doing of “That’s The Way The Ig Is Ball Bounces” continues to be a strong and popular clitch.

George N. Hazell pens from England that the Harvey Doe Van report of “The Lights Are Growing Dim and Can Can Skirt” is among the new releases in that country.

Don Davis who originate his own transmitted radio show from New York City, in Nashville recently getting taped interviews with the Opry talent for use.

Jimmy Dickens recently played host to a large gathering of Opry personalites who gathered in lieu of honoring Jimmie Dickens birthday. The party brought together many of the top names in the country music entertainment industry who lavishly showered Denny with birthday gifts.

Springboarding from virtually an unknown position, Bobby Lord (Columbia) is probably one of the fastest rising young artists in the country today. His dynamic new style as witnessed on his current record is indicative of a powerful and truly new “find” who, no doubt, will show up strongly alongside the other top country stars for the coming music honors.

The piano stylings of Del Wood continue to be heard widely. Her latest disking of “Josephine” seems to be one of her best records.

Carley Garlock, CJCA, Edmonton, Alberta, Canada, deejay reports a record crowd despite a snowstorm of some 6,500 paid admissions to see Hank Snow, Artvy Innan, and Myra Lorrie at a February 22nd A. V. Barnford promotion in Edmonton. Garlock says it was by far the biggest crowd ever and could have been sold out for snow storm. Here are the top five favorites poll as on Garlock’s show: Hank Snow, Webb Pierce, Willburn Brothers, Elvis Presley and Edgy Arnold, in that order. Sated next in Edmonton was Faron Young on March 21st.
proper programming depends on

1. 45 RPM SINGLE RECORDS for all current releases

2. 45 RPM E.P. RECORDS for show tunes, all-time favorites, light classics and varieties

ONLY THE SEEBURG V-200

Plays 45 RPM Single Records and 45 RPM E.P. Records with a separate credit system for each

SEE OTHER SEEBURG 2-PAGE ADVERTISEMENT IN THIS ISSUE

"It's What's in THE CASH BOX That Counts"
Late Model Used Equip’t Scarcer As:

Export biz climbs to new high

Export business is reaching a new high. Everywhere in the nation outstanding distributors, as well as leading manufacturers, are finding the export markets their biggest boon to continued better business for the months to come.

The fact remains, too, that as shipments continued at a record pace to the export markets all over the world, late model used equipment is growing ever more scarce.

It has become a needle-in-the-haystack searching job for the average exporting distributor in the U. S. to locate the machines his export customers demand. He is finding it ever more difficult to get the late models wanted, as well the quantity desired.

This all adds up to the fact that, each time the industry believes that it is being glutted with used machines of one type or another, the export markets come along to gobble up what is around.

The fact remains that the average importing nation can’t use American equipment until the price has fallen to the mark where their monies will somehow offset the more costly American dollars.

When this happens, or rather, when the American used market becomes overstocked on one or another type of used machine and the price falls to match the glutted condition, the export market comes along to take what is around and, as has been happening all this past year, in very outstanding quantity.

At this time the demand for used phonographs, five-balls and other games, is surprising to a great many in the industry.

No one can discount the intensive efforts of many distributors to get used equipment sales started in the export markets by featuring late model used machines at extremely attractive prices.

The result has been that, as more and more used machines get into the export markets, the manufacturers, too, start to benefit.

The reason for this is simply that once the export market learns that it can profit from the used machines and, at the same time, also runs into one mechanical problem after another as time goes on due to the fact that, as marvelously well as is the distributor’s reconditioned used equipment, it is still “used” equipment and, sooner or later is bound to break down.

Then the manufacturers get requests for new merchandise. The export market now knows what and how much it can earn. It also realizes that new machines will stand up for a longer period of time.

The orders that are being sent to manufacturers from the foreign markets have truly surprised some of the plants.

From all present indications, this is bound to continue at even an accelerated rate in the future.

There is now no doubt anywhere in the industry that the export market is of extremely outstanding importance to the continued success of the American field.

The distributor who has developed a good export business has somewhere to ship used equipment.

This allows him to make better trades. This also allows him to buy in better quantity from the manufacturers he represents.

All around it is of great value to the entire industry that the export markets be encouraged from every standpoint.

They will be able, at all times, to use up equipment that gluts the market.
There must be "music for everyone"

Proper programming, in addition to current single popular releases, depends upon standard music. However, most standard music—show tunes, all-time favorites, light classics and varieties—is gradually becoming available only on 45 RPM Extended Play Records. This is the music the public wants to hear—no music system can be properly programmed without it.

AUTOMATIC PROGRAMMING HELP. Today RCA, Columbia, Capitol and other record manufacturers are making available low-cost Extended Play Record packages for use on coin-operated music systems. See your Seeburg Distributor.

The Extended Play record

The 45 RPM Extended Play Record couples two tunes on each record side. Playing time for E.P. Records is between five and six minutes—or approximately twice that of a 45 RPM Single Tune Record.

AUTOMATIC MUSIC MERCHANDISING. The music operator must be compensated for the additional time required to play E.P. Records. Only the Seeburg V-200—the World's First Dual Music System—does this! See your Seeburg Distributor.
The answer—SELLING TIME!

The Seeburg V-200 offers the opportunity to realize maximum earning power in every location through proper programming. That's because it's the first music system ever designed with a DUAL CREDIT SYSTEM. This ingenious electro-mechanical assembly makes it possible to program 45 RPM Single Records at one price and 45 RPM Extended Play Records at a proportionately higher price. This is the answer to proper programming...this is really merchandising music...because this is selling the playing time of the music system! See your Seeburg Distributor.

The Wall-O-Matic "200". Ultimate in remote control. Catalogs 200 selections under the five basic musical classifications.

CHICAGO—A temporary slowdown might have caused many to eagerly look forward to the spring season. But with business booming through this manufacturing center, with sales forces being held back from too much traveling so that factories can catch up with backlogs, there is less concern for the forthcoming spring buying season, as compared to the way manufacturers looked to spring in former years.

One noted manufacturer this past week:
"Checking thru our records, now that the month of February has passed, we find that we did nine times more business this February of 1956 as compared to February, 1955."

"In fact," he continued, "this February, 1956, can be considered the biggest month's business we have ever done, in all the long history of our firm."

Other manufacturers have similarly expressed themselves. They have even stated that with business flourishing the way it is at this time they are not looking forward to anything but keeping up with the orders they already have and those coming in each day.

"We don't know how much better the spring buying season will be. If it's as good as business has been so far this year, it's bound to set new sales and production records."

"As far as we are concerned," he reported, "we believe that this spring may prove to be the biggest boom buying season in all of this trade's history."

Manufacturers and distributors are of the opinion that, as per usual, spring will step up business all down the line.

Spring, as they point out, means the opening of the outdoor locations. And with so many people intending to travel the nation, vacationing business, should be better than ever.

One distributor said:
"I note from newspaper reports that all the leading resorts, seashore, mountain and in the north woods, report that they have never before received so many advance reservations so early in the season."

"In fact," he said, "even such tropical resorts as Miami report that more hotels will remain open this summer than ever before in this resort city's history."

"In short," he concluded, "all indications point to one of the greatest outdoor seasons in history."

"That means," as far as our industry is concerned, "that we are in for a continued boom business." Operators, too, are happy over the way business is continuing to pick up as the warmer weather begins to move in.

Many ops report collections have been stepping up right along as people get out of their homes more than before.

The general consensus here is that the industry is sure to enjoy one of the biggest spring business seasons of all time.

CHICAGO—Bill DeSelm, general sales manager of United Manufacturing Company, this city, this past week.

DeSelm also said, "Our 'Flicker Pool' is a four player, four sided action pool table. We are also preparing to build a jumbo model of this game. It is one of the finest pool games to ever be presented to the trade."

"In every case, wherever it has been placed on location, its has boomed receipts to new high record marks."

"Our 'Arcade Pool,'" DeSelm continued, "is a two player front action game, where electric back-board scoring that is the best that will ever be designed."

"This game has all the thrill of super action scoring that a great many of our players like."

"Both of the games," DeSelm reported, "are receiving with marvelous approval everywhere."

"Our distributors, in a great majority of the cases, reordered and re-scheduled their shipments, even before their initial shipments arrived."

"They told us," he says, "that the game of them all." DeSelm concluded.

The "Roto Pool" features backrack automatic electric scoring. It has a system of roto lites and bonus scoring for skillful action.

Two players can play the game from the front and can bank or shoot straight for the pockets.

The table is very attractively designed. All new features are incorporated into the mechanics and play action.

Said DeSelm, "We are shipping our new 'Roto Pool' just as fast as we possibly can. We hope to be caught up with all the advance orders which we have received sometime this week."

"Everyone who has already seen it, remarks about its attractiveness and appeal."

"Everyone who has played it claims it's one of the most skillful and pleasing games ever built."

"All I can say is for any operator, anywhere in the country, to just make it his business to visit his nearest United distributor and see and play 'Roto Pool' himself."

"He'll be convinced, like everyone else has been, that this is the greatest pool game ever produced by this company."
GET Keeney Quality
WITH THE LATEST POOL TABLE INNOVATIONS:

OPERATE Keeney's
JUMBO DELUXE AND DELUXE FASCINATION POOL TABLES
WITH CENTER HOLE PLUG
for 2 Hole or 3 Hole Play!

Both Models
now available with or without
LITE-UP BUMPERS
- Mahogany Grained Moulding—Cork Finish Body and Legs
- Perfect operating Ball Release can't be cheated
- Perfectly squared to entice the professionals
- Simple coin mechanism • Green, rubber-backed felt
- Spirit Level Furnished • Leg Levelers
- White Diamonds on Side Rails

Size: 70" L. x 36" W. x 32" H.

J. H. Keeney & Co., Inc.
620 W. Fifty-First St. • Chicago 23, Illinois

WRITE-WIRE-PHONE
YOUR KEENEE DISTRIBUTOR!

NEW!
4-WAY ANTI-WARP STABILIZER
insures perfectly flat surface
on all four quarters of playfield!
Standard Equipment
with Keeney Tables

2 or 4 PLAYERS
3 or 4 sided play

SIZE:
52" L.
36" W.
32" H.

NOTICE
LOW, LOW PRICES
GUNS! GUNS! GUNS!

E. Ohio Ops Set Meeting Dates
YOUNGSTOWN, O.—Mark A Osborne, secretary of the Eastern Ohio Photograph Operators Association, this city, advised that regular meetings will be held on the first Thursday of each month at 4104 Rush Bldg., Youngstown.

The executive board will meet on the third Thursday of each month.

"It's What's in THE CASH BOX That Counts"
First Skirmish Still Not Over But:

BIG ASCAP BATTLES YET AHEAD

Refusal of Automatic Music Industry’s Attorneys to Discuss a Compromise on ASCAP-Sponsored Copyright Legislation in the Senate Judiciary Sub-Committee as Suggested by Sen. O’Mahoney (Dem., Wyo.) Only First Skirmish. While Juke Box Industry’s Attorneys File Briefs This Week (March 14) Nation’s Music Ops Urged to Go All Out in Good Will Winning Campaign to Gain Favorable Public Opinion to Help Defeat ASCAP in the Big Battles Yet Ahead When Public Hearings Called.

ASCAP is not asleep. This big, multi-million dollar corporation is doing everything in its power to win for itself government sanction to tax the juke box operators for playing its copyright music, altho these operators are already paying royalties to ASCAP’s members through the purchase of records.

At the first skirmish in the Senate’s Sub-Committee on the Judiciary (February 29), Senator Joseph C. O’Mahoney (Dem., Wyo.), during a closed meeting of attorneys representing the automatic music industry as well as those of ASCAP and other organizations, proposed that all the attorneys sit down and work out a compromise. Sidney Levine and Hammond Chaffetz, representing the juke box industry, absolutely refused to consider this proposition, and are now preparing briefs to be handed in by March 14.

But ASCAP has not stopped for a split second working hard to beat down the automatic music industry of America.

ASCAP will continue to do everything in its power to bring about a smashing defeat of the juke box industry’s defense of the present Copyright Act.

ASCAP is going to keep on trying hard to get the Copyright Act amended so that it can become the PRIVATE TAXING POWER to tax all juke box owners, all automatic phonographs, all locations and everywhere else, AS MUCH AS IT PLEASES AND AS MANY TIMES PER DAY, WEEK OR MONTH AS IT DESIRES.

Never before have the nation’s juke box owners faced such insidious propaganda to discredit them as business men as well as to demean them as an industry.

From every direction every method and means is being used to bring scorn down upon the juke box business.

There is one, and only one, way to fight this sort of insidious propaganda.

There is one, and only one way to be assured of victory in the big battles yet to come against ASCAP-sponsored copyright legislation.

This one way is for every single juke box owner in this nation to immediately arrange for an all out good-will winning campaign of his very own.

The juke box owner’s family, his employees, his friends, his neighbors, everyone and anyone with whom he comes in contact, must go all out to help him in this good-will winning campaign.

All of the people in his community. His civic and social leaders. His business acquaintances. His charitable and fraternal organizations. His church. Everyone. Absolutely everyone must help him at this time.

He must definitely gain for himself FAVORABLE PUBLIC OPINION. This is the one and only way he can defeat ASCAP’s attempted copyright legislation.

He must have this FAVORABLE PUBLIC OPINION on HIS SIDE if he is to defeat ASCAP in the forthcoming big battles yet ahead when open public hearings will be instituted by the Senate and the House of Representatives Sub-Committees on the Judiciary.

This present legal tangle wherein Sen. O’Mahoney asked that this industry compromise something which it had won year after year after year, was just a small skirmish.

The big Battles are yet ahead. These big battles will be fought in open public hearings in the House and in the Senate before the Judiciary Sub-Committees.

The Senators and Congressmen who are members of these Judiciary Sub-Committees will listen to PUBLIC OPINION.

It is absolutely the duty of every single juke box operator in the nation, if he desires to remain in this business as an independent businessman, to win FAVORABLE PUBLIC OPINION for himself and for his business, which means for all the industry, so that the Senators and Congressmen will again decide in the favor of the juke box industry when these open public hearings come into being.
THE CASH BOX
WORLD FAMOUS
QUARTERLY EXPORT EDITION
A COMPLETE REPORT OF THE FIRST QUARTER OF 1956 PUBLISHED IN
SPANISH, FRENCH, GERMAN, ENGLISH
COVERING THE ENTIRE COIN MACHINE WORLD

BRINGING closer together the international coin machines trade. Creating better understanding of all modern coin operated equipment as featured in “The Cash Box Price Lists” that are officially accepted worldwide. A remarkable and outstanding opportunity for all advertisers to expand more deeply into the world’s markets and, thereby, enlarge their sales potentials and scope of operations while achieving marketing leadership. All advertisements will be printed in all the four languages featured or in any language the advertiser prefers. (Advertising copy to be translated in foreign languages must be in New York office no later than March 26.) This is the opportunity for all advertisers in The Cash Box to enjoy a liberal share of the:

OVER $11,000,000.00 WORTH OF COIN MACHINES EXPORTED DURING THE FIRST 9 MONTHS OF 1955 AS REPORTED BY THE U.S. DEP’T OF COMMERCE

EVEN GREATER EXPORT SALES INDICATED FOR 1956. ALERT, AGGRESSIVE AND PROGRESSIVE ADVERTISERS CAN OBTAIN A VERY GENEROUS SHARE OF THE TREMENDOUS, CONSTANTLY GROWING AND RAPIDLY EXPANDING EXPORT BUSINESS BY ADVERTISING IN THE WORLD FAMOUS QUARTERLY EXPORT EDITION OF “THE CASH BOX” FEATURING THE INTERNATIONALLY RECOGNIZED AND ACCEPTED “THE CASH BOX PRICE LISTS”!

FINAL CLOSING DATE FOR ALL ADVERTISING
APRIL 5, 1956

(“The Cash Box’ Quarterly Export Edition” April 14, 1956 Issue)

RESERVE ADVERTISING SPACE TODAY! WRITE! PHONE! WIRE! CABLE!

THE CASH BOX
26 WEST 47th STREET, NEW YORK 36, N.Y. (Tel: JUdson 6-2640)
Cable Address: CASHBOX, N.Y.

32 W. RANDOLPH ST. 6272 SUNSET BLVD 1765 COMMONWEALTH
CHICAGO 1, ILLINOIS HOLLYWOOD, CALIF. BOSTON 35, MASS.
(Tel.: DEarborn 2-0045) (Tel.: HOLlywood 5-2129) (Tel.: ALgonquin 4-8464)
17 HILLTOP
LONDON, N.W., ENGLAND
(Tel.: Speedwell 2596)
Bally Kiddie-Rides

EARN BIGGEST PROFITS

MODEL 2

COIN-OPERATED AUTO-RIDE

Bally Manufacturing Company, 2440 Belmont Ave., Chicago 18, 111.

PREPARE FOR SPRING

TRIMOUNT OFFERS YOU A LARGE ASSORTMENT OF SEEBOURG M100B, BL and C's

All completely reconditioned

SEEBOURG M100B $495
SEEBOURG M100BL $525
SEEBOURG M100C $595

THIS IS THE FINEST USED EQUIPMENT IN AMERICA


Remember

IT'S TRIMOUNT!

40 WALTHAM STREET
BOSTON 18, MASS.
Tel. Liberty 2-9480

EASTERN FLASHES

A surprising amount of action on coinrow this week. Opa, from out of town as well as local, visiting the wholesalers. These firms report good sales of all types of equipment, both new and reconditioned. The parking ban on Tenth Avenue, scheduled to go into effect last week, has been postponed until March 15. Wholesalers are hoping for the best, but all are concerned over the adverse condition it is bound to bring. "Where will our customers park when they have to drop in for equipment, parts and supplies?" they ask.

The death of Max Levine of Scientific Machine Corp. shocked all here. Max was one of the most beloved and highly respected men in the industry. His death was particularly stunning, as he was in the midst of renovating an entire building, coinrow, which would have been ready for occupancy this month. Almost a number of columnheads attending services on Sunday, most here were unaware of his death as firms were closed for the weekend. Had they known, there would have been a large delegation from the industry at the services. . . . Mr. and Mrs. Samuel Wolberg, Chicago Coin Machine Company, in town for a few days prior to sailing for Europe and Israel. Wolberg visited his distriber here, Al Simon, and watched some expert pool players match skill on the firm's new table "Clove Pool." Dave Rosenthal, Phila., and Al, saw the Wolbergs off on the ship Andrea Doria, Wed., A.M. Boat will dock at Carnes, France. Wolberg then will visit Rome, Israel (will be there about three weeks), back to Rome, Paris, the Scandinavian countries, and then back to France for the boat home. Will be away some three months. . . . Joe Young and Abe Lipkus, Young Distributing, display pool tables of all manufacturers on their showroom floor. The firm now wholesaling these games. . . . The new model "1900" phonograph is moving well also, as we noted the floor model missing this week. . . . Charlie Litchman postcards from Miami, Fl., where he's vacationing. Writes he's meeting up a number of "relatives" here. . . . Harry and Hymie Koeppl's store across the street from its established quarters now ready for biz. Next move here is to renovate and rearrange main store.

Burney (Shugy) Sagerman, Runyon Sales, back at his desk, looking mighty healthy. During his stay down South, Shugy flew over to Puerto Rico, where he spent several days. "Wonderful country and climate" he remembers. Irv (Kempy) Kempn's the officie, for Runyon's, comes down to Runyon's to meet an out-of-town operator, and then take off on the road. But so many things come up, he spent that entire day he left right from his home for a trip to ops in New York State. . . . Jack Mitnick, AMI regional sales representative, still in town. Held up by a terrific dental job. He tells us his dental bill is insignificant when you consider he's paying Jack with a miniature piano and candlelabra. . . . Dave Stern, Seacoast Distributors, Elizabeth, N. J., on the street. Dave is busy selling pool halls. He claims he's sold millions. It's a real vaudeville show to listen to Dave on the phone, telling prospective customers about his halls. . . . A. D. Palmer, Jr., advertising and sales promotion manager of The Rudolph Wurlitzer Co., in town for a few days. . . . Visiting on the street were Herb Chicois and Jerry Lambert of the C & L Amusement Co., Stamford, Conn. Action over Conn. New York continues at a high pitch. Meyer Parkoff tied up with a customer when we visited, and the rest of the staff busy with ops. . . . Mike Munves, who's off to the biggie Spring start in his history, rushing around trying to "wake a 'hello' at us." . . . Ray Knoss, the country squire op, visiting on coinrow, . . . Mel Kasza now staging "Saratoga" Al Bodkin, looking disgustingly healthy after his Miami vacation. The "Sen" is already planning a trip to the West coast. He'll leave on July 7 with his gorgeous Fran, and his brother John and his wife, for Los Angeles. From there he will motor around, visiting Las Vegas, of course. This will be the first Summer vacation the "Senator" ever took. . . . Mike Mulfik, Walden, N. Y., and Gertrude Brown, Beacon, N. Y., also visit coinrow.

UPPER MIDWEST MUSINGS

George Berquist of Ironwood, Mich., made his first trip into the Twin Cities in many a moon. George reports that business is picking up in his area and that pool games are doing a good job for the operator. . . . Ray Bentkowski of Choptet, Minn., spent a few hours in the Twin Cities. . . . Jim Ross of the Midland, Minn., is busy picking up records for his route. . . . Royal Hegan of Slayton, Minn., spent a couple of weeks down in Texas and was well received up when he got back on the job again. . . . Mr. and Mrs. Chester Le Doux, Northern Novelty Company of Virginia, Minn., are back home after a vacation down in Mexico and Chet is glad to be back on the job again even tho he came back to cold weather and a lot of snow. . . . Al Smart and Charles Jackson both from Bemidji, Minn., made the trip into the Twin Cities this week and spent a couple of days shopping around looking over the latest in coin machines. . . . Ne's Nelson of Alexandria, Minn., was busy shopping around for used music for some location changes. . . . Frank Mager of Grand Rapids, Minn., and Dar Holsem of Big Fork, Minn., made the trip to the Twin Cities together to pick up parts and records for their routes. . . . Pat Partridge of Mora, Minn., is busy these days putting out coin options on some older games. . . . Mr. and Mrs. John Nolen, Famous Wholesalers, Minn., eliminate a trip to Minneapolis to pick up needed records and parts for their route. . . . Recent visitors to the Twin Cities were Ben Bjohke of Hutchinson, Minn.; Don Roll of Baldwin, Wis.; Elgin McDaniel of Wadena, Minn.; Ely, Gradens of Winona, Minn.; L. L. Harris of Enderlin, N. D.; Bob Bregel of Benson, Minn.; Joe Totske of Fairmont, Minn.; Russell Gherley of Baldwin, Wis. and Ben

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

March 17, 1956

Page 53

CHICAGO CHATTER

Before anyone gets the wrong idea, it is best to remember that the private lives of the stars of the RKO industry and for the opposing music organizations in the Senate's Judiciary Subcommittee with Senators Wiley and O'Mahoney are being investigated by Mr. Weinberger with ASCAP-sponsored legislation. The RKO industry's attorneys absolutely refused to "compromise" as per the suggestion of Sen. O'Mahoney (Dem., Wyo.) because there were no legally sound reasons why they should. But they had to present briefs as to their reasons why they do so this week (Mar. 14). In the meantime, every single one of the nation's RKO box office owners had kept on their toes, and do everything in their power to win favorable public opinion. The real big box office and dangerous battle in court are yet to come when open public hearings will be called by the Senate and the House Subcommittee On-Television. Public hearings the nation's RKO box operators will be advised just exactly what is expected of them.

Thanks to wide awake C. R. McKeever of Grand Island, Neb. who sent us a clip re; the Hollywood musicians' affair. McKeever proved himself a keen judge of the present music situation. . . . This happened this past week. Frank Mencuri whose elbow, by the way, now crocheted into phone-holding shocker who phone the RKO party on the other end of the wire himself if some item in The Cash Box, Holding the phone with her hand, Frank worked with chest, elbow, body and all his hand to slap off the wrapper from his own copy of The Cash Box. After accomplishing this stunt he's now seriously considering a career as an acrobat. By the way, Sam Lewis happy over the report that EMI makes the biggest business of all its many years this past February, '56. And from the way those orders pour into this plant, it seems the factory may even surpass this big batch.

All of which lead us to believe that United's Bill DeSelm is arranging another grand party to see Carmen Basilio defend his title. Among those who have already accepted his intention of being present: Tony Kupual, Charley Kapl, Gil Kitt, Joe Robbins. Bill arranging all this in between of this year's biggest order for United's new "Roto Poo" Bill also reports that Johnny Casola phoned in from Jax, Florida tooting for more deliveries and that Al Theoelle phoned from New York to say that business has been gold colored United products. Dorothy Hellstrom in from Munch, Minn. and regardless of the warmer weather here, homesick for the upper peninsula and it's 160 inches of snow.

They've got a "weight indicator board" over at General Hospital. This is for the exclusive use of Ralph (Slim) Sheffield. Indicator showed that Ralph lost 2 lbs this past week and yesterday, Starving off weight for a few days, not only has slimmed down but also losing pounds fast dashing in and out of the office into the factory and back again. A little more of this and Avent's due for a sunny Florida vacation. A! Warren pulled in from Calif. and the S. W. this past week. Seems like Al just fell in love with southern California. Avent is back in the office and his health is better than ever. Ralph

Huebsch's office this past week, while Paul busy on longdistance phone in the Cash Box from under Paul's arm and zips right out. Paul jumping about like a Mexican jumping bean all over the place bowling for his copy of the Cash Box! Clarence believes is going to "pop" reading calmly away. "I wanna see did we announce our new two pool tables, "Flicker Pool" and "Archer Pool"!"

Clint Piers

WURLITZER

1663 CENTRAL PARKWAY, CINCINNATI, OHIO

(Phone Main 1-8751)

MAKING US AN OFFER

on all or any of the following

BINGOS

A.M.I. MODEL A . $125
A.M.I. MODEL B . . . . $150
A.M.I. MODEL C . . . 165

WURLITZER 1400 275
WURLITZER 1100 .... 145

RECONDITIONED AND REFINISHED LIKE NEW!

Terms: 1/3 Dep., Bal. C. O. D. Exclusive Distributors

T & L DISTRIBUTING COMPANY

4118 W. NORTHERN AVE., CHICAGO, ILL., U.S.A.

Armitage 6-5005

CHICAGO CHATTER

(Cont.)

Coint Machine Industry Asked To Cooperate in Ringling, Barnum & Bailey Premier For THE PAL

NEW YORK — Every year, the proceeds from the premier showing of the Ringling, Barnum & Bailey Circus, held in Madison Square Garden, is donated to some worthwhile charity by John Ringling North.

This year the Circus opening is scheduled for Wednesday, April 4, and the proceeds go to the Police Athletic League (PAL).

The coin-machinery industry has been asked to cooperate by buying tickets for this tremendous show, at which Ed Sullivan acts as Master of Ceremonies, and a number of leading show people contribute their talents. Knowing the highest efficiency and co-operative spirit of those in the coin-machinery industry, PAL is offering tickets to those in the trade, and hope for a fine sale. Coinmen wishing to buy tickets should call Murray Hill 6-1897.

Nat'1 Reject. Opens German Branch.

ST. LOUIS, MO.—National Rejector, Inc., this city, has announced the opening of its first European Branch office.

Hans Pederdegg, present manager of National's Los Angeles office, will head the new branch in Germany.

FOR DAVIS REBUILT EQUIPMENT WITH
DAVIS 6-POINT GUARANTEE Call Us Collect —
Syracuse 75-1631
Photographs converted to 10c play if requested.

DAVIS CORPORATION
Syracuse Factory DISTRIBUTORS
725 WATER STREET SYRACUSE, NEW YORK

The Cash Box

Page 54 March 17, 1956

CALIFORNIA CLIPPINGS

Along Pico this week the topic of interest with the operators and one-stop personnel is the “Juke Box Baby” Contest being conducted by RCA Victor in The Cash Box. They are gathered in groups along the street showing “snaps” of the operators who were interested. Al Silberman of Badger Sales Company, Inc., commenting on the vast interest shown by local and out-of-state persons in securing all types of vending machine contests for the Los Angeles, California area, stated that his company and others that have written their inquiries, Al is certain that 1956 will see the vending machine business zoom to an all time peak which seems to follow the trend of the game and machine business itself. All of the many friends of Jack Rosen of Superior Recording send their heart felt sympathy to the death of Mr. Willard Michal, President of the California Music Merchants Association, reports that Walter J. Hemple dropped dead in his office last week. Jack was Past President of the Western Los Angeles Chapter of The Record Changers. . . . The prediction along Pico is that “Blue Suede Shoes” by Carl Perkins on Sun and “Heartbreak Hotel” by Elvis Presley on RCA will top the charts in the next few months. The following operators who report that elimination tournament play on the pool tables, in conjunction with trophy awards, has been very well received in the territory. The operators look forward to the tournament play holding as well as increasing play.

Karel Johnson, formerly of Paul A. Laymon, Inc., has joined the Wrulitzer organization as their service man in the Dallas area. . . . Sam Richlin of California Music Company has been keeping so busy that he hasn’t had time to try out his new (?) camera that he received for Christmas ‘54. Gabe Orlando has announced that the property has been cleared and the plans for the new building are finished and that the bodies on construction should be in by mid-May. John Freeman handled all of Simons’ handling things at Simonds while Jack Simon and his wife are in Las Vegas on a business trip. . . . The Vending Machine operators are watching with interest the proposed tax of 3% on the Los Angeles City Council. If the city budget this issue is up before the council it was turned down last year.

At Leuenhagen’s Record Bar, Kay Solle has posted the announcement of the “Juke Box Baby” Contest that all operators who have not already entered, can see it and easily enter this interesting contest as she and her sister, Mary, have done. . . . The choice is going big at the “Bar”, and she feels will hit the top, is Rusty Draper’s “42nd” on the Mercury label. . . . Leonard Buffett has his fractured arm in a cast just finishing up conducting his business for Park Music Service as if nothing had happened.

The Bally “Model T Hot-Rod” is reported by Ed Wilkes of Paul A. Laymon, Inc., as continuing to be one of the most popular machines. He believes this is due to the interest in hot-rods and sports car among the youngsters as well as the "oldsters". Paul A. Laymon’s banged-up finger is healing nicely after his accident when moving his television set in his home. . . . Phil Robinson reports the seven different models of pool games manufactured by Chicago Coin Machine Company are doing extremely well. . . . John W. Murray of the Coinmen’s Association, Thanksgiving Day, recently visited the newly opened Harris Music Company, Hank Tronick says that the new Chicago Coin “Clover Patch” table is exciting the interest of many local restaurateurs. The new Clover Patch table and all the other features include colorful hit-up boppers, light-up buttons and score in the rails and should bring new and greater profit records for the pool players. . . . Ed Weller, County and local manager, is having his operators go to coin-play in the County and that they are giving their full cooperation in conversion to this play.

You Can’t Lose! You’ll get DOUBLE YOUR MONEY BACK if, for any reason whatsoever, you don’t like THE CASH BOX! Simply read the first four issues of THE CASH BOX that you receive on your first year’s subscription. If, for any reason whatsoever, you don’t believe that THE CASH BOX is the publication for you, then return those first four issues and not only will your $15 for the Full Year’s Subscription of 52 Weeks be REFUNDED, BUT, IN ADDITION, you will receive DOUBLE YOUR MONEY BACK for those first four issues.

YOU CAN’T LOSE! SEND THIS SUBSCRIPTION TODAY!

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

Please enter our subscription for 1 year (52 issues) at $15. Enclosed our Check . Please send Us A Bill .

FIRM NAME
ADDRESS

CITY . ZONE . STATE

Individual’s Name

DALLAS DOINGS


This week George McGinnis, once a professionally associated with Mike Ackman, former coin machine operator now in another business in this area, once a professional Juke Box., was stopped by Norman Ackman at his Alena Street State Machine Company. . . . We hear George Frock is ill with pneumonia in Rome. . . . Bud Booth, RCA Victor single records representative, moving here from Miami near Atlantic City. . . . Harvey Company, has added another to their 500 models of Wichita Falls, shopping the Dallas market. . . . Other visitors spotted along coinrow included W. B. Mowery of Paris; H. K. Lyde, Sherman; G. C. Newland, Plainview; Willbur Brisco of Waco, and Casey Jones, Fort Worth. . . . Garland de La Mar building a new home in Waco. . . . Don Bohman, coin manager, and Bell & B Vending, making plans for a fishing trip to Possum Kingdom.

“IT'S WHAT'S IN THE CASH BOX THAT COUNTS"
TOPS IN EARNING POWER!

**Pool Tables by Williams**

_Williams 2-WAY
Special DE LUXE
BANK POOL_

**Williams 2-WAY
SENIOR DELUXE
BANK POOL**

_Same principle as "SPECIAL"...18" longer_

_CREATORS OF DEPENDABLE PLAY APPEAL_ 4242 W. FILLMORE ST. CHICAGO 24, ILL._

**THRU THE COUNTRY**

_NEw ENGLAND NIBL E S**

It's news to report that Dave and Mrs. Bond will fly to Europe, leaving Boston Tues. (Mar. 18), for an eight week jaunt through the capitals of the continent. The proxy of Trimount Automatic Sales Corp. (Searsburg) will visit business acquaintances in France, Italy, Spain and the Netherlands and the couple will spend quite a little time in Israel. Their plane leaves from the East Boston airport and lands them in Lisbon. Preceding their departure, a big dinner was held by Trimount at the Kenmore Hotel on Thurs. (Mar. 8), at which 10-year and 5-year members of the Trimount staff were honored. Irwin Margold, gen. mgr., was toastmaster and made the presentations. Honored were: Blanche Sollosy, office mgr.; Dan Brown and Dave Riskin, salesmen; all of whom have been with Trimount for 10-years. The three received engraved wrist watches. Honored for five years were Amato Rapacci, Eddie Shabenn, Donald Williams, all of the service dept.'s. They received billfolds. The 10-year members also received 10-year pins and the 5-year members, 5-year pins. The employees presented President Bond with a set of woods. Discussion of the profit sharing plan was held and envelopes for employees share of 1955 profits were distributed.

At Si Redd's Redd Distributors (Wurlitzer), pool tables are topping everything else with more drive than any amusement game item ever handled, Bob Jones, sales mgr., reported. Locations are removing booths in many instances to put the pool tables in, he said, and all locations installing the pool games, report a heavy pickup in biz. Ops taking to Wurlitzer "1900" Centennial in a big way, he states. Bally's "Broadway" gets accolades as the strongest in-line game ever, Bob says. Latest report from the honeymooers, Ed Ravreby's new son-in-law, Richard Mandell, general manager of Ravreby's Associated Amusements (Roch-Ola), and Ruth Rae, Ed's newly married daughter, place them in Houston, Texas on their way to Las Vegas. The couple on a transcontinental motor trip traveled from Boston to Miami to Biloxi, Miss., to New Orleans. In New Orleans, they visited the Crown Novelty and Stacy Distributors.

**GEO. PONSER CO.**

123 West Ruryon Street NEWARK 5, NEW JERSEY (Phone: Bigelow 3-7422)

**FOR STEADY PLAY**

**DAY IN AND DAY OUT**

**BETTER BUY THIS**

LEGAL PLAY COUNTER GAME

1¢

1¢

**TWICO**

**FORTUNE VENDER**

**TWICO CORPORATION**

2639 Milwaukee Ave., Chicago, I11.
Lavine Started in Coin Business in 1899

GIL CITY, LA.—Harry S. Lavine, "29 Year Club" member and a coin machine operator for over 57 years, reveals he was the third operator in the United States to start a real Penny Arcade. His first was in New York in 1899, his second in Buffalo, N. Y. in 1900 and his third in Cleveland in 1901. Lavine also says he was the first in Cleveland to operate music machines. The veteran coin-man boasts that during his many years in the business he met almost all of the coin manufacturers of coin equipment.

CIRCUS
NewLife-NewLook
Now OKAYED
By America's
Smartest Operators

SPRING IS IN THE AIR
NOW IS THE TIME TO THINK OF
ARCADE EQUIPMENT
Check These New Low Prices

Then Order Today!

ARCADE
BALLY BUILDED EYE...$200.00
EXHIBIT Super GALLERY... 100.00
EXHIBIT "500" SHOOTING...  75.00
EXHIBIT SPORTLAND SHOOTING... 150.00
GENCO RIFLE GALLERY... 150.00
GENCO SPACE SHOOTER... 250.00
GENCO SKY ROCKET... 350.00
GENCO WATERFALL... 375.00
LA-779 BASKETBALL... 250.00
S&R.C. BASKETBALL... 250.00
Chicago Coin Deluxe... 500.00
Chicago Coin Derby... 100.00
EXHIBIT SILVER BULLETS... 100.00
GENCO NIGHT FIGHTER... 165.00
MIDI LOVE YOURSELF... (Bathroom)... 45.00
SHEARS BLACK-GUN... 175.00
WILLIAMS SIDEWALK ENGINEER... 250.00
UNIVERSALagoon Gun... 250.00
EXHIBIT SIX SHOOTER... 115.00
KIDDE RIDES
BALLY CHAMPION HORSE... 510.00
BALLY SPACE SHIP... 310.00
BALLY MOON RIDE... 310.00
BALLY HOT ROD, Like New... 450.00
BALLY HOT ROD, New... 525.00
BALLY PUG... 385.00
ROCKET SHIP... 200.00

SHUFFLE ALLEYS.
UNITED SUPER SIX... $ 50.00
UNITED 12TH FRAME SUPER... 50.00
UNITED STAR... 50.00
UNITED ASCENDI... 75.00
UNITED OLYMPIC... 85.00
UNITED SKY... 115.00
UNITED AIRS... 115.00
KEENEY DOMINO... 65.00
KEENEY BLACKMAKER... 65.00
KEENEY MAINLINER... 100.00
KEENEY DOUBLE... 125.00
KEENEY DIAMOND... 125.00
CHICAGO 12TH FRAME... 50.00
CHICAGO 12TH FRAME... 50.00
CHICAGO 24TH FRAME... 150.00
CHICAGO 25TH FRAME... 175.00
CHICAGO 12TH FRAME... 150.00
CHICAGO CRUS CROSS... 175.00
CHICAGO CRUS CROSS... 175.00
BALLY VICTORY... 200.00
BALLY CHAMPION... 225.00
BALLY CHAMPION... 225.00
ROCKET SHIP... 295.00

MUSIC MACHINE.
WURLITZER 1915... $ 60.00
WURLITZER 1905... 99.00
WURLITZER 1905... 99.00
WURLITZER 1905... 99.00
WURLITZER 1905... 99.00
SEEBREG 100... 375.00
SEEBREG 100A... 375.00
SEEBREG 100B... 435.00
SEEBREG 100C... 435.00
SEEBREG 100D... 495.00
SEEBREG 100E... 545.00

All prices quoted are F.O.B. Philadelphia. Extra freight packing included. DISCOUNTS ON QUANTITY PURCHASES

We also carry a very large selection of Gottlieb and Williams pinballs as well as one of the largest parts from exhibitions in the U.S. A.

INTRODUCTION SCOTT CROCE CO.
SCOTT CROCE COMPANY
1423 Spring Garden Street
Philadelphia 30, Pa. Tel. Rl 6-7712

5 oz. — 21/8" POOL BALLS
Guaranteed First Quality
Set of 10
$15.00

5 oz. — 21/8" POOL BALLS
Guaranteed First Quality

Detroit, Mich. — Roy Small, public relations counselor and coordinator of United Music Operators of Michigan, successfully helped to withhold an extremely excessive and prohibitive occupational license fee of $500.00 which the suburb of Melvindale wanted to impose on all juke box operators within its jurisdiction. There are approximately 12 operators who have phonographs on about 24 locations in the suburb of Melvindale. Nine are members of United Music Operators of Michigan. Only one operator has three phonos on location in this suburb.

At a hearing before Roy Small, pointed out that the proposed occupational license per operator of $500.00 was absolutely prohibitive. He argued that this would put the juke box operators out of business in this community regardless of the fact that the location owners wanted and needed the phonographs.

He also explained to the suburb's attorney that United Music Operators of Michigan was not a nonprofit organization. That the organization could purchase one occupational license and have all of the phonographs operating under the one fee.

Small stated that his organization did not want to, thereby, monopolize the operating in Melvindale but wanted competition to continue. He stated that all could benefit from the phonographs placed in the community.

Up to this writing no further moves has been made by Melvindale to put the proposed $500.00 occupational operator's license fee into effect.

Michigan's UMO to Aid Toledo Youth Program

Detroit, Mich. — Roy Small of United Music Operators of Michigan reported that this organization, would just as they did last year, join in with Toledo Youth Program, known as the "Two-Bits Show" to be held at the Toledo Sports Arena Sunday, March 14 at 4 P.M. for a fair raise money for the Toledo Welfare Committee for Underprivileged Children.

The teenagers and others pay $2.25 admission fee. Thereby the name the "Two-Bits Show". The show is conducted by Fred Mitchell, disc jockey of WOHO, Toledo, Ohio. The Toledo Sports Arena seats approximately 12,000 people. The crowds usually range between 7,000 and 10,000 for "Two-Bits Show".

Roy Small stated that United Music Operators of Michigan had again agreed to bring outstanding talent to the show.

Amateurs who have won contests conducted by United Music Operators of Michigan in the many teenager affairs they have held in Detroit will also be present.

Is lung cancer increasing?

The answer is yes—and very rapidly, too. In the past 20 years, deaths from lung cancer in women have increased over 200% and in men over 600% in the United States from 1954, 17% of all male cancer deaths were due to lung cancer. You can help fight lung cancer—and all forms of cancer—in two ways. A thorough checkup at least once a year... and a check to the American Cancer Society.

Give to your Unit of the American Cancer Society or mail your gift to cancer, c/o your town's Postmaster.
Amuse. Mach. Ops of Baltimore Set Meet Dates for 1956

BALTIMORE, MD—Irv Goldner, president of the Amusement Machine Operators Association of Greater Baltimore, this week released the schedule of its meetings for the balance of the year.

All meetings will be at Mandell-Ballow Restaurant, Reistersettown Road and Rogers Avenue, and will be held on the following dates: March 12 and 26; April 9 and 23; May 7 and 21; June 4 and 18; July 2 and 16; August 6 and 20; September 5 and 17; October 1 and 15; November 5 and 19; December 6 and 19.

Seeburg “V-200” EP Display at Atlantic-N.Y.

NEW YORK—The Atlantic New York Corporation, this city, has arranged the Seeburg V-200, which it distributes in its territory, in its showroom on Tenth Avenue, surrounded by the jackets of all extended play albums that this machine features.

This display is to bring to the attention of the operator visiting the Atlantic-New York showroom the value of programming the EP and the number of EPs that are currently available to the progressive operator.

Williams On Seven Day Week

CHICAGO—Believe it or not, Williams is on a seven-day work week, which includes Sundays. Harry Williams, himself, that is, according to executives over at Williams Manufacturing Company, this city.

They are also advising that Harry Williams is now in the 4-E’s division. He is rated with E’s for “Engineering, Experimentation, Expediting and Evaluation”.

What is more, executives of the firm report, Harry is burning midnight oil almost each of the seven nights of the seven-day week.

When reached for comment, Harry Williams stated:

“I’m too busy. Haven’t got time to talk.”

San Juan Sun

SAN JUAN, PORTO RICO—Buddy Fox, Runyon Sales Company, relaxing at the beautiful Escambrón Hotel and Beach Club, this city.

GUNS

Biggest Stock In Country

Write — Wire — Phone

DAVID ROSEN

813 N. BROAD STREET, PHILA. 23, PA
PHONE—STEVENSON 2-3003

NOW! Only EXHIBIT Offers You
THE STYLE AND PLAY BEST SUITED TO YOUR NEEDS
Choose from 8 Great
SKILL POOL Games

<table>
<thead>
<tr>
<th>NAME OF GAME</th>
<th>MODEL NO.</th>
<th>SIZE</th>
<th>SPECIAL FEATURES</th>
</tr>
</thead>
<tbody>
<tr>
<td>SKILL POOL</td>
<td>800</td>
<td>52” x 36”</td>
<td>Lights in Bumpers.</td>
</tr>
<tr>
<td></td>
<td>800L</td>
<td>52” x 36”</td>
<td>End Holes Set in 3” From Rails.</td>
</tr>
<tr>
<td></td>
<td>800 Spec.</td>
<td>52” x 36”</td>
<td>Lights in Bumpers. End Holes. Sot in 3” From Rails.</td>
</tr>
<tr>
<td></td>
<td>800L Spec.</td>
<td>52” x 36”</td>
<td>End Holes Moved Back to Rails.</td>
</tr>
<tr>
<td>KING SIZE</td>
<td>750</td>
<td>70” x 36”</td>
<td>End Holes Set in 3” From Rails.</td>
</tr>
<tr>
<td></td>
<td>750L</td>
<td>70” x 36”</td>
<td>End Holes Set in 3” From Rails. Lights in Bumpers.</td>
</tr>
<tr>
<td></td>
<td>750 Spec.</td>
<td>70” x 36”</td>
<td>End Holes Moved Back to Rails.</td>
</tr>
<tr>
<td></td>
<td>750L Spec.</td>
<td>70” x 36”</td>
<td>Lights in Bumpers.</td>
</tr>
</tbody>
</table>

Available For Immediate Delivery—Call Your Distributor Today!

8 PROVEN-ON-LOCATION TOP MONEY-MAKING Exhibit SKILL POOL Models

With 32 Possible Variations in Play. All with Lined Convertible 2-hole or 3-hole Playfields for 4-sided play or space-saving 3-sided play.

THE EXHIBIT SUPPLY COMPANY

ESTABLISHED 1901
4218 WEST LAKE ST.
CHICAGO 24, ILLINOIS
PHONE: VA 6-3100
They were partners. Not only in business. They were partners in everything—what they did, what they thought, how they felt. They had been partners since the day they first met. It was a unique relationship, a friendship that was as strong as any other's. Harry and Dan had been partners for over ten years, and it showed. They were the perfect team, two minds that worked together in perfect harmony.

The salesboards put them in contact with the world. They were the bridge between the factory and the customers. They were the link between the inventor and the public. They were the people who made sure that the new machines were successful.

Old Harry was just the opposite. He was a man of few words. He was a man of action. He was a man who believed in the power of the new machines. He was a man who believed in the potential of the new machines. He was a man who believed in the future.

When Harry returned to the factory, after a long absence, Old Dan would raise the roof over the expenses he had incurred. But Harry would smile and, pretty soon, Old Dan would smile too. Harry would relate the adventures he had been on, how many operators had proposed new machines. They would talk in their own dialect. Old Dan and Old Harry would go back and forth, discussing the potentialities of the new machines. They would engage in a discussion that was as meaningful as any other.

Funny thing, the new little machine was put under the microscope. It was put on the shelf in the office with a big cigar stuck in his mouth, smiling from ear to ear.

Old Dan, the master of the salesboards, was just about ready to tear into him to get him down to cases, he'd do it. He'd turn away from the machine and go back to the office, just as quickly as he turned away from it.

This famed sales manager had written the agent and the agent was interested in the machine. He'd asked Dan and Old Harry to meet him to see if they could get a deal done. They both agreed to meet with the agent.

Harry's eyes gleamed. He'd been solid the moment he bumped into this would-be quixotic millionaire from one million to six million. He knew he was about to begin a journey through a world of potentialities. Then, after more thought, make his decision. But with two-thirds of the proposition against him, and with Harry threatening to go ahead with this famed sales manager on his own, Old Dan gave in. The corporation to manufacture and sell it was formed right then and there.

A gorgeous new factory was purchased. The most beautiful buildings, all glass and steel with massive windows, were ordered by outstanding designers at his request. Dan now had an office in which he could see his machines. He couldn't get accustomed to all that polished mahogany and rich leather. The crystal ashtrays. The gleaming chrome surrounding the room. Old Dan smiled, the young manager was pleased.

Harry, in turn, was happy. He was just keeping swinging in that big, soft, desk, leather chair of his and marveling at the new, beautiful, pastel colored, new, pastel colored, rainbow dreams. He loved to get up from the chair, walk over to the glisteningacock Hable, the door had been left open.

"Old Harry would howl that Dan was entirely too conservative. Time and time again, after Dan had given him his opinions on a new machine, old Harry would say, 'No, No, it's the factory and order double the amount.'"
Hi, gals, just got back to Chicago after a fascinating trip to glamorous New York. If any of you gals are planning a trip to that gay and busy metropolis take some tips from a gal who knows. No. 1, be sure to pack at least one pair of comfortable walking shoes. (My poor footies will never be the same). No. 2, include a knit dress in your wardrobe. Needs no ironing and is easy to pack. No. 3, if you’re a gal who watches your figure (and who doesn’t these days?) cut down on your calorie intake long before you leave. By the time you get to New York, hunger pangs will make you game enough to try all sorts of exotic and different foods, while not feeling so guilty about enjoying them. You’ll eat a lot more than you usually do, believe me. New York is one of the eatin’est towns.

Talking about food, and if you enjoy delicious Italian dishes, I suggest you try Angelo’s, ‘way downtown in the Italian section of lower Manhattan. This is marvelous and authentic Italian cuisine. Try Quo Vadis if you want to really live it up. But close your eyes when the tab comes. Let hubby growl. Or the Chamber for authentic French dishes. A little spot where prices are extremely reasonable and you’ll find entire Italian families enjoying the food, especially the absolutely out-of-this-world antipasto, is Adno’s. It’s right in the heart of town, 48th Street just west of 6th Avenue. You simply must meet Danny at Danny’s Hideaway. Steaks, chops, Italian dishes, in fact, anything you order at Danny’s is just superb. And you’ll probably bump smack into dozens of movie, radio, TV and stage stars at Danny’s. (Note all The Cash Box covers all over the walls of Danny’s Hideaway).

If you’re just intending to spend a “weekend at the Waldorf” then here are three shows that we saw while in New York. One that will absolutely fascinate you is “Cat On A Hot Tin Roof” starring Barbara Bel Geddes and Burt Ives. It’s the Tennessee Williams’ play that won the Pulitzer Prize and the Critics Award. Don’t miss it. And if your husband likes baseball, don’t miss this musical starring Owen Verdon, “Damn Yankees”. You’ll be humming, “You’ve Got To Have Heart” for days and days and also some of the other hit tunes from this gorgeous musical. If you’re inclined toward hillbilly humor, especially the adventures of a hillbilly in Uncle Samuel’s Army, then don’t miss “No Time For Sergeants”. It’s a laugh from beginning to end. And should you be lucky enough to get into New York when and after “Mr. Wonderful” starring Sammy Davis, Jr. opens, don’t miss this sensational musical. We’d hoped to see it, but, it was held over in Philadelphia. So you know it’s just gotta be terrific!

Yes, it was nice to go, even if just for a change of scenery, but, it’s even nicer to come back home.
Chi Bowling News

CHICAGO—ABC #1, still the leader, took two games from Paschke Phone. Bob Guarro was high for ABC with a score of 498. Rene Gallet was high for Paschke with 495.

Coral Recordos won two games from Atlas Music. High for Coral was Ed-tie Cleerio with $43. Also high was Eddie Walker with a score of 510. Del Muskat was high scorer for Atlas with a score of 497.

Coven Music took two games from Galgano Distributors. High for Coven was Bonnie Bauer with 603. This is high score for women for the season. High for Galgano was Charlie Alesi with 538 and also Tony Galgano with a score of 518.

ABC #2 took three games from Walter Oomens. Les Taylor was high for ABC and high for men with a score of 599. High for Oomens was Johnny Oomens with a score of 456.

Decs Records swept all three from B & B Novelty. Eli Phillips was high for Decsa with a score of 456. Marino Fieroni with a score of 469 was high for B & B.

Western Automatic won two from Singer One-Spin. High for Western was Frank Lantz with 434. Rob Losasso was high for Singer with 501.

Star Music took two games from Melody Machine. High for Star was Leo Schachtzi with a score of 561. Vic Jascino, Sr. was high for Melody with 599.

Mercury Recordos won two from Gillette Distributors. Melvin Jones was high for Mercury with a score of 507. Bunk Paradice with a score of 495 was high for Gillette.

Max Levine Dies

President of Scientific Machine Corp. Dies Suddenly at Age of 50

BROOKLYN, N. Y.—Max Levine, president of Scientific Machine Corporation, this city, one of the pioneers of the current coin machine industry, and one of the most beloved and respected coinmen, died suddenly on Friday, March 2. He was 58 years old.

Max came into the coin machine business in the late 1920's as a sales and advertising manager for B. Madorsky & Company, Brooklyn, one of the country's foremost suppliers of arcaded equipment at that time. While carrying out his duties for Madorsky, Levine attended law school. Upon passing the bar exam, he left the coin machine industry, and practiced law for a few years.

He then returned to the business, and with Fred Halliparn, a law associate, formed Scientific Machine Corporation, manufacturing "Panama Digger," a penny digger machine. The machine was an immediate hit, and the firm then started to manufacture other arcade machines.

With the advent of the pin game, Scientific moved to larger quarters on Atlantic Avenue, and proceeded to turn out several pin game hits. The firm was responsible for the first pin game with lights up on the playing field, a game called "Light-houser." Later on, Scientific discontinued the manufacture of pin games, specializing in arcade type machines. Some of its best known games are "Scientific Batting Practice," "Basketball," and "Pitsch 'Em & Bat 'Em." Over the years, Scientific has continued to manufacture roll down types of games for sportlands and arcades, its "Pokerino" becoming the foremost roll down used in arcades.

When World War II started, Scientific moved its factory to Manhattan, and manufactured war materials. When the war ended, Levine bought out Halliparn, and moved the factory back to Brooklyn. It has continued to bring out a variety of different arcade machines.

At this time, a coinman office was in the office, Levine having bought the building located at 583 Tenth Avenue, which is now in the process of being renovated.

Services were held at the Riverside Memorial Chapel, Brooklyn, on Sunday, March 4. Among coinmen attending the services were Bill Rabbin, Mike Munves, Jack Semel, Nat Cohn, Teddy Blatt, Ben Smith, Charles Katz, Al Simon, Jack Firestone, Dave Simon, and Irving Morris.

He leaves a widow, Sylvia, a daughter, Laura Edith, and a mother, Mrs. Rose Levine.
The Partners by Bill Gersh

(Continued from Page 58)

stock with these big machines. You’ll have to find new distributors in most territories.

"And remember," old Dan warned, "you’ll have to travel on pennies. Harry, not on hundred dollar bills like you did in the past."

"No picking up big tabs. No buying rounds of drinks. No nothing. Just remember, Harry, we’re using our last dollar to make a comeback."

So old Harry took to the road again, after they made up a few samples of a very ingenious little machine of the type they always used to build, and started out on the comeback trail after all these years.

It wasn’t a rampaging success like their former machines used to be. The distributors didn’t sell these in quantity anymore. Operators used them sparingly. But, by tremendously economizing, by pleading and by pushing hard, old Dan and old Harry did make a sort of comeback. They were able to repay the loan on their life insurance policies. They now had a few, clear and going business, though nothing like the size of the business they used to enjoy.

Yet, after a few years, they were back to a more secure financial position. This was brought about by Harry’s eldest son who loaned them some money and who was, in return, given one-third of the business.

Old Harry, one day, came back from a trip all excited with new ideas. Once again he wanted to take a chance. This time the argument waxed hot and heavy between him and old Dan. Far into the night it raged. Long after all their employees had gone home. As a result of this horrible argument, the worst of their lives, old Dan took sick. His doctor ordered him away for a few weeks of rest. Old Harry was still mad. He called in his son, after Dan was gone, and sold his son on the new idea. He suggested that, while they were the majority stockholders, his son should give up his own business, come in with him and, right then and there, they’d vote old Dan out of the corporation. They’d give him his book value share of the business for his stock.

When old Dan returned and learned what had happened he became more sick than ever. He was given his check for his share of the business. He didn’t say a word. Old Dan had ideas, too. He might not be the salesman old Harry was, but, he was no slouch, either. An because old Dan’s needs were of a conservative few, he could do things with a dollar that old Harry had never dreamed was even possible.

Old Harry, now being the boss, didn’t rush out with a hand-made model the way old Dan used to make him do. Oh, no, old Harry started production going at top speed. He loaned here, there and everywhere. On his life insurance. From loan sharks. From everyone he possibly could. Production reached such a stage where the warehouse of the machines became a problem.

"Now," old Harry told his son, "I’m hitting the road. As they order ‘em— they get ‘em. Just as fast as they order them, too."

And away he drove to visit his distributors. He’d mentally set the quantity he’d sell to everyone. How many more he’d high-pressure them into buying. How many he’d ship them at first. In fact, before he even reached his first destination, he phoned his son and told him,

"Sonny, don’t worry about a thing. Here’s what I’m planning."

By the time he was finished with his long-winded phone call his son, too, was all excited. He ordered production to be doubled because of what his dad, old Harry, had told him.

A few days later, just as production was reaching the new peak, in walked old Harry. There were deep, purple circles under his eyes. His shoulders drooping, his entire being seemed collapsed. His usual jolly expression was replaced by a look of deep sadness.

"Gosh, dad, what’s the matter?", his son asked in alarm.

"Well", answered old Harry, "we might as well close up the factory."

"Everywhere I visited," he explained, "old Dan had already been there and had sold them the same machines.

"He, too, had decided to build it after our argument!", old Harry sadly concluded.

Just as old Harry finished, with his son sitting despondently before him, with everything looking bleak and black, in walked old Dan.

Harry looked at him in surprise. Harry’s son got up to leave the room, fearing an argument of the worst kind. He didn’t want to be present for he’d been raised, all these years, to regard old Dan as another father.

Said old Harry gloomily without moving from his chair.

"I suppose you came here to gloat. To tell me ‘I told you so’. Well, Dan, you’re no use my kidding you, it’s all over. I’m broke and you know it."

Old Dan answered kind of soft and still like.

"Look, Harry, I didn’t come here to gloat. I came, instead, to ask would you like to be my partner again."

"You see, Harry", he continued, "I haven’t got any of these machines to deliver. That was just a hand-made sample I showed to take orders with. You’ve got the machines. I’ve got the orders.

"What do you say, Harry, let’s be partners again."

It’s What’s in THE CASH BOX That Counts!"
WANT—Bally ABC Bowlers, new or used—for cash or will trade for Bingo or Pool Tables. MONROE COIN MACHINE EXCHANGE, INC., 2423 PAYNE AVE., CLEVELAND 14, OHIO. (Tel.: Superior 1-6660).

WANT—Late Model Phonographs. Hideways; Wall Boxes; Steppers. Late Model Pinballs. One Ball; Sunshine Parks; Across The Board AMI 40 sel. Hideways; Wall Boxes; Steppers. ST. THOMAS COIN SALES LTD., ST. THOMAS, ONT., CANADA (Tel.: 2646).

WANT—Your used or surplus records all speeds. 45’s our specialty. We buy all year round and pay top prices. No lot too large or too small. No more than 10% blues. We pay freight. BEACON SHOPS, 821 NO. MAIN STREET, PROVIDENCE, R. I. Tel.: Unio-7150.

WANT—Chi-Coin Big League baseball; ChicCoin Home Run; United Slugger baseball; Williams King 0’Swati; Bally ABC Bowler; Genco Big Top gun. Headquarters for all kinds of equipment. GEORGE PONSER CO., 123 WEST RUNTON ST., NEWARK, 5, N. J. (Tel.: Bigelow 3-7422).

WANT—Late Model Seeburg, Wurlitzer, Rock-Ola and AMI Phonographs for cash. Write or wire. WESTERN DISTRIBUTORS, 3126 ELLIOTT AVE., SEATTLE 1, WASH. (Tel.: Garfield 3585).

WANT—Phonograph records made before 1945; any quantity or dealer stack; $150 to $300 per thousand; will inspect if required. Some labels wanted are Brinwrick; Victor; Vocalion; Paramount; Bennett; Blechfeld; Champion. JACOB S. SCHNEIDER, 125 W. 66th STREET, N. Y. C.

WANT—45 RPM Records, new or used. No quantity too large or too 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—Wurlitzer 1600’s, 1600’s 1600a’s. Also Chicago Coin Band Boxes and Wurlitzer 24 Steppers. BUSH DISTRIBUTING CO., 286 W. 29th STREET, MIAMI, FLA. (Tel.: 3-6623).

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

WANT—Pay cash. United Slugger Baseball; Chicoin Big League Ball’s Eve; Genco Champion Baseball; Bally ABC Bowler; Chicoin Home Run. Also late music and bingos. DAVE LOWY & CO., 592 TENTH AVE., NEW YORK, N. Y. (Tel.: Chickering 4-5100).

WANT—To Buy. Vending Machine Routes — Penny, Nickel or Dime, within a 50 mile radius of Pitts- burgh. PENNSYLVANIA VENDING CORP., 1826 EAST CARSON ST., PITTSBURGH 3, PA. (Tel.: Hemb- lock 1-9990).

WANT—Genco Wild West Guns. Must be in good condition. State price and condition in first letter. LEWIS & FOLLETT MUSIC CO., SOUTH 180 HOWARD ST., SPokane 4, WASH. (Tel.: Madison 5855).

WANT—Pins, late model Shuffle Al- lies for resale. Send list. Also have all types of equipment for sale. NATIONAL NOVELTY CO., 183 MERRICK ROAD, MERRICK, L. I., N. Y. (Tel.: R-Report 8-6771).

WANT—Used Records. Highest prices paid for ‘78’s and 45’s. Any quantity, too large or too small. We buy brand new LP’s (33 1/3 RPM) in quan- tity. Write or phone. FIDELITY DISTRIBUTORS, 666 10th AVE., NEW YORK 36, N. Y. Tel.: Udon 6-4568.

WANT—Music: Seeburg 100-A’s, BL’s, CV & BT; Wurlitzer 1700’s, 1800’s. Pinballs, all late Gottlith, Arcade and Bally Bingos. Write stating price and quantity in first letter. BELGIUM AMUSEMENT COM- PANY, LTD., 3126 TYPEN AVE., PHILADELPHIA 49, PA. (Tel.: DEonshere 8-6931).

WANT—Distributors Wanted. Slide-Ex powdered shuffleboard wax. Scientifi- cally produced under modern manufacturing methods assuring tops in performance. Sold on money back guarantee. Samples and prices upon request. ALLIED BLOCK CHEMICAL COMPANY, 5th and BINGHAM STREET, PITTSBURGH 3, PENNA. Tel.: Everglade 1-6467.

WANT—To Buy. Williams’ King of Swat. Phone lowest price and quan- tity available. CLEVELAND COIN MACHINE EXCHANGE, INC., 2029 PROSPECT AVE., CLEVELAND, OHIO (Tel.: PR 1-6715).

WANT—Cash—Open for business. Good cash business all the time. 47 years in business. WURLITZER CO., 715 W. ADAMS ST., CHICAGO 6, ILL. (Tel.: Armitage 6-0780-81).

WANT—2423 used

WANT—To Buy, College Daze, $25; Champion, $75; Gyro Queen, $20; Beauty Lights, $49.50 ea.; Bright Spots, $69.50; Three Four Five’s, $25 ea. WANT—Triple Plays, NOBRO NOVELTY CO., 142 DORE ST., SAN- FRANCISCO 3, CALIF. (Tel.: Market 1-5438).

WANT—Seeburg 100C, $550; Seeburg 100B, $425; Rock-Ola Comets, $352; Rock-Ola 50 selec- tions, 1626, $175; AEG Distributors, INC., 1200 NORTH AVE., ELIZABETH, N. J. (Tel.: Bigelow 8-3524-5).

WANT—Sold Pool Games, Clean, Ready for location, $135. UNIVERSITY COIN MACHINE EXCHANGE, 818 N. HIGH ST., COLUMBUS, OHIO (Tel.: Amminster 4-3529).

WANT—100 reconditioned, used Bally and United Bingos. Largest stock in the World—beautifully re- conditioned Kiddie Rides. Will trade for used, obsolete music, bingos and fiveball. REDD DISTRIBUT- ing CO., INC., 298 LINCOLN ST., ALLSTON, BOSTON 34, MASS. (Tel.: Algonquin 4-4040).

WANT—Records!!! 5¢ over wholesale, any label. Free title strips. Quick service. New accounts, token deposit with order. We also purchase surplus records new unused only. RAYMAR SALES CO., 170-21 JA- MAICA AVENUE, JACIMA 32, N. Y. Tel.: Olympic 8-4012, 4013.

WANT—Beach Clubs, $115; Dude Ranch, $125; Yacht Club, $35; Palm Beach, $65; Palm Springs, $135; Atlantic City, $45; Cottage Island, $35; Seeburg 100 Selection Boxes, Chrome, $65; 3020 Boxes, $7.50 & MUSIC DISTRIBUTING CO., 1613 THIRD AVE., M. CITY, ILL. (Tel.: Moline 4-6703).

WANT—26 Wurlitzer 3010 Wall- boxes, 85 ea. MUSIC DISTRIBUTORS, INC., 213 FRANKLIN ST., FAYETTEVILLE, N. C. (Tel.: 2-3992).

FOR SALE—United 6 Player Stars, $45; Beach Club, $75; Deluxe 6 Player, $59; Olympic, $60; Green Pastures, $125; Jockey Club, $120; Guys and Dolls, $70. STARK NOVELTY CO., 1318 FULTON RD., N., CANTON, OHIO.

FOR SALE—Lowest Prices In The Country. Leaders $249.50; Team Play $249.50; Classics $145; Gloves $125; Exhibit Rifle Gallery $169.50. All equipment refurbished and ready for location. Buy one and convince yourself. ALLIED DISTRIBUTING CO., 629 TENTH AVE., NEW YORK, N.Y. (Tel.: Canal 6-0293).

FOR SALE—Hi-Speed Super Fast shuffle board wax. 24 one-pound cans per case $8.50 f.o.b. Dallas, Texas. Mint, guaranteed by manufacturer's guarantee. AMI Distributor. STATE MUSIC DISTRIBUTORS, INC., 3100 MAIN ST., DALLAS, TEXAS.

FOR SALE—Lowest prices on Pool, Pin, Shuffle and Juke parts and supplies. All Telequiz parts stocked. Telequiz machines, factory reconditioned, ready for location, $119.50. New larger quarters. Write, wire, phone. CHAMPION DISTRIBUTING CO., 3833 W., DIVISION, CHICAGO, ILL. (Tel.: Albany 2-3272).

FOR SALE—Large stock of Bingos, Shuffles, Alloys, Pool Games, Phonographs. If we don’t have what you want, we will make an honest effort to get it. Distributors for United, Exhibit, Rock-Ola, and Williams. Write for jobber’s discount. DAN STEWART CO., 140 EAST 2nd SOUTH, SALT LAKE CITY 11, UTAH. (Tel.: Davis 2-2473).

FOR SALE—A Super Special Offer. Bally Rocket Bowlers with speed control, $189.50; 100 Selection Seeburg Wallboxs, reconditioned, new white buttons, $62 ea.; Seeburg Coon Hunt Rifle Range, $89.50. Wire one-third deposit. SHELTON SALES, INC., 881 MAIN ST., BUFFALO 5, N. Y. (Tel.: Lincolne 9106).

FOR SALE—Rock-Ola Model 1432, $150; AMI, Model A, $100. W. B. KEE AVENUE, CHICAGO 22, ILL. (Tel.: Circle 6-8939).

FOR SALE—Cole (6) Six Flavor SPA Cup Dispenser, Model CO, Type 1400. Price, $506. O’CONNOR DISTRIBUTING CO., 735 S. WELSH AVENUE, MAIN, RICHMOND 20, VA. (Tel.: 84-3264).

FOR SALE—We are sacrificing 24 bowling games with flash lighting and large pins, manufactured by both Chicago Coin and United Manufacturing Co. Make us an offer. T. & L DISTRIBUTING CO., 1663 CENTRAL PKWY., CINCINNATI 14, OHIO. (Tel.: Main 1-4751).

FOR SALE—All types used AMI, Wurlitzer and Seeberg equipment. Clean and shipped, or as is. Factory Distributor for Seeberg, DICKSON DISTRIBUTING CO., 651 W., CALIFORNIA, OKLAHOMA CITY, OKLA. Tel.:Regent 6-3691.

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. Get our prices before you buy. ANGOTT DISTRIBUTING CO., INC., 2616 PURITAN AVENUE, DETROIT 21, MICH. Tel.: University 4-0775.

FOR SALE—Beach Clubs, $95; Palm Springs, $115; Surf Clubs, $125. Tell us what you need. Yacht Clubs, $75; TOLEDO COM MACHINE, 814 SUMMIT ST., TOLEDO 4, OHIO. (Tel.: CH 3-6524–3-4005).

FOR SALE—We have a large stock of reconditioned Five Balls, One Balls, BINGO and Phonos. Write for list. WESTERHAUS CORPORATION, 3726 KESSEN AVENUE, CINCINNATI, OHIO. (Tel.: MOntana 5000-1-2). Chipel 9-6556.

FOR SALE—Late Model Lebigh PX Cigarette Machines. Eight Column, 25¢ or 30¢ Vending, AUTOMATIC MUSIC DISTRIBUTORS, INC., 200 NORTH WESTERN, OKLAHOMA CITY, OKLAHOMA. (Tel.: Forest 5-3450).

FOR SALE—Bright Spots, $39.95; Bally Spot, $39.95; Gottlieb Spot, $39.95; GOLDEN GATE NOVELTY CO., GOLGATE AVE., SAN FRANCISCO 2, CALIF. (Tel.: Market 3967-9-B).

FOR SALE—100 Bingo Machines: Bally Beauty, $75 ea.; Gottlieb, $85 ea.; Columbia, $95 ea.; Frelles, $95 ea.; Bright Spot, $50 ea.; Spot Light, $50 ea.; Leader, $50 ea.; United, $50 ea.; Wonderful, $50 ea.; Alloper, large pins, $69.50; Schering Coin Changers, new, $69.50. Lowest prices in country. Also juke boxes and wallboxes. Will match or beat any price. One-third deposit with order. MIDWEST COIN MACHINE CORP., 777 UNIVERSITY AVE., ST. PAUL 4, MINN. (Tel.: Midway 7454–Elkhurst 3411).

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

FOR SALE—Distributors for Banker Pool Tables, Valley or Edelotte. Write. We need late model Phonographs. We buy, sell and exchange used equipment of all types. HATTINGS DISTRIBUTING CO., since 1931. 6100 WEST BLUEMOUND ROAD, MILWAUKEE 13, WISC.

FOR SALE—Dude Distributors, $295; Gayety, $197.50; Coney Island, $40; Duffy Derby, $75; Niagara, $45; Gramophone, $85; Anson, $30; Globe Trotter, $30; Four Horsemen, $30; Mad Cat, $25. GENERAL DISTRIBUTING CO., 1609 OLMSTED AVE., NEW ORLEANS, LA. (Tel.: Tulane 6729).

FOR SALE—All types reconditioned Coins, Bally Games, etc. See your local distributor at lowest prices. Write, wire, phone. C. A. ROBINSON & CO., 2301 W. PICO, LOS ANGELES 46, CALIFORNIA. Tel.: Dunirk 3-1810.

FOR SALE—The best buy in used Bingo Games. Just buy one and you have a little more and be glad you did. Your money back if not completely satisfied. 1/3 deposit with all orders. Write or call: ALLAN SALES, INC., 937 MAIN ST., WHEELING, W. VA. Tel.: Wheeling 5472.

FOR SALE—High Laturo, Chrome Plated Steel Pilasters for Seeberg Model “C.” End expensive plastic breakage. Stainless Steel Pilasters will protect your machine. Easy on-location installation. Only in MUSIC SALES COMPANY, 259 MAIN STREET, SANTA MONICA, CALIF.

FOR SALE—Merry-Go-Round, $345; Zoo Ride (New), $345; Seeberg Beer Gun, $85; Goalse, $75; Night Rider, $119.50; Riffle Gallery, $195; Big Top Rifle, $350; Dale Gun, $34.50; Pistol Pete, $39.50. All cleaned and 45¢ for location. MILLER-NEWMARK DISTRIBUTING CO., 452 R BARNES, N.W., GRAND RAPIDS 2, MICH. (Tel.: GL 6-8807).

FOR SALE—Bally Dude Ranch, $105; Beauty, $85; Beach Club, $115; Yacht Club, $75; Palm Springs, $125; Variety, $247; Duker, $265; Genco Jumpin’ Jacks, $35; United Classic Bowlers, $65; Clover Bowlers, $55. MICKEY ANDERSON, 314 EAST 10TH ST., ERIE, PA. (Tel.: 5-7549).

FOR SALE—Just off location. Gayety, $195; Miami Beach, $395; Variety, $195; Gayterine, $250. One-third deposit to buy. NOVELTY CO., 1209 WEST BROAD ST., SAVANNAH, GA.
FOR SALE—Special! Bally: Miami Beaches, $514.50; Shuffleboard Game, $514.50; Pinball, $254.50; Pixles, $424.50; Starlets, $419.50; Big Times, $309.50; United; Derby Roll, $175; Williams: Sidewalk Engineers, $165; Bally: Hot Rods, $432.50. International Mutoscope: Drivemobiles (latest model), write. Chicago Coin: Round The World-Tamer (like new), $525. Genco: Two Player Basketball, $175. NEW ORLEANS NOV. 17, 1956, 115 Magazine St., NEW ORLEANS, LA. (Tel: Canal 8318).

FOR SALE—Kiddie Rides, Nylco Rockets, $350; Carousels, $350; Target Horses, large, $225; Palomino Horses, $225; Rabbits, $175; Bull, $175; Midget Racer, $250; Duck, $225; Hot Rods, $325; Elks The Cow, $285; Bright Eyes Horses, $225. ASSOCIATED AMUSEMENTS, INC. 188 BRIGHTON AVE., ALLSTON, MASS. (Tel: Algonquin 4-3338).

FOR SALE—18 foot Rock-Ola Shuffle Boards, $514.50; Shuffleboard Game, $309.50; Fire: wax case (12 cases) $35.80; Fire: wax case (12 cases) $4.50; Puck (set of 8) $12; Fluorescent Lights pair $22.50; Adapters $18.50. PURVEYOR DISTRIBUTING CO., 4522 N. WESTERN, CHICAGO 18, ILL. (Tel: Junicar 18-1814).

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

FOR SALE—The following Bingo Games just off location. All in good working order. These games must go as we need the room. No responsibility will be refund: 3 Beach Clubs; 1 Palm Beach; 1 Cony Island; 1 Yacht Club; 1 Cabana; 1 Yacht Club; 1 Hawaii; 1 Rio; TRI-STATE AMUSEMENT CO., 149 16th St., REAR, WHEELING, W. VA. (Tel: WHEELING 649).

FOR SALE—Lowest Prices Ever. Shuffle-Alleys, Chicago Coin: Gold Cup, $50; Griss Cross, $75; Hi Speed Crown, $75; Bowling Team, $325. United; Clover, $35; League, $75; Derby Roll, $195. Genco: Shuffle Pot, $30. RELIABLE COIN-MACHINE CO., 188 WINDSOR ST., HARTFORD, CONN. (Tel: CH 96536).

FOR SALE—United Royal, $184; United Chief, $185; United League, $215; CS Super Frame, $219.30; AMI "A", $65.50; CC Home Run, 6 Player, $164.50; Seeburg Rear Gun, $94.50; Exhibits: Star Shooting Gallery, $174.50; Seeburg "A", $255. LAKE CITY AMUSEMENT CO., 4533 PAYNE AVE., CLEVELAND 3, OHIO. (Tel: Hnderson 1-7577).

FOR SALE—Reconditioned phonographs ready for location: AMI A; AMI D-40 and D-50; Rock-Ola Reconditioned; Seeburg M 1001; Wurlitzer 1500. Write for low prices. RUNNIN SALES COMPANY, 59 TENTH AVE., NEW YORK, N. Y., or 221 FREILINGHUYSEN AVE., NEWARK, N. J.

FOR SALE—1 Brand New Chicago Bowling Team Bowler, $300; 1 Play- time Bowler, $200; 1 Cross Grass Bowler, $125; 1 United Lender Bowler, $125. AUTOMATIC AMUSEMENT CO., 1000 PENN ST., EVANSVILLE 8, IND. (Tel: Harrison 3-4908).

FOR SALE—Top Value Buys, Rock-Ola: 1434 (45 RPM), $245. Wurlitzer: 1100 (45 RPM), $100; 1250 (45 RPM), $115. Binger: Hi Fi, $90; Variety or Gayety, $200; Palm Springs, $100. Dupreier: Model "W" 9 Column 1 King Size, 26" Operations (Repaired), $50. Authorized Rock-Ola Distributor. J. ROSENFELD CO., 4701 WASHINGTON BLVD., ST. LOUIS 8, MO. (Tel: Forest 7-6730).

FOR SALE—Operators—"Clean Right With Lemonice." Commercial Music. Walbo Distributing Co. in Dallas, Texas, sell and use "Lemonice." Supplies always on request. GRAY SALES CO., R.F.D. 1, BOX 403, ARLINGTON, TENV.

MISCELLANEOUS

NOTICE—Louisiana & Southern Mississippi Operators. Your authorized Rock-Ola Distributor is HUEY DISTRIBUTING CO. Write, wire or phone. 3750 AIRLINE HIGHWAY, NEW ORLEANS 20, LA. (Tel: Vernon 5-7976).

NOTICE—These 3 telephone numbers are not connected to your Cash Box. New York City, JUdson 6-2640; The Cash Box, Chicago, Ill., DEarborn 24045; The Cash Box, Hollywood, Calif., Hollywood 5-1702.

NOTICE—Texas operators—write or phone your Rock-Ola Distributor, PHON-O- VEND OF TEXAS, 1025 BASSE ROAD, SAN ANTONIO, TEXAS. (Tel: Pershing 3-7197 or PHON-O- VEND OF HOUSTON, 1408 JEFFERSON STREET, HOUSTON, TEXAS. Tel: Pleston 4791, for genuine factory parts only. 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 4031.

THE CASH BOX

"The Industry's Market Place"

PUBLISHES MORE CLASSIFIED ADS EACH WEEK THAN ALL OTHER MAGAZINES IN THIS INDUSTRY PUBLISH IN A MONTH—PROVING THAT THE ENTIRE INDUSTRY RECOGNIZES THE CASH BOX' CLASSIFIED AD SECTION AS "THE INDUSTRY'S MARKET PLACE."

WANT FOR SALE CHECK OFF WHICH YOU DESIRE

CLASSIFIED AD RATE 10 CENTS PER WORD

Count every word including all words in firm name. Numbers in address count as one word. Minimum ad accepted $1.00. CASH OR CHECK MUST ACCOMPANY ALL ORDERS FOR CLASSIFIED ADVERTISING. If cash or check is not encircled with your classified ad will be held for following issue pending receipt of your check or cash.

Notice to holders of Special ($60 Subscription). You are entitled to a free classified ad in cash box without using more than 10 words, which includes your firm name, address and number of phone. All advertising rates charged to be charged to you at the regular rate of 10c per word. Please count words carefully.

ALL CLASSIFIED ADVERTISING CLOSES WEDNESDAY NOON AT THE CASH BOX, 26 West 47th Street, New York 36, N. Y.

Use This Convenient Form For Your Classified Ad

START HERE

FIRM

ADDRESS

CITY

ZONE

STATE

TELEPHONE NUMBER

ENCLOSE YOUR CHECK—AIRMAIL TO:

THE CASH BOX

26 West 47th Street, NEW YORK 36, N. Y.
How to get the BIG coins... for the BIG take

big take operators don’t fiddle around!

They go after the big take with AMI “G”... the one juke box that has what it takes to keep the big coins clinking into the cash box. Exclusive multi-horn high-fidelity reproduction gives that really live sound... instant visibility of all titles prompts more plays by more players more often...

Cut yourself in on the big take... with AMI.
Factory set for 10c play — and worth it!

Originator of the automatic selective juke box in 1927.
Model “G”—120, 80, 40 selections for more plays in less time.

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


“IT'S WHAT'S IN THE CASH BOX THAT COUNTS”
How To Use "The Cash Box Price Lists"  
[Also known as the "C. M. I. (Colin Machine Industry) BLUE BOOK"]

FOREWORD: Many times, wide differences appear in the quotation of high and low prices of certain equipment. Like any true reporter "The Cash Box Price Lists" can only feature the market prices as they are quoted. "The Cash Box Price Lists" are received from the same 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 quotes for such equipment so that the subscriber at least has the last known prices as a basis to work with. Prices may be very widely divergent. Someone on the West Coast may feel a certain machine worth $150.00 whereas someone on the East Coast may think it worth $75.00. Of course, serial, appearance, price, 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" reports each quotation exactly as it is made and depends on the subscriber to make average price adjustments to fit the peculiarities of his territory.

METHOD: "The 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 $30 to $45 on Pin Games—$15 to $80 on Phonographs.

**REGARDING SELLING PRICES**

Reports received indicate that, in some cases, purchasers become upset due to the fact that they cannot buy machines, even by equipment listed in the lower price brackets. Sometimes sellers of machines listed at from $10.00 to $25.00 ask from $50.00 up to $75.00 and more for the very same machines. Purchasers of such equipment must realize that machines in the very low priced categories are much more likely to be quoted at these low figures. To completely recondition such machines, the reconditioner must add to his own price the cost of transportation to obtain these machines, the labor, parts and supplies needed to recondition the machines, plus the cost of cranes, crates and labor for packing and shipping the machines. In addition, to a decent profit which will, in most cases, raise the price of a $10.00 to $25.00 machine to anywhere from $35.00 up to $75.00 and up. In the case of arcades and kiddie ride machines these may even be higher due to the fact that many of the parts have to be made by hand or contracted for at some machine shop, since manufacturers of many of the old arcades machines and kiddie rides are no longer in business and it is impossible to obtain parts for reconditioning. Purchasers of such equipment should take these facts into consideration. It is at the same time, should also realize that many buyers today have their own repair and reconditioning departments as well as experienced mechanics, such buyers will purchase the machines "as is", and recondition and recondition the machines themselves to meet their own operating standards.
### The Cash Box

| Page 67
<table>
<thead>
<tr>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>March 17, 1956</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Horse Shoe (Wm 1/5)</th>
<th>25.00 40.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Horse Shoe (Wm 1/2)</td>
<td>25.00 40.00</td>
</tr>
</tbody>
</table>

| 4. Bally Speed Bowler (2/50) | 15.00 20.00 |

<table>
<thead>
<tr>
<th><strong>The Price Lists</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>1. ChiCoin Fireball (11/50)</td>
</tr>
<tr>
<td>2. ChiCoin Thunderbolt (12/55)</td>
</tr>
<tr>
<td>3. ChiCoin Triple Strike (13/55)</td>
</tr>
<tr>
<td>4. ChiCoin Arrow (12/55)</td>
</tr>
<tr>
<td>5. ChiCoin Cross (15/55)</td>
</tr>
<tr>
<td>6. ChiCoin Deluxx Model (4/50)</td>
</tr>
<tr>
<td>7. ChiCoin Fireball (8/49)</td>
</tr>
<tr>
<td>8. ChiCoin Strike (6/54)</td>
</tr>
<tr>
<td>9. ChiCoin Superstrike (7/51)</td>
</tr>
<tr>
<td>10. ChiCoin Tilt (7/51)</td>
</tr>
<tr>
<td>11. ChiCoin Maltman (6/52)</td>
</tr>
<tr>
<td>12. ChiCoin Turf (6/52)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ChiCoin 10th Frame Special (12/51)</th>
<th>50.00 110.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>ChiCoin 10th Frame Special (12/51)</td>
<td>50.00 110.00</td>
</tr>
<tr>
<td>ChiCoin 10th Frame Special (12/51)</td>
<td>50.00 110.00</td>
</tr>
<tr>
<td>ChiCoin 10th Frame Special (12/51)</td>
<td>50.00 110.00</td>
</tr>
</tbody>
</table>

| 6. Bally Speed Bowler (2/50) | 15.00 20.00 |
| 7. Bally Bowler Champ (5/46) | 20.00 30.00 |
| 8. Bally Bowl Book (5/51) | 20.00 45.00 |
| 9. Bally Blackjack (7/51) | 35.00 45.00 |
| 10. Bally Shuffle Line (7/51) | 35.00 45.00 |

| 1. ChiCoin 10th Frame Special (12/51) | 50.00 110.00 |
| 2. ChiCoin 10th Frame Special (12/51) | 50.00 110.00 |
| 3. ChiCoin 10th Frame Special (12/51) | 50.00 110.00 |

<table>
<thead>
<tr>
<th>4. Bally Speed Bowler (2/50)</th>
<th>15.00 20.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>5. Bally Bowler Champ (5/46)</td>
<td>20.00 30.00</td>
</tr>
<tr>
<td>6. Bally Bowl Book (5/51)</td>
<td>20.00 45.00</td>
</tr>
<tr>
<td>7. Bally Blackjack (7/51)</td>
<td>35.00 45.00</td>
</tr>
<tr>
<td>8. Bally Shuffle Line (7/51)</td>
<td>35.00 45.00</td>
</tr>
</tbody>
</table>

| 1. ChiCoin 10th Frame Special (12/51) | 50.00 110.00 |
| 2. ChiCoin 10th Frame Special (12/51) | 50.00 110.00 |

<table>
<thead>
<tr>
<th>3. ChiCoin 10th Frame Special (12/51)</th>
<th>50.00 110.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>4. ChiCoin 10th Frame Special (12/51)</td>
<td>50.00 110.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>5. ChiCoin 10th Frame Special (12/51)</th>
<th>50.00 110.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>6. ChiCoin 10th Frame Special (12/51)</td>
<td>50.00 110.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>7. ChiCoin 10th Frame Special (12/51)</th>
<th>50.00 110.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>8. ChiCoin 10th Frame Special (12/51)</td>
<td>50.00 110.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>9. ChiCoin 10th Frame Special (12/51)</th>
<th>50.00 110.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>10. ChiCoin 10th Frame Special (12/51)</td>
<td>50.00 110.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>11. ChiCoin 10th Frame Special (12/51)</th>
<th>50.00 110.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>12. ChiCoin 10th Frame Special (12/51)</td>
<td>50.00 110.00</td>
</tr>
</tbody>
</table>
### Manufacturers' New Equipment

#### Manufacturers' Price Lists

**ROCK-OLA MFG. CORP.**
- Model 1548 HI-FI Phone, 120 Selections, 45 RPM Only
- Model 1549 HI-FI Phone, 120 Selections, 45 RPM Only
- Model 5955 Selection Wall Box, 120 Selections
- Model 1548, 50 Selection Wall Box
- Model 1561, 85 Blonde Wall Speaker
- Model 1561A, 85 Mahogany Wall Speaker
- Model 1166, Remote Volume Control
- Model 1167, Remote Volume Control with Cancel Button

**J. P. SEEBURG CORP.**
- Model 30A-H—Select-O-Matic “200” Phonograph
- Model 30AAS—Wall-O-Matic “200” Phonograph

**MARCEL PHONOGRAPH**
- Model 11, $2,050.00

**BALLY MFG. CO.**
- Crosswords
  - Broadway
  - Pin-Pool
  - Model 323 (32 x 36) Model
    - (A) Without lights $300.00
    - (B) With light-up hoppers $325.00
  - Model K-110, 16c a play
    - Model K-115, 3 plays for $2g
  - King-Pin Bowler
    - (with Match Feature)
  - Model K-110, 16c a play
    - Model K-225, 3 plays for $2g
  - ARC Team
    - (without Match Feature)
    - Model A-100, 10c a play
    - Model A-325, 3 plays for $2g
    - Congress Bowler

**CHICAGO COIN MACHINE CO.**
- Clover Pool
  - Clover Pool (with light-up hoppers)
- Champion Pool (without lighted hoppers)
- Champion Pool “Model 35” (2 end holes 4 inches closer to center)
- Champion Pool “Model 35” (2 end holes 4 inches closer to center)
- Jumbo Pool (without lighted hoppers)
- Jumbo Pool (with lighted hoppers)
- Hoosier Pool

**EXHIBIT SUPPLY CO.**
- Skil-Now Pool...
- Combination 3-Hole Skill Pool...
- Combination 3-Hole Light-Up Skill Pool...
- Combination 3-Hole King Size...
- Combination 3-Hole King Size...
- Geno MFG. & SALES CO.
  - Standard Tournament Pool...
  - DeLuxe Tournament Pool...
  - King Supreme Tournament...
  - Deluxe Model...
  - Standard Light-Up Tournament Pool...
  - Supreme Deluxe Tournament Pool...
  - Super Top (Gun)

**D. GOTTLEB & CO.**
- Harbor Light...
- Jumbo Flicker Pool...
- Flicker Pool (4-player, 4 sides)...
- Arcade Pool...
- Challenge Bowler (without Match Feature)

**UNITED MFG. CO.**
- Roto Pool
- Prime, Electric Scoring $...
- Club Pool...
- Light-Up Club Pool...
- 2-Way Light-Up Club Pool...
- 2-Way Light-Up Club Pool...
- Regulation Shuffle Alley (without Match Feature)...
- Double Cante...
- Double Cante...
- Shuffle Alley...
- Shuffle Alley (with Match Features)...
- Single Cante...
- Double Cante...
- Shuffle Alley...
- Single Cante...
- Starlet...

**WILLIAMS MFG. CO.**
- 2-Way Special Deluxe Bank Pool...
- 2-Way Deluxe Bank Pool...
- Diamond Pool...
- Senior Deluxe, Diamond Pool...

**THE RUDOLPH WURTLER CO.**
- Model 1146, Deluxe, High Fidelity, Desert Haze Finish Model 1909 Special Finish—Persian Turquoise, Chinese Black, Glacier White Model 1910, Deluxe High Fidelity, Dawn Mist Model 1806 Special Finish—Midnight Black Model 5266 Wall Box...
- Model 5267 Wall Box...
- Model 253 Stepper...
- Model 253 Stepper...
- Model 1166 Deluxe High Fidelity Wall Speaker Model 5115 7.5 High Fidelity Challenge Bowler...

### arcade equipment

<table>
<thead>
<tr>
<th>Item</th>
</tr>
</thead>
<tbody>
<tr>
<td>4. A.BT 6 Gun Rifle Range</td>
</tr>
<tr>
<td>5. Bally Big Gun</td>
</tr>
<tr>
<td>6. Bally Big Gun</td>
</tr>
<tr>
<td>7. Bally Big Gun</td>
</tr>
<tr>
<td>8. Bally Big Gun</td>
</tr>
<tr>
<td>9. Bally Big Gun</td>
</tr>
<tr>
<td>10. Bally Big Gun</td>
</tr>
<tr>
<td>11. Bally Big Gun</td>
</tr>
<tr>
<td>12. Bally Big Gun</td>
</tr>
<tr>
<td>13. Bally Big Gun</td>
</tr>
<tr>
<td>14. Bally Big Gun</td>
</tr>
<tr>
<td>15. Bally Big Gun</td>
</tr>
<tr>
<td>16. Bally Big Gun</td>
</tr>
<tr>
<td>17. Bally Big Gun</td>
</tr>
<tr>
<td>18. Bally Big Gun</td>
</tr>
<tr>
<td>19. Bally Big Gun</td>
</tr>
<tr>
<td>20. Bally Big Gun</td>
</tr>
<tr>
<td>21. Bally Big Gun</td>
</tr>
<tr>
<td>22. Bally Big Gun</td>
</tr>
<tr>
<td>23. Bally Big Gun</td>
</tr>
<tr>
<td>24. Bally Big Gun</td>
</tr>
<tr>
<td>25. Bally Big Gun</td>
</tr>
<tr>
<td>26. Bally Big Gun</td>
</tr>
<tr>
<td>27. Bally Big Gun</td>
</tr>
<tr>
<td>28. Bally Big Gun</td>
</tr>
<tr>
<td>29. Bally Big Gun</td>
</tr>
<tr>
<td>30. Bally Big Gun</td>
</tr>
<tr>
<td>31. Bally Big Gun</td>
</tr>
<tr>
<td>32. Bally Big Gun</td>
</tr>
<tr>
<td>33. Bally Big Gun</td>
</tr>
<tr>
<td>34. Bally Big Gun</td>
</tr>
<tr>
<td>35. Bally Big Gun</td>
</tr>
<tr>
<td>36. Bally Big Gun</td>
</tr>
<tr>
<td>37. Bally Big Gun</td>
</tr>
<tr>
<td>38. Bally Big Gun</td>
</tr>
<tr>
<td>39. Bally Big Gun</td>
</tr>
<tr>
<td>40. Bally Big Gun</td>
</tr>
<tr>
<td>41. Bally Big Gun</td>
</tr>
<tr>
<td>42. Bally Big Gun</td>
</tr>
<tr>
<td>43. Bally Big Gun</td>
</tr>
<tr>
<td>44. Bally Big Gun</td>
</tr>
<tr>
<td>45. Bally Big Gun</td>
</tr>
<tr>
<td>46. Bally Big Gun</td>
</tr>
<tr>
<td>47. Bally Big Gun</td>
</tr>
<tr>
<td>48. Bally Big Gun</td>
</tr>
<tr>
<td>49. Bally Big Gun</td>
</tr>
<tr>
<td>50. Bally Big Gun</td>
</tr>
<tr>
<td>51. Bally Big Gun</td>
</tr>
<tr>
<td>52. Bally Big Gun</td>
</tr>
<tr>
<td>53. Bally Big Gun</td>
</tr>
<tr>
<td>54. Bally Big Gun</td>
</tr>
<tr>
<td>55. Bally Big Gun</td>
</tr>
<tr>
<td>56. Bally Big Gun</td>
</tr>
<tr>
<td>57. Bally Big Gun</td>
</tr>
<tr>
<td>58. Bally Big Gun</td>
</tr>
<tr>
<td>59. Bally Big Gun</td>
</tr>
<tr>
<td>60. Bally Big Gun</td>
</tr>
<tr>
<td>61. Bally Big Gun</td>
</tr>
<tr>
<td>62. Bally Big Gun</td>
</tr>
<tr>
<td>63. Bally Big Gun</td>
</tr>
<tr>
<td>64. Bally Big Gun</td>
</tr>
<tr>
<td>65. Bally Big Gun</td>
</tr>
<tr>
<td>66. Bally Big Gun</td>
</tr>
<tr>
<td>67. Bally Big Gun</td>
</tr>
<tr>
<td>68. Bally Big Gun</td>
</tr>
<tr>
<td>69. Bally Big Gun</td>
</tr>
<tr>
<td>70. Bally Big Gun</td>
</tr>
<tr>
<td>71. Bally Big Gun</td>
</tr>
<tr>
<td>72. Bally Big Gun</td>
</tr>
<tr>
<td>73. Bally Big Gun</td>
</tr>
<tr>
<td>74. Bally Big Gun</td>
</tr>
<tr>
<td>75. Bally Big Gun</td>
</tr>
<tr>
<td>76. Bally Big Gun</td>
</tr>
<tr>
<td>77. Bally Big Gun</td>
</tr>
<tr>
<td>78. Bally Big Gun</td>
</tr>
<tr>
<td>79. Bally Big Gun</td>
</tr>
<tr>
<td>80. Bally Big Gun</td>
</tr>
<tr>
<td>81. Bally Big Gun</td>
</tr>
<tr>
<td>82. Bally Big Gun</td>
</tr>
<tr>
<td>83. Bally Big Gun</td>
</tr>
<tr>
<td>84. Bally Big Gun</td>
</tr>
<tr>
<td>85. Bally Big Gun</td>
</tr>
<tr>
<td>86. Bally Big Gun</td>
</tr>
<tr>
<td>87. Bally Big Gun</td>
</tr>
<tr>
<td>88. Bally Big Gun</td>
</tr>
<tr>
<td>89. Bally Big Gun</td>
</tr>
<tr>
<td>90. Bally Big Gun</td>
</tr>
<tr>
<td>91. Bally Big Gun</td>
</tr>
<tr>
<td>92. Bally Big Gun</td>
</tr>
<tr>
<td>93. Bally Big Gun</td>
</tr>
<tr>
<td>94. Bally Big Gun</td>
</tr>
<tr>
<td>95. Bally Big Gun</td>
</tr>
<tr>
<td>96. Bally Big Gun</td>
</tr>
<tr>
<td>97. Bally Big Gun</td>
</tr>
<tr>
<td>98. Bally Big Gun</td>
</tr>
<tr>
<td>99. Bally Big Gun</td>
</tr>
<tr>
<td>100. Bally Big Gun</td>
</tr>
<tr>
<td>101. Bally Big Gun</td>
</tr>
<tr>
<td>102. Bally Big Gun</td>
</tr>
<tr>
<td>103. Bally Big Gun</td>
</tr>
<tr>
<td>104. Bally Big Gun</td>
</tr>
<tr>
<td>105. Bally Big Gun</td>
</tr>
<tr>
<td>106. Bally Big Gun</td>
</tr>
<tr>
<td>107. Bally Big Gun</td>
</tr>
<tr>
<td>108. Bally Big Gun</td>
</tr>
<tr>
<td>109. Bally Big Gun</td>
</tr>
<tr>
<td>110. Bally Big Gun</td>
</tr>
<tr>
<td>111. Bally Big Gun</td>
</tr>
<tr>
<td>112. Bally Big Gun</td>
</tr>
<tr>
<td>113. Bally Big Gun</td>
</tr>
<tr>
<td>114. Bally Big Gun</td>
</tr>
<tr>
<td>115. Bally Big Gun</td>
</tr>
<tr>
<td>116. Bally Big Gun</td>
</tr>
<tr>
<td>117. Bally Big Gun</td>
</tr>
<tr>
<td>118. Bally Big Gun</td>
</tr>
<tr>
<td>119. Bally Big Gun</td>
</tr>
<tr>
<td>120. Bally Big Gun</td>
</tr>
</tbody>
</table>
Again **Chicago Coin** Sets The Pace
Introduces NEW POOL GAME ATTRACTION!!!

**CLOVER POOL**

**LOOK!..** in actual on location
tests Clover Pool broke all
tests for greater play...greater profits!
*Act Fast! Be first to enjoy larger profits on Clover Pool in your territory!

...AND LOOK AT THESE OUTSTANDING **Plus** FEATURES!

Clover Pool features automatic scoring without a backrack!
By playing skillfully, player can increase the
close of the Clover Hole by as much as 4000
Hinged Playfield for easy servicing!

Clover Pool features NEW ADVANCE type scoring on All Holes!
Clover Pool is only 8" longer—same width as
Champion Pool—size: 3 ft. by 5 ft.
Simple trouble-free mechanism!

Available With "Levelmatic" Playboard Adjusters!

**CHOOSE FROM THIS COMPLETE LINE OF POOL GAMES!**

**HOOLIGAN POOL**
Combines the top features of Automatic Pool plus the scientific and most interesting playing features of 4-Sided Pool Games...

**CHAMPION POOL**
Available in 2 or 3 Hole Models with the exciting Center Hole Feature. New Type Ball Drop Mechanism...Simple...Positive...Fool-Proof!

**JUMBO POOL**
New Larger Plastic Bumpers!
3 or 3 Hole Models With or Without Lighted Bumpers! 18 inches longer than regular size (70" x 36")

**CHAMPION SPECIAL No. 35**
End holes are located 4 inches closer to center. Choice of 2 or 3 hole model. 3 or 4 Sided play!

**MACHINE COMPANY**

1725 West Diversey Blvd., Chicago 14, Ill.
ANOTHER WURLITZER FIRST!

WURLITZER DYNATONE AMPLIFIER

First Amplifier in Coin-Operated Phonograph History to Incorporate Printed Wiring Circuits

Printed wiring circuits in the powerful new Wurlitzer Dynatone Amplifier assure uniformity of vital wiring connections. The pre-amp tubes are shock mounted for longer tube life. Two big reasons why it costs less to maintain the Wurlitzer Centennial Sound System—two of many operating economies that add up to more operator profits from the Wurlitzer Centennial.

WURLITZER CENTENNIAL
MODEL 1900

Highlighting 100 Years of Musical Achievement

THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, NEW YORK
Established 1856
UNITED'S 2-WAY CLUB POOL

Simply Insert Precision-Fit Plug into Center Hole for 2-Hole Play

CONVERTIBLE 2-HOLE or 3-HOLE PLAY

FLASHY LIGHT-UP BUMPERS

2 DIMES PER GAME

LINED PLAYFIELD FOR 3 or 4 SIDED PLAY

SIZE 3 FT. BY 5 FT.

HINGED PLAYFIELD

SIMPLE MECHANISM

LOCATION FAVORITE

WELCOME EVERYWHERE

NOW AT YOUR DISTRIBUTOR

CLUB POOL

JUMBO CLUB POOL

HI-SCORE POOL

Special CLUB POOL

CARAVAN Flashy In-Line Game

TOP-NOTCH Shuffle-Alley 6-Player Bowler

REGULATION Shuffle-Alley 6-Player Bowler

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS
A Bally Game for Every Location

Pin-Pool
EQUIPPED WITH
New 4-Point Push-Pull Anti-Warp

STANDARD
52 IN. BY 36 IN.
WITHOUT LIGHTS, priced for blanket coverage of all types of locations.
LIGHT-UP BUMPERS for locations that demand extra flash.
NEON LIGHTS under side rails, flooding table with no glare illumination.
SENIOR
68 IN. BY 36 IN.
With or without light-up bumpers.

All models quickly CONVERTIBLE 2 OR 3 POCKETS
Famous Bally-quality construction insures the smooth performance that results in maximum play-appeal, maximum earning-power.

CROSS WORDS
Word-Puzzle Skill-Game
New PUZZLE-SCORES
Players light 3-letter words, 4-letter words
EARNs UP TO 4 COINS PER GAME
Each coin gives player additional puzzle
New SKILL SCORE-BOOSTER
Scores advanced by shooting balls in Star-holes

Bally Manufacturing Company
2640 Belmont Avenue, Chicago 18, Illinois

 Featuring Sensational Magic Squares
PLUS MONEY-MAKING
Double Scores Triple Scores

Plus many more profit-proved features. Get your full share of the BROADWAY bonanza. Get Bally BROADWAY on location today.