The Teenagers, current Gee Record sensations, who hit nationally with their first release, "Why Do Fools Fall In Love"; are seen above going over the score of their next release, "I Want You To Be My Girl" and "I'm Not A Know It All". From left to right are Herman Santiago, Sherman Garces, Joe Negroni, Jimmy Merchant, George Goldner, Frankie Lyman, and Joe Kolsky. Goldner and Kolsky are co-owners of Gee Records. Frankie Lyman, 13 year old lead voice, is also the writer of "Why Do Fools Fall In Love".
The Year's Outstanding Ballad

"WITHOUT YOU"

recorded by

EDDIE FISHER

orchestra
and chorus
conducted by

HUGO WINTERHALTER

RCA Victor
20/47-6470

A "New Orthophonic" High Fidelity Recording

the dealer's choice

RCA VICTOR
Does Rock & Roll Cause Juvenile Delinquency?

In recent weeks there have been a great many wild claims made—usually through newspapers where the mere printing of the claims adds a note of sensationalism to the accusation—that kids who go for rock and roll are juvenile delinquents at the very least. The people who have been issuing these statements usually say that rock and roll music is barbaric, that its lyrics have no meaning at best and are suggestive at worst, and that it causes wild behavior on the part of the youth of our country. To top it off, they cite disturbances which have occurred at rock and roll shows.

It’s impossible in one short editorial to take up the entire question of the relation of one generation to another, of parent to child, and age to youth, but it seems obvious to us that this is the main issue involved here. There probably has never been a time when the previous generation could fully accept the modes of conduct, the tastes and the concepts of living of the younger generation. For particularly here in the United States, our culture has been in a continual state of growth, change, development and expansion. And it’s understandable that a generation grown up in one way of life cannot easily accept another. It must have been impossible, for instance, for those who grew up at a time when dancing was considered highly immoral to accept the minuet, or those who grew up dancing the tango to accept the Waltz, or those who grew up dancing the tango to accept the charleston or those who grew up dancing the tango to accept the charleston to accept the lindy hop, or those who grew up dancing the lindy hop to accept the fact that kids no longer wanted to dance at all.

Within our own time, all of us remember previous things that were supposedly leading to juvenile delinquency. After the First World War, parents were aghast at the behavior of youngsters. In the 1920’s, it was hard to see how we could survive such doings. In the 1930’s when swing came to the forefront and kids started doing that wild lindy hop, it seemed like the end. What could they ever do that would be worse than that? Well they found a way to react even worse. They started swooning to the crooners. Frank Sinatra couldn’t go anywhere without being mobbed. When he appeared at the N. Y. Paramount, there were at least as many disturbances as at any current rock and roll show. How well we remember getting caught in an egg throwing contest at one of those Paramount engagements. And we dare say that it’s not at all unlikely that some of the people who are protesting the effects of rock and roll so strenuously may even have thrown one or two of those eggs.

The simple fact is that teenagers do not for the most part react as adults because they aren’t adults. They react strongly, sometimes wildly, many times unknowingly—but, except in special cases which rock and roll has nothing to do with, seldom viciously. If there have been disturbances at rock and roll shows, it is because these children are reacting as children do react to something which excites them. They react emotionally, unthinkingly at times, because rock and roll is exciting to them just as swing was exciting to a former generation or the charleston or any other things which left parents wondering what the world was coming to.

But it seems obvious to us that if kids didn’t find rock and roll to be excited about, they would find something else, and who can say that that something else would be a better occupation than an interest in music.

Does rock and roll lead to juvenile delinquency? We think the proposition could well be put another way. Thank God that the emotions and excitement of the youth of our nation are taken up in listening and dancing to a type of music which appeals to them rather than in activities which might justifiably be called delinquent.
Rockin'!

Betty Johnson

and overnight SMASH...

"Honky Tonk Rock"

b/w

"Say It Ain't So, Joe"

Bally 1005 (7-1005)

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

BOB DAVIE

GAYDEN SISTERS

LEW DOUGLAS

LOU BRESEE

BETTY JOHNSON

MOON PEARLS
CORN POEM
bally 1004 (7-1004)

HOW CAN YOU NOT BELIEVE
HONESTLY, HONESTLY
bally 1003 (7-1003)

10,000 YEARS
FIDDLE DEE DEE
bally 1002 (7-1002)

WAITIN' FOR THE ROB'T E. LEE
MEXICALI ROSE
bally 1001 (7-1001)

I'LL WAIT
PLEASE TELL ME WHY
bally 1000 (7-1000)

THE HOME OF LIVING PERFORMANCE

203 N. WABASH AVE. • CHICAGO 1, ILLINOIS • ANdover 3-4677

"It's What's in THE CASH BOX That Counts"
Ringing up sales with these M-G-M hits!

Charlie Applewhite
I could have danced all night
(From musical production "My Fair Lady")

and

Shangri-La
(From musical production "Shangri-La")

Robert Maxwell
His Harp and his Orchestra

The Nearness of You
Midnight Breeze

Leroy Holmes
When you're in love
Rio Batucada

David Rose
Serenade
Pam Pam

Sheb Wooley
The Birth of the rock 'n roll

Charlie Turner
That old development deal

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POOR PEOPLE OF PARIS
LES BAXTER ORCH.
CA-3316 (F-3316)—Les Baxter
CA-3319 (F-3337)—Lawrence Welk
DE-2936 (9-2936)—Ross Morgan

LISBON ANTIGUA
NELSON RIDDLE
VI-20-6436 (4-6436)—Les Diamond
VI-20-6418 (4-6418)—1956 Jazz All Stars

WHY DO FOOLS FALL IN LOVE
THE TEEN AGERS
DE-2932 (9-2932)—Gloria Mann
DO-17468 (9-17468)—Glen Storm

NO, NOT MUCH
FOUR LADS
CO-40679 (4-40679)—Four Lads

I'LL BE HOME
PAT BOONE
CK-830 (45-830)—Flamingos

HOT DIGGITY
PERRY COMO
VI-20-6427 (4-6427)—Perry Como

JUKE BOX BABY
PERRY COMO
VI-20-6427 (4-6427)—Perry Como

ROCK AND ROLL WALTZ
KAY STARR
VI-20-6459 (45-6459)—Kay Starr

A TEAR FELL
TERESA BRIGHTWEAR
AT-1056 (45-1056)—Terry Lee Hunter
VI-20-6482 (45-6482)—Anita Carter

BLUE SUEDE SHOES
CARL PERKINS
CA-3371 (F-3371)—Bob Nelson
CA-2150S (4-2150S)—Sid King & Strings
DE-29980 (9-29980)—Ben Hollins

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

A Big Fat Hit!

in St. Louis, Cleveland, Detroit, Baltimore, Washington, Chicago, Philadelphia and Boston

Bill Farrell

"CHERRY LIPS"

b/w

"SLIPPIN' AND SLIDIN'"

No. 7001

Fats Domino

"I'M IN LOVE AGAIN"

b/w

"MY BLUE HEAVEN"

No. 5386

Imperial Records

"It's What's in THE CASH BOX That Counts"
THE HILLTOPPERS (Decca 2529; 45-1459)

"FADED ROSE" (2:36) [Randy-Smith ASCAP—Vaughan; Jimmy Sacco, Michael Seay, Jerry Hill]. A lovely job with a soft and tender romantic image that should do well for the pretty piece of material that deserves watching.

B. "SO TIED" (2:25) [Paul Finner ASCAP—Silverson, Little]. Another mellow reading of tearful and touching love affair. Pretty melody delightfully executed.

STAN FREBERG (Capitol 3396; F-3396)

"GREAT PRETENDER" (3:21) [Panther ASCAP—Ram]. Stan Freberg, who has made a very successful practice of kidding the hits, offers another such take off that should attract laughs and equaling. It's a humorous side with some clever gimmicks.

B. "THE QUEST FOR BREIDY HAHN" (2:14) [Maytime B31—Freberg]. With the country enveloped in the current "Brady Bunch" rage, Freberg offers on wax a comedy recording of the memory of his Nana and his wacky spell under which age regression brought out the existence of Brady Murphy in Ireland. Also features extremely humorous dialogue.

MONCHITO & HIS MAMBO ROYALS (Fiesta 064; 45-064)

"THE SECRETARY'S CHA CHA CHA" (2:40) [La vagy] Monchito and his crew, still riding high with their smash wading "Pedro-Pablo Cha Cha," introduce another commercial new cha cha ditty that should go well with the enthusiasts of this music. A lively and very danceable pleasure sure to enjoy a healthy sale.

C. "THE ICE CREAM MAN" (2:30) [Mantecado]. Another good cha cha item with the Spanish vocal taking a front seat. Good coupling for the joker.

ROBERT CAMEL & HIS HARP (MGM 12215; K-12215)

"THE NEARNESS OF YOU" (2:50) [Famous ASCAP—Car-michael, Washington]. Bob Maxwell displays some beautiful harp artistry as he renders a lovely recoiling of a great oldie. Orchestra accompanies adding to the delightful mood music nature.

C. "MIDNIGHT BREEZE" (2:31) [Miles ASCAP—Beatty, Blanco, Heinz]. A lovely latin-beat mood item is smoothly presented here by the artist. Two good sides for change of pace programming.

TED HEATH ORCH. (London 1644; 45-1644)

"I'M AN' LITTLE LADY" (2:01) [Feist ASCAP—Leevaara, Van Heusen]. Ted Heath, one of England's leading hand men for years, will be touring the U.S. with concerts during the month of April, hands in an exciting new piece named "I'm An' Little Lady," a development of the Leevaara's favorite "Siboney." Juke box should be an easy seller this one heavy play thru this month.

C. "MAN WITH THE GOLDEN ARM" (2:23) [Bartone ASCAP—Cahn, Van Heusen]. Bobby Pratt's trumpet takes the spotlight on this pretty ballad inspired by the hit Sinatra film. Soft, fox-trot affair.

Gloria MANN (Decca 29856; 9-29856)

"BIG HICK BOPPING RING" (2:23) [Ross Jungnielek ASCAP—Manis, Munn]. Gloria Mann who skyrocketed to stardom since her debut as teenage love throws a wonderful new fish-boat ballad in the same category. Pretty item that the kids should love.

C. "ONE HEART" (2:23) [Roosevelt BML—Singleton, Mccar]. A lively, footstamping novelty also aimed at the teenagers. Cute and contagious hit.

THE FIVE KEYS (Capitol 3392; F-3392)

"SHE'S THE MOST" (2:07) [Kahl BML—Berlins]. With rock and roll music heading ever upward, the Five Keys introduce a driving novelty that should have the kids hopping. It's a catchy swinger with a great beat and a cute story. Could be a big one for the boys.

C. "I DREAM I DWELL IN HEAVEN" (2:25) [Winston BML—Berlins]. This hit goes effect on this half as it hands in a driving novelty that should make the delivery of a beautiful piece of material. Side has the same thrilling beat as the "Great Pretender," a hit. Hot two-sider.

THE MULCAYS (Trans World 711; 45-711)

"TE AMO" [Southern ASCAP—Mulcay, Mulcay]. Accompanied by a chorus and a lush Monty Kelly orchestra this beautiful harmony glide thru a beautiful latin smoothie. Pretty number that could become a big one if it gets a fair share of exposure.

D. "DIXIE" [BML—Arr. Mulcay]. Another country side that artists should show their love for on this half, treating a great Southern favorite to a bright and colorful interpretation. Easy to take. Two good sides for the joker.

AMES BROTHERS (RCA Victor 20-6481; 47-6481)

"YOU WANT THE MAMIE TONIGHT" (2:34) [Miller ASCAP—Webster, Pain]. Reminiscent of some of the boys' past successes is this clever latin beat item from the new 20th Century pic "The Revolt of Mamie Stover." Cute novelty that could develop into a good seller when the pic gets around.

C. "IT ONLY HURTS FOR A LITTLE WHILE" (2:38) [Advanced ASCAP—David, Spielman]. A touching sentimental ballad warmly and tearfully delivered by the boys. Pretty item on a good song. Two sided threat.

PEPE LUIS ORCH. (Teo 354; 45-354)

"CHEESE STRAWS" [White, Wolfson]. Pepe Luis and his orch dish up an exciting cha cha interpretation of a pop hit of a few months ago. Results are wonderful. Good dance item with a big hit written for the boys. Should be a big side in latin music market.

C. "THAT'S THE WAY IT IS" [Mendoza]. Another big band arrangement of a good piece of cha cha material. Top half in the sleeper and the side to watch.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
DESTINATION #1

"A TEAR FELL"
by Teresa Brewer
Coral 61590 (9-61590)
Climbing Fast...
"Bo-Weevil"

"It's What's in THE CASH BOX That Counts"
TWO POWERFUL NEW HITS!

HER FIRST AMERICAN RELEASE!

MIYOSHI UMEKI
(NANCY)

"Why Talk"
AND
"HOW DEEP IS THE OCEAN"
MERCURY 70838

ROCKIN' BOOGIE!

CHUCK MILLER

‘Bright Red Convertible’
AND
"BALTIMORE JONES"
MERCURY 70842

INSTRUMENTALS FOR SOLID SALES

THE THEME FROM

"Flamenco Love"
RICHARD HAYMAN
MERCURY 70837

"Poinciana"
DICK CONTINO
MERCURY 70830

"The Cat’s Meow"
HARMONICATS
MERCURY 70841

“Beautiful Girls Of Vienna”
DAVID CARROLL
MERCURY 70822

CHICAGO 1, ILLINOIS

Mercury Records
Five years ago, Frank Loesser created quite a sensation on Broadway when his show "Guys And Dolls" took the city by storm. Now the great writer is in the midst of bringing to New York an even bigger work of art—a Broadway operetta titled "The Most Happy Fella", based on the Sidney Howard Pulitzer Prize winning novel of the 1920's "They Knew What They Wanted". Critics who have seen the show in its pre-Broadway tryouts, have raved about the new work which will come into New York on May 3. The operetta contains 35 songs. Above are the first four to have been recorded. They're four delightful numbers which should jam the airwaves in the coming weeks. They are getting a tremendous push and many of the top interpretations should end up big sellers. Kermit Bloomgarten and Lynn Loesser produced the show which features Robert Weede, Jo Sullivan, Susan Johnson, Shorty Long, Mona Paulee, and Art Lund. Frank Music is the publisher.
"CAN YOU FIND IT IN YOUR HEART"

Recorded by
Tony Bennett
Columbia 40667

"IT ONLY HURTS FOR A LITTLE WHILE"

Recorded by
The Ames Bros.
R.C.A. #47-6481

"It's What's in THE CASH BOX That Counts"
**NEW YORK:**
The artists who have recorded "Walk Hand In Hand" aren't exactly doing that but they certainly are following closely on each other. Tony Martin, Andy Williams and Denny Vaughan are visiting disk jockeys around the country and it's happened a couple of times now that just as one of the artists leaves a city, the next one follows him in. ... Danny Winchell, back from a three month stay in Florida, is looking forward to making records again. ... Tony Wilson of Deerhaven Music became the father last week of a baby boy named Bradley Jay Wild Wilson. Jack Howard president of the Bill Haley Fan Club, has organized the Decca Girl staff into a special fan club for Haley. ... Jack has left Coral to go into TV films. ... Eileen Barton currently at the Copa for a three week stint. The thrill knocked 'em dead last time she was there and an act which got her national publicity. ... Johnny Brandon, King's newcomer whose "Rock, Roll Baby" is starting to make noise, heads out to Cleveland, Cincinnati, Chicago, Columbia and Akron to visit with jockeys, do TV work and appear on Bill Rand's All Star Benefit Show. ... Betty Madigan has been booked into the Empire Room of the Palmer House in Chicago for 10 days starting April 19. ... Eileen Barton currently at the Copa for a three week stint.

**CHICAGO:**
"Though you wouldn't know it from the temperature, it must be spring," Monday night. In Chicago, the debut of WBBM-TV's "Universal Golden Hits" show. Andy Grant, pro at Barrington Country Club, is instructor and Bob Cunningham emcees the show. (Golfers! Get those clubs from the closet.) ... Jim Lounsbury, and his new dance band bowed at the Holiday Ballroom, 3/31. The band, with Benny Smith (Mrs. Lounsbury) doing the vocals,switched for series of weekend dates during April and May. ... Dick Ro-manceman, which latest on the AA label is "Unknown To Me," in Chi. ... Dick clicked on Jim Coway's "In Town Tonight." ... Gogi Grant arrived 4/5 for promotion work on her latest disk, "The Wayward Winds," ... Jimmy Hilliard and Lew Doughty of Barry currently in Hollywood for recording sessions. ... Rita Rames just cut new sides for Deed. Those at ses-sion believe record will be a big one. Rita appeared at the Leland Hotel in Aurora, 4/10, and goes to Iroquois Gardens in Louisville, Ky., 4/16. ... Chuck Peele announces his forthcoming marriage to Marv Boice of Minneapolis. Wedding will take place Sept. 1st. ... Good-looking Joe Reynolds dropped in for a chat. Joe is real excited about his newest MGM disk, "Am I The Guy" and hopes he's the guy to have a hit. ... The Dick Jockey Sextet's first record for Mercury, appropriately titled "Dick Jockey Blues," was presented on Jack Eigen's TV-er, 4/9. The deejays: Bill Amon, R. Hubert, Bill O'Connor, Danny Winkle and Jim Lounsbury, all appeared on the show. ... Shelley Manne and His Men bowed at the Chicago Post, 4/3, for a two weeks stay. ... Buddy Rich is skedded on a tour of his own. ... Howard Miller skeds Betty Johnson for appearance on Thursday night TV-er. Betty's current hit on Barry is "I'll Miss You All." ... John McViey and his Calypso Band currently on view at the Blue Angel. ... Dance bands blooming all over Chicago. Les Brown's band clicked at the Palmer, for Easter. Chuck Foster has extended engagements at the Aragon Ballroom. ... Carl Sands, piano playing maestro, holds sway at the Vogue. ... Frank Holzfeld, bass man at the Blue Note, impromptu words of jazz knowledge at the College of Complexes, 4/5.

**HOLLYWOOD:**
Gogi Grant's New Era disk of "Wayward Wind" breaking in New York, Chicago, and locally. A note from Gogi says she will be busy playing clubs back East. ... Herb Jeffries into the O'connorite ... Herb Jeffries into the Crescendo ... Herb Jeffries into the Crescendo ...

**ROUND THE WAY CIRCLE**

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
"FABULOUS VOCALS ON 2 HIT MOVIE THEMES"

"DELI/AH JONES"
Based on "Main Title" theme from "The Man With the Golden Arm"

"PICNIC"
Based on "Theme" from "Picnic"

"The Fabulous McGuire Sisters"
CORAL 61627 (9-61627)

THE BIG MOVIE HITS ARE ON...

"It's What's in THE CASH BOX That Counts"
Well it happened! Lonnie Donegan has signed with Mannie Greenfield, who will act as his personal manager, handling American affairs for the "Rock Island Line." It is hoped that Lonnie is set to visit the States in the very near future.

London Laurels to Kay Starr who hit the No. 1 spot in the Best Selling Charts with her waxing of "Rock and Roll Waltz."

Ruby Murray back from a recent visit to the States to celebrate her 21st birthday. The E.M.I. group gave her a luncheon at the Savoy Hotel. Also back from the States is A. and R. man Norrie Paramor who looks radiant after what, I take, must have been a most successful trip.

Norman Payne of M.C.A. called to say how happy he was on having successfully negotiated a deal for Dorothy Dandridge to open at the Savoy on April 16th.

H.M.V. has issued the Evis Presley record of "Heartbreak Hotel," labeling Elvis "The King of Western Pop."

Providing the Musicians’ Union and Labor Permits are granted, it is very likely that Louis Armstrong’s "All Stars", will tour Britain. . . Don Cornell appears this Sunday in "The Sunday Night At The Palladium" Show on Channel 9.

B.B.C. is to televise six hours of the three day jubilation taking place in Monaco for the Grace Kelly, Rainier wedding, and special Eurovision Links will give the Society coverage to the event.

Winifred Atwell will be guest pianist when Andre Kostelanetz conducts an all-Gershwin programme at the Royal Albert Hall on May 6th.

This week’s best selling pop singles (Courtesy “New Musical Express")

1) "Rock And Roll Waltz" Kay Starr (HMV)
2) "It’s Almost Tomorrow" Dream Weavers (Brunswick)
3) "Poor People Of Paris" Winifred Atwell (Eng. Decca)
4) "Zambesi" Lou Busch (Capitol)
5) "Only You" Bill Hoppers (London)
6) ‘Memories Are Made Of This” Dave King (Eng. Decca)
7) "Memories Are Made Of This” Dean Martin (Capitol)
8) “See You Later, Alligator” Bill Haley & Comets (Brunswick)
9) "Chain Gang" Jimmy Young (Eng. Decca)
10) "Theme from 3 Penny Opera" Dick Hyman Trio (MG/M)

MELODY SONG SHOPS, INC.
Brooklyn, N.Y.
1. Why Do Fools Fall In Love (Beverly textured)
2. Lisbon Antigua (Neil Riddle)
3. Little Girl Of Antigua (Cochrane)
4. No, Not Much (Four Lads)
5. A Tear Fall (Teressa Brewer)
6. Blue Suede Shoes (Parkins)
7. Lovely One (Four Voices)
8. Joe Baby (Perry Como)
9. Pinky Opera (Dick Hyman)

CALIFORNIA MUSIC CO.
Los Angeles, Calif.
1. Poor People Of Paris (Baxer)
2. A Tear Fall (Teressa Brewer)
3. No, Not Much (Four Ladies)
4. Missing (McGregors)
5. Lou Willows (Kenny Combs)
6. Moonlight And Pink (G. Cates)
7. Poor People Of Paris (Baxer)
8. Rock Island Line (Dempsey)
9. Main Title (Dick Jacobs)
10. 3 Penny Opera (Dick Hyman)

APPEL VENDING CO.
1. Rock And Roll Waltz (Starr)
2. Lisbon Antigua (Neil Riddle)
3. Poor People Of Paris (Baxer)
4. A Tear Fall (Teressa Brewer)
5. Eddie In Love (Tenn Queens)
6. Joe Baby Baby (Perry Como)
7. To The River (Teressa Brewer)
8. Blue Suede Shoes (Parkins)

DON LEARJ’s, INC.
Minneapolis, Minn.
1. Heartbreak Hotel (E. Presley)
2. Blue Suede Shoes (C. Perkins)
3. Poor People Of Paris (Baxer)
4. A Tear Fall (Teressa Brewer)
5. Why Do Fools Fall In Love (Dempsey)
6. Poor People Of Paris (Baxer)
7. Rock Island Line (Dempsey)
8. Hot Diggity (Perry Como)

BILL LAMB RECORD SHOPS
Flinth. Mo.
1. Blue Suede Shoes (Parkins)
2. Heartbreak Hotel (E. Presley)
3. Why Do Fools Fall In Love (Dempsey)
4. Main Title (Gayburt)
5. Long Tall Sally (Neil Riddle)
6. Hot Diggity (Perry Como)
7. Joe Baby Baby (Perry Como)
8. Poor People Of Paris (Baxer)
9. Rock Island Line (Dempsey)

JORDON MARCH CO.
Boston, Mass.
1. Lisbon Antigua (Neil Riddle)
2. Poor People Of Paris (Baxer)
3. Hot Diggity (Parkins)
4. Penny Opera (B. Vaughn)
5. Blue Suede Shoes (Perry Como)
6. So Weelil (Teressa Brewer)
7. Nice Ray (Thompson)
8. Innamorata (Jerry Vaia)
9. Moonlight And Pink (Decca)
10. Rock And Roll Waltz (Starr)

HOT
OTIS WILLIAMS
DELCHE DELUXE 6093
THAT’S YOUR MISTAKE
DELCHE 6091
BOYD BENNETT
BLUE SUEDE SHOES
KING 4993

LITTLE WILLIE JOHN
ARE YOU EVER COMING BACK TO ME
I’M STICKIN’ WITH YOU BABY
KING 4983

THE MIDNIGHTERS
OPEN UP THE BACK DOOR
BY ROCK, GRANNY, ROLL
MUNOON MULICAN
HONOLULU ROCK-A-ROLL-A
BY SEVEN NIGHTS TO ROCK
KING 4984

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

EARL BOSTIC
BUGLE CALL RAG
BY I’LL STRING ALONG WITH YOU
KING 4903

NEW RELEASES!!!
BOYD BENNETT
THE GROOVY AGE
BY LET ME LOVE YOU
KING 4925
JOE TEX
SHES’MINE
BY I HAD TO COME BACK TO YOU
KING 4911

JIMMY NOLLEN
WIPE YOUR TEARS
BY DON’T LEAVE ME NO MORE
FEDERAL 12262

OTIS WILLIAMS
and his CHARMS
IVORY TOWER
DELCHE 6093
THAT’S YOUR MISTAKE
DELCHE 6091
BOYD BENNETT
BLUE SUEDE SHOES
KING 4993

“A only those records best suited for commercial use are listed by THe CASH BOX”
THE HIT RECORDINGS
from Frank Loesser's new hit musical
"THE MOST HAPPY FELLA"

Peggy Lee
"JOEY, JOEY, JOEY"
Decca 29877 (9-29877)

Mills Bros.
"STANDING ON THE CORNER"
Decca 29897 (9-29897)

Pat Kirby
"SOMEONE SOMEWHERE"
Decca 29884 (9-29884)

The Buddies
"THE MOST HAPPY FELLA"
Decca 29840 (9-29840)

A New World of Sound
DECCA records

"It's What's in THE CASH BOX That Counts"
FROM THE SCORE OF

THE MOST HAPPY FELLA

By FRANK LOESSER

Excerpt from Act I Scene II

JOEY, JOEY, JOEY

Recorded By

BILLY ECKSTINE
RCA Victor 20-4488

MERV GRIFFIN & PERCY FAITH
Columbia 40685

PEGGY LEE
Decca 29877

Recorded By

NEAL HEFTI SINGERS
Epic 9158

LANCERS
Coral 61614

Excerpt from Act I Scene I

SOMEbody, SOMEWHERE

Recorded By

DORIS DAY
Columbia 40673

PAT KIRBY
Decca 29884

Excerpt from Act I Scene II

STANDING ON THE CORNER

Recorded By

FOUR LADS
Columbia 40674

DEAN MARTIN
Capitol 3414

Buddies
Decca 29840

Recorded By

JOHNNY DESMOND
Coral 61008

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FRANK MUSIC CORP.
119 West 57th Street - New York 19, N.Y.

"It's What's in THE CASH BOX That Counts"
Letts & Marek Named VPs of RCA

NEW YORK—Election of Howard L. Letts and George R. Marek as vice-presidents of RCA Victor Record Division Radio Corporation of America was announced last Friday by Frank M. Folsom, president of RCA.

Letts will serve as vice-president and operations manager of the record division. He previously was manager, operations department, and had been assistant general manager of the division from 1951 to 1955. Joining RCA in 1929, he held various positions in accounting and finance and served from 1946 to 1951 as comptroller of the record division.

Marek will serve as vice-president, record albums department, of which he has been the manager. He joined the RCA Victor record division in 1950 as assistant manager of the studio and since 1949 has been named general sales and merchandise manager of the Victor record division. He came to the division after two years as vice-president of the RCA Victor Distributing Corp., in Detroit.

He began his business career with the Guenther Bradford Advertising Agency in Chicago, and in 1905 became associated with Montgomery Ward & Company where in the course of eight years, he rose to west coast mail order sales manager. In 1945 he joined the San Francisco Hale Brothers Department Stores as divisional merchandise manager where he remained for four years.

Kanaga, who in May of 1955 had been elected vice-president and operations manager of the RCA Victor record division, has served since 1949 as general sales and merchandise manager of the Victor record division. He came to the division after two years as vice-president of the RCA Victor Distributing Corp., in Detroit.

He began his business career with the Guenther Bradford Advertising Agency in Chicago, and in 1905 became associated with Montgomery Ward & Company where in the course of eight years, he rose to west coast mail order sales manager. In 1945 he joined the San Francisco Hale Brothers Department Stores as divisional merchandise manager where he remained for four years.

Kanaga was graduated with a Bachelor of Science degree from the University of Illinois in 1934 and in 1934 attended Harvard University under the Advanced Management Program.

Sacks is one of the best known, best liked, and most experienced men in the entertainment business. He has been in almost every phase of the business during his career.

He joined Victor in 1960 as director of publicity. In January of 1963, he was elected vice-president and general manager of the RCA Victor record division and in August of the same year he was elected staff vice-president of NBC.

Capitol Premiers New Headquarters, World’s First Circular Office Bldg.

HOLLYWOOD, CAL.—Hollywood staged one of its most lavish, colorful, and spectacular premieres on Friday, April 1, when Capitol Records dedicated its new 12-story international headquarters—the ultra-modern Capitol Tower, the world’s first circular office building, on Vine Street just off Hollywood Blvd. Admission was by invitation only.

The grand opening of the unique building was attended by all the usual glamour and excitement of a Hollywood premiere, from a dozen swarming searchlights to top stars of recordings, motion pictures, radio, and television.

In addition, many top disk jockeys, motion picture and recording executives as well as other dignitaries attended. Likewise, press representatives of scores of the nation’s and the world’s newspapers, the news wire services, national trade and consumer magazines, radio and television newsmen and commentators, and television and theatrical newsreel photographers and many of the top cameramen from the world’s newspapers, magazines and photo syndicates covered the event.

Among dignitaries from around the world who attended were a number of top executives of EMI (Electric and Musical Industries, Ltd.) of Great Britain, which owns 64.4 per cent of Capitol, including J. F. Lockwood, chairman; J. G. Scott, managing director; and B. Mitjavile, director of the record division, all of Hayes, Middlesex. Seed, and A. Moretti, managing director, “His Master’s Voice” (N.Z.) Ltd., Wellington, New Zealand; John M. Burnett, chairman, EMI (Australia) Pty., Ltd., Sydney, N. S. W., Australia; and Hawley E. Morris, of EMI, Rio de Janeiro, Brazil.

Other special guests included Hollywood’s honorary mayor, Ben Hunter, and Ernest F. Wise, acting British Consul General, and Los Angeles’ Mayor Kerris Foulson.

Official hosts were Capitol co-founder and president, Glenn E. Wal- chek; Daniel C. Boczynski, administrative vice-president; Lloyd W. Dunn, home of sales and sales vice-president, and James Bayless, manufacturing and engineering vice-president. They greeted guests in the largest of three studies on the ground floor of the building following a guided tour and demonstration of high fidelity recording.

A cocktail party followed and guests were gifted with a souvenir recording and brochure.

Ground breaking for the $2,000,000 building was in September, 1954. It wasn’t until one month ago when the last of the Capitol departments moved into the tower that the studios and headquarters of the diskery were under the same roof. Since 1948 the company had headquartered at 7333 Santa Monica and Vine in Hollywood. The label’s West Coast plant remains in Los Angeles on San Fernando Road, while its main pressing plant continues at Scranton, Pa.

KRAM Entertains Army Hospital Patients

FORT CHAFFEE, ARK.—Radio Station KRAM is a disk jockey’s dream come true, since it programs no commercials.

KRAM is located in the Army Hospital in Fort Chaffee, Arkansas, and although it programs music, news, weather, sports, etc., a commercial is never heard since the only object of the jockeys is to provide pure enjoyment for the hospital patients.

The gents who handle the daily programming chores are Pvt. Don Im- hulse who worked as WCPO in Cincinnati and at a station in Portland, Indiana; Specialist 3rd Class Ken Ritter, nephew of the famous Tex Ritter, who handles the country music duties; and Bruno Never, formerly of WGES, Chicago, and WBOO in Terre Haute, Indiana.

Never also handles the TV weatherman job for KFSA-TV in Fort Smith, Ark., and he and Imhulse spend their free weekends jockeying on station KFPW in Fort Smith.

Guesting In Hollywood

HOLLYWOOD—During his recent trip to Los Angeles, Jay Michael of WCAU was a guest of Arliss Wayne. Arliss’ latest release is “How Do I Love You” on the Liberty label.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
JIMMY SACCA LEADS THE HILLTOPPERS IN THEIR GREATEST RELEASE ON DOT

What's in THE CASH BOX That Counts

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SO TIRED
THE BIG ONES ARE FROM VALLEYBROOK

BILL HALEY and His Comets

R-O-C-K b/w

THE SAINTS ROCK 'N' ROLL

Decca 29870 • 9-29870

DOTTI MALONE

I OUGHTA b/w

EVERYTHING BUT YOU

Wing 90060

JERRY TYFER

HOOK, LINE AND SINKER b/w

I'M SO SORRY

Wing 90061

KITTY NATION

HALF YOUR HEART b/w

GOODIE BYE BYE BABY

Wing 90059

THE MORRISON SISTERS

ROCKIN' BOOGIE SHUFFLE

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"It's What's in THE CASH BOX That Counts"
SPECIAL ISSUE
(Dated: May 12)

YOUR ADVERTISING MESSAGE WILL REACH ALL OF THE NATION'S OPERATORS

Distributed at the MOA Convention at the Morrison Hotel, Chicago, all during the Show . . . And those Juke Box Operators unable to attend will receive it by mail.

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BOSTON
1765 COMMONWEALTH AVE.
(Phone: ALgonquin 4-8464)

HOLLYWOOD
6272 SUNSET BLVD.
(Phone: HOLlywood 5-2129)
**ABC Makes Deal For Australian Distribution**

SYDNEY, AUSTRALIA—W. & G Record Processing Company Pty. Ltd. of Australia, has announced through its American Representative Jimmie Parks that it has acquired the rights of ABC-Paramount's A&M Records catalog for exclusive distribution in the Commonwealth of Australia and New Zealand.

All disks will appear under the W & G Selected Releases label with full label credits given to the American Companies. The Australian market continues to grow and American labels now being handled by W & G will be launched “down under” with nationwide advertising via radio and press.

Among the American record companies already appearing on the Australian market via W & G distribution are E.KO-Unique, Fraternity, Double AA, Point, Key, Aladdin and Marvel.

W & G, one of the fastest growing distributors of American labels “Down Under” maintains pressing facilities in Melbourne and Sydney, Australia, with company owned distribution outlets that offer blanket coverage of Australia and New Zealand. The Australian portion of the distribution is devoted largely to American labels.

Parks is currently negotiating for the acquisition of a Jazz catalog and for foreign records to supply the large influx of foreign people that have migrated to Australia. W & G hope to enter into the foreign field by June 1st of this year releasing disks in 19 different languages; for foreign consumption within the Commonwealth.

**HARRY ZIMMERMAN’S**

**big 24 piece orchestra**

Long Play Album

R-602

Another

HIFIRECORD from

HIGH FIDELITY RECORDING CO.

6087 SUNSET BLVD. HOLLYWOOD 28, CAL.

**Get on the Bandwagon!!**

The CARAVAN is rolling along the wax trail

The voice that made:

The Cotton Club Famous

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with Kent Harlan Orch.

The voice of:

Betty Allegre

with Kent Harlan Orch.

A voice from:

Earl Jackson

"Mr. Sportin' Life"

with Kent Harlan Orch.

"FOREVER TRUE" • "The First Kiss"

Caravan # 15601

Out next week

"HOLD ME CLOSE"

Caravan # 15603

"EVERY LITTLE BIT OF ME"

Caravan # 15603

"COYOTE"

Caravan # 15602

The sound will surprise you

"I'M GONNA TRY RELIGION"

Caravan # 15602

DISTRIBUTORS:—A few choice territories open—write—wire—phone

CARAVAN RECORDS INC.

Route 4 Paramus, N. J.

Gilbert 4-0262

Promotion Joe Lewis

Wm. Rowe Ent.

"It's What's in THE CASH BOX That Counts"
**Top 15 Best Selling Pop Albums**

1. **ELVIS PRESLEY**
2. **BELAFONTE**
3. **THE MAN WITH THE GOLDEN ARM**
4. **SONGS FOR SWINGING LOVERS**
5. **CAROUSEL**
6. **JULIE IS HER NAME**
7. **FOUR FRESHMEN AND 3 Trombones**
8. **THE BENNY GOODMAN STORY**
9. **OKLAHOMA**
10. **HIS SPARKLING STRINGS**
11. **THE STUDENT PRINCE**
12. **TV FAVORITES**
13. **MUSIC TO CHANGE HER MIND**
14. **ROMANTIC JAZZ**
15. **THE IN THE VERY SMALL HOUSES**

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**THE CASH BOX**

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**ORIGINAL CAST**

**"SERENADE"—Maria Lanza—Original Soundtrack From The Warner Bros. Picture "Serenade" (Decca DL 8257).**

A few notes about the recording:

- It features Maria Lanza's rich voice, which adds depth and emotion to the tracks.
- The album includes hits like "I've Got a Love of My Own" and "Halfway There".
- The music is a blend of classical and pop elements, which was groundbreaking for its time.
- It sold well, reaching #1 on the Billboard charts.

---

**POPULAR**

**"GAL STORM"—Dot DL-3011 (1-12 LP).**

- This album is notable for its catchy, upbeat tunes that were popular in the late 1940s.
- Songs include "Gales Are My Business" and "Let's Get Started."}

---

**BILLY MERMAN SINGS"900 MILES"**

- Featuring music by George S. Antheil, this album was published by Myers Music Inc.
- The songs include "My Heart Is An Open Book," "Keep On敲ing," and "Serenade."

---

**OTHER REVIEWS**

- "The city's most-mood music sets turn to Paris. Certainly no detailed explanation as to why this is so is necessary. Let it just be said that Victor's handling of the whole arrangement becomes so much the greater. The city's mood-music sets turn to Paris. Certainly no detailed explanation as to why this is so is necessary. Let it just be said that Victor's handling of the whole arrangement becomes so much the greater. The city's mood-music sets turn to Paris. Certainly no detailed explanation as to why this is so is necessary. Let it just be said that Victor's handling of the whole arrangement becomes so much the greater."
HOLLYWOOD — The purchase of Urania Records by the American Sound Corporation, recently formed by Allied Record Manufacturing Company and Bart Manufacturing Company, was jointly announced last week by American Sound Executives, Daken Broadhead, Chairman of the Board; Siegfried Bart, President; and Rudolph Kopp, President of Urania. A spokesman for American Sound stated that immediate plans are under way to revamp and expand the line and that a definite program and new release schedules would be announced shortly. Urania has been one of the important independent LP classical lines, and is best known for its operatic catalog.

In recent months Urania entered the Jazz field and now has seven Jazz albums on the market. Plans call for immediate entry into the recorded tape field with a complete line of both Urania and other labels.

American Sound will take over actual operation of Urania April 16th and will maintain a Manhattan office with accounting, production, and warehousing quartered in the main plant in Belleville, New Jersey.

Broadhead and Bart stated that no personnel assignments have as yet been made, but that Hal Neely, National Sales Manager for both Allied and American Sound, was being temporarily assigned to the project to complete necessary planning and change over.

The Allied-Bart combine, with complete custom manufacturing plants in New Jersey and Hollywood, has been in the news in recent months with their increased activity in all phases of the industry and in connection with some of the mail-order club activities.

KAPP SIGNS BUDDY GRECO

NEW YORK — An announcement was made on Monday, April 2, that Buddy Greco, young veteran entertainer and recording star, has been signed to an exclusive recording contract by Dave Kapp. Plans for the singer, who already has cut his first session, are to be directed into the album field as well as single records.

MUSICAL CONTRIBUTION

NEW YORK — Tito Puente, RCA Victor’s top Latin-American band-leader, is presented with a scroll from John Romaine (right), representative of the Waterman Fountain Pen Company, for Puente’s “outstanding musical contributions to help better relations between the U.S. and Latin-American countries through his personal appearances and recordings."

When my love says goodbye
b/w HIGH STEEL

LONNIE SATTELL

record no. 3405

It’s What’s IN THE CASH BOX That Counts"
Boston Symphony Takes Bow in State Senate

BOSTON—The State Senate and House of Representatives on Tuesday, April 3, cited the Boston Symphony Orchestra as "Ambassadors of Goodwill to all the peoples of the world."

The citations, commemorating the musical organization's 75th anniversary, were presented at a unique ceremony in the Senate assembly room of the State House, here Michael J. Skerry, Speaker of the House and Richard Furbach, President of the Senate, were present.

At the same time, L. W. Kanaga, vice president of RCA Victor Records, presented the Symphony with a $2,000 diamond-studded baton especially designed by the world-famous French silversmith, Van Cleef and Arpels. The gift marked the 40-year association between the Orchestra and the recording company.

Charles Munch, music director and conductor of the Boston Symphony Orchestra, and Arthur Fiedler, conductor of the Boston Pops Orchestra, accepted the citations and baton for the other members of the musical organization.

Kanaga told the joint meeting of the Massachusetts legislature that his company 's annual spending more than $50,000 on a color moving picture featuring the Boston Symphony. The picture, which will show how a record is made, will be available in the fall for showings in schools and homes. We are confident that this film will help to add just a little leverage in the long, distinguished contributions which these great Boston musicians have already made to the better understanding and appreciation of music.'

The resolution of the House cited "the greatest contributions made by the orchestra to the cultural prestige of the Commonwealth of Massachusetts.”

"Wherever good music is known and appreciated," the citation added, "the Boston Symphony Orchestra enjoys an unparalleled reputation for its outstanding interpretation of the works of both its compositions. Through Concert Hall appearances and RCA Victor recordings the Boston Symphony Orchestra, and Conductor Charles Munch and Arthur Fiedler have acquired an enviable reputation as Ambassadors of Goodwill to all the peoples of the world.

"Both the resolution said it was issued "in tangible recognition of the influence the Boston Symphony Orchestra and its conductor have had extending the musical horizons of the entire world.""

"The Boston Symphony and the Boston Pops Orchestra, under the leadership of Charles Munch and Arthur Fiedler," the resolution added, "have been outstanding representative's of the Commonwealth of Massachusetts. Their world-wide appearances have enriched the lives of the people throughout the world and have brought greater respect and admiration for the cultural reputation of the people of Massachusetts.”

The Symphony Orchestra was founded in 1881 by Major Henry Lee Higginson. Its conductor from the beginning has included Arthur Nikisch, Karl Muck, Pierre Monteux and Serge Koussevitzky. Charles Munch is currently marking his seventh season as the orchestra’s music director.

While the ceremony was climaxed by a five-week tour of Europe during August and September, including fourteen appearances at the famous Edinburgh Festival.

Participating in the ceremonies were Alan MacDonald, President of the Eastern Company, RCA Victor distributor in New England; Thomas D. Perry, Jr., Manager of the Boston Symphony Orchestra; Raymond W. Saxon, North Eastern Regional Manager, Radio Corporation of America; and Alan Kaye, Director of Artists and Repertoire, RCA Victor Records.
Tony Roberts

WTQ—Chicago, Ill.
1. Main Title (Billy May)
2. Have You Go Through This Before
3. Poor People Of Paris (Baxter)
4. Let Me Call You Daddy
5. No, Not Much (Four Lads)
6. Rock And Roll Waltz (Starr)
7. Missing A Down (Frank Sinatra)
8. Memories Are Made Of This (Dean Martin)

Ray Perkins

KIM—Denver, Colo.
1. No, Not Much (Four Lads)
2. Heartbreak Hotel (Perry Como)
3. Bells Of St. Mary's (Starr)
4. Don't Take Her (Teenagers)
5. Penny Opera (O. Hymen)
6. Hot Diggity (Perry Como)
7. Mr. Wonderful (Teddi King)

Ed Stokes

NEW—New York, N. Y.
1. Poor People Of Paris (Baxter)
2. Hot Diggity (Perry Como)
3. With You (Eddie Fisher)
4. Luck Am I (Chad Mitchell)
5. My Song (Barksdale)
6. Mr. Wonderful (Perry Lee)
7. Get Up, Get Up (Morgan)
8. Heaven's Mean Forgiveness (Frank Sinatra)
9. Let's Try Again (All Biddies)

Dove Stone

KDAY—Lubbock, Tex.
1. Why Does Love Feel So Far Away
2. I'll Be Home (Pat Boone)
3. Heartbreak Hotel (E. Presley)
4. Rock Island Line (Don Reno)
5. Hot Diggity (Perry Como)
6. Rock And Roll Waltz (Starr)
7. Poor People Of Paris (Baxter)
8. So Won't I Be (Perry Como)
9. Magic Touch (Platters)
10. Blue Suede Shoes (C. Perkins)

Chuck Harkins

KTHE—Thermopolis, Wyo.
1. Mr. Wonderful (Perry Lee)
2. Poor People Of Paris (Baxter)
3. Mystic Midnight
4. Winner Takes All (Frank Sinatra)
5. Flowers Mean Forgiveness
6. Lullaby Of Birdland
7. Elise (Kay Thompson)
8. Hold Me Forever (Starr)
9. Our Melody (Billy May)
10. Joshua Tree (Chummy Baller)

Phil McLean

WERE—Cleveland, Ohio
1. Cherry Lips (B. Farrell)
2. I Don't Want Nobody (Budd & Ede Johnson)
3. Every Little New And Then (Crazy Twain)
4. Moonlight & Passion (Cates)
5. Magic Touch (Platters)
6. I Want You (C. Carr)
7. I Wish I was (E. Presley)
8. You're Sorry (Blue Suede)
9. Church Bells May Ring (Diamondbirds)
10. You're Wrong, All Wrong (Eileen Rogers)

John Adeny

WCAC—Baltimore, Md.
1. No, Not Much (Four Lads)
2. I Wondered (Teddi King)
3. Sweet potatoes And Beans (Little Boys)
4. Rock Island Line (Don Reno)
5. Meanie Meanie Meanie Mean (Frank Sinatra)
6. Keep Happy (Danite)
7. We All Need Love (Damas)
8. You Can Find It In Your Heart (Tony Bennett)
9. As Long As I'm In Love (Leslie Gore)
10. Wonderful Love (Don Laird)

E.M.I. Expect's '56 Gross

To Top $12 Million of '55

NEW YORK—E. M. I. (Electric & Musical Industries, Ltd.) which purchased control of Capitol Records a year ago, expects to report sales for the year ending June 30, higher than the $12 million of fiscal 1955, which in turn was up 22% from the year before.

Net income in fiscal 1955 soared to a record, to a figure of $2,339,000 as compared with $1,600,000 the year before. E. M. I. has subsidiaries or branches in 25 countries, and J. F. Lockwood, chairman, says, "our plans for the future have been made in the belief that our sales in most territories will show further increases'.

The company will have the benefit of a full year's operating profit from the Capitol Record division in fiscal 1956. Capitol sales for fiscal 1955 are estimated to have been $19,600,000 while sales of Angel Records, another E. M. I. subid, increased by some 150% last year.

ATTENTION DELAYS; PROGRAM DIRECTORS, LIBRARIANS—
Please keep us promptly informed of any changes in call letters or title.

"It's What's in THE CASH BOX That Counts"
Vital Statistics—Ted Drannig newly engaged as news director of WORZ-Orlando, Fla. Ed Ainsworth has been moved from WHOO-New Orleans to KLOA-Denver. Ed has a full three hour afternoon show after 3:00. Jack Garrett just signed with WABC-Columbia, Miss. Art Pallan moves from WWSW-Pittsburgh to KDIA-Pittsburgh. Howard Heaphy, out of WGST-Atlanta, and into WMSL-Washington, D. C. . . Bill Daniels took over Zoki-Manr's post on KFWB-Rollywood, Calif. He will be heard from 12:00 to 3:00 Monday through Saturday. Manners will devote full time to his TOP TV show . . . Sammy David moves from KALM-Alexandria, La. to KDRE-Shreveport, La. . . Rudy Paesangnell, former WSKO-Corland, N. Y. deejay, has been assigned to WTKO-Ithaca, N. Y. WKTO is a new 1600 watt super that expects to be on the air about April 1. Rudy says all mail, records, etc., can be mailed to WTKO-118 South Cayuga St., Ithaca, N. Y.

Pic of the week—Ron Wilner newcomer to (WAVE-Baltimore, Md.) plowing through the mail that arrived at the station. We are told the new Hooper for Allentown, Pa. area shows Bill Camerson's WHO is bought out by George in Illinois (WLOL-Millennioplis) settling back in his routine after recent marriage. Eddie Newman, whose home base is WADB-Philadelphia, is also doing shows on five other radio outlets. He is heard for 9-11 hours weekly, and all for the same sponsor, Monts TV. Newman is heard on WDAH, WHAT, WIP, and taped on WKNL-Capitol, WCAU-Philadelphia, and WCAU-Philadelphia, George Fennell and Jim Aylward (WHIL-Philadelphia, Mass.) trapped in the station during the recent snow storms, killed time by taping their own voices against George Cats' record of "Moonlight & Theme From Picnic". For kicks they sent it to Ruthie Clemen, Coral record promoter in town, who liked it so much she sent it to George Cats.

Lou Arnold (WJWW-Conway, N. H.) is starting a new show every Saturday morning called "Band of the Week." Each Saturday he features a band that the people of his area want to hear most. Lou would like to have photos of the record stars . . . David Dies has lost of nice things to say about our recent Disk Hop and Teenage Cotton editorials . . . Dave Moore (WJW-Nashville, Tenn.) has taken on two and one-half hours daily in addition to his 6 pm show. The show, "Especially Yours," runs from 9:30 to 12 noon, Monday thru Saturdays . . . Jack McDermott (WCP-Boston) writes that he does the only daily show on Sunday night in Boston. . . Ray Starr (WJAN-Spartanburg, S. C.) has dropped from program director to manager, taking over from W. Ewing Bray, owner of the Spartanburg Broadcasting Company. Bray stated that the move was due to the executive work Starr had done since he joined the WJAT staff last June . . . WTTM-Trenton, N. J. will celebrate its 10th anniversary April 2 . . . Sam Blessing (KOSI-Aurora, Denver, Colo.) would appreciate autographed 35 mm movie, or other publicity material. His studio (WHIL-Merced, Mass.) will write a music column for the New England Home Magazine.
Sammy Davis, Jr. Makes "Mr. Wonderful Wonderful"

NEW YORK—The general impression created by the newspaper critics who reviewed the opening night performance of "Mr. Wonderful" was that it wasn't worthwhile seeing. But they were radically wrong. For "Mr. Wonderful" provides three of the most entertaining hours anyone could want to spend.

For the many folks who have never seen Sammy Davis perform in person, the last 35 minutes of the show—where he works alone on the runway and offers his entire nightclub act—are absolutely hilarious. He dances, sings, impersonates, drums, etc., and has the entire audience right in the palm of his hand. The evening this reviewer witnessed the show, Sammy had the audience literally screaming for more.

Jack Carter, was superb as Sammy's personal manager and gained great respect as an actor and comedian with his clever handling of the comedy material and the songs.

Pat Marshall proved to be an extremely versatile and talented star—equally proficient in the vocal as well as the humor department.

But it was the Jerry Bock-Larry Holofcener-George Weiss score that delighted as far beyond expectations. The three recorded songs were displayed excellently in the show. The title piece was tenderly treated by Olgy James who plays the role of Sammy's girl friend; A top grade production setting made rock and roller "Jacques D'Iraque" a thriller; and Sammy's terping plus his reading of the lyrics made "To Close For Comfort" a most enjoyable, light-hearted novelty. But there were some other terrific tunes that deserve attention:

Standout among these is "Without You, I'm Nothing". A superb little dirty tailor-made for any recording two-some. It's a natural piece of material for a boy-girl night club act.

"Edel Baby", a short and most touching opus is employed in the show, could be enlarged into a top drawer love song. It has one of the most beautiful melodies we've heard in a long while.

"Talk To Him", without some of the spicy lines, is a great piece of novelty tunestuff for a female duet. A catchy dirty check-full-of-laughs. And "Miami" should thrill the Florida chamber of commerce no end. If you're looking for a delightful evening at the theatre, "Mr. Wonderful" can see to it that you get more than you ever expected.

The show is playing to packed houses, and word-of-mouth advertising should keep the situation well in hand.

Schickie Named Epic Classical Director

NEW YORK—Paul Wexler this week announced the appointment of Charles Schickie to the newly created post of Director of Classical A & R for Epic Records.

The move, Wexler stated, was designed to strengthen and further integrate Epic's classical record department.

Schickie will continue to be responsible for the sales activities of Epic's classical product. In these duties he will report to William Neilsen, Epic director of sales.

Manson Waxes 2 Themes From "Lovers & Lollipops"

NEW YORK—It was announced by Capitol William Mann will record two theme songs from the picture "Lovers and Lollipops" for MGM Records on Tuesday, April 10. The tunes will be "Lovers and Lollipops Theme" and "Peggy's Theme".

"Lovers and Lollipops" is an independent production of husband-wife team Murray Engel and Ruth Orkin, who also produced and filmed "Little Fugitive". "Lovers and Lollipops" which opens on April 17, will be distributed by Translux Film Distribution Corp.

Manson composed the score for "Lovers and Lollipops" on his harmonica while watching a print of the film. He then transcribed it for thirty pieces for the film track.

Manson also composed the score for "Little Fugitive" and did a harmonica recording for Columbia Records.

Tozzi Signs West Coast One Stop Aids EP Programming

NEW YORK—Giorgio Tozzi, the Metropolitan Opera Company's sensational new basso, signs an RCA Victor recording contract. Tozzi will be heard first on RCA Victor Records in the role of Colline in the opera "La Boheme", which has just been recorded for Victor under the direction of Sir Thomas Beecham. The album is scheduled for release in early fall. Standing left to right at the contract include: Mike Akins, Press Director of Red Seal Artists and Repertoire; David Rubin, Mr. Tozzi's manager; Lawrence W. Ranaga, Vice-President and General Manager of RCA Victor Records; and George Marek, Manager of the Album Department, RCA Victor Records.

Ellsasser To Do TV Show Following Steve Allen

NEW YORK—Richard Ellsasser, MGM Records organ and piano pacto, has been signed to do a new TV show originating from KFRC, Hollywood, starting in May. The stanza will be a half-hour show, Monday to Friday, and will follow the Steve Allen 12:30 AM segment. The show will be called "Nocturne" and the format will be informal and will include about three guests a week, most of them non-performing. Some already selected are Mel Torme, Milland Dietrich, Head, Vincent Price, Peggy Lee and Helen Deutsch. Richard will plug his various MGM albums.

The show is scheduled for a minimum of four weeks, and will likely be continued. A feature of most shows will be a special improvisation on a theme sent in by a member of the audience. Sometimes Ward Kin- ball or some other member of the Walt Disney staff will contribute to the improvisation guided entirely by Richard's music.

The program will reach Mexico, Arizona and four hundred miles north. The estimated audience at the start will be 100,000 weekly and it is expected that it will reach 500,000. Each show will probably end on a meditative note, with music chosen mostly from "Melodies Of Faith And Hope". There may, also be a Mozart Sonata occasionally, with Richard Ellsasser fingering the organ part.

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

West Coast One Stop Aids EP Programming

LOS ANGELES—California Music, largest one stop operation in the Western States, sent out the first of a monthly EP mailer to operators this week. Designed to help operators program EP records, the new mailer lists over 200 selections on EP, and classifies them by type of music. According to Gabe Orland of California, the new mailer was in response to a large demand by operators for more information on EP's. California Music is now selling all single records to operators at five cents over the wholesale price, and can fill an order in the eleven Western States as well as the Hawaiian Islands.

Palm Beach Meet
Stone Emcees "Rock" Premiere

NEW YORK—The MGM sound track album "The Pirate" which features Gene Kelly and Judy Garland will come in for some extra plugging within the next few weeks when the film will be shown on the MGM TV show "MGM Parade". The film will be seen in three installments starting April 15.

The diskery will make a careful study of the sales results during the three-week period that the film is presented with an eye to future re-releases of film muscials from which MGM Records has released sound track albums. The company estimates that this type of plugging can result in a successful sale for the sound tracker because the film will be viewed by a new audience which is more music and record conscious than the audience at the time of the film release in 1948. A complete new pattern of sound track catalog sales may develop from this idea.

RCA Announces New Consolette Hi-Fi Tape Recorder

CAMDEN, N.J.—A new high fidelity tape recorder consolette featuring three loudspeakers in a roll-around cabinet has been announced by James M. Toney, Vice President and General Manager, RCA Victor Radio and "Victrola" Division, Radio Corporation of America.

Second instrument of a proposed new line of RCA Victor tape recorders to go into production at RCA's Cambridge, Ohio plant, the new consolette has been named the "Legislator" (Model TTT-11). It will be nationally advertised at $279.95 in mahogany finish, and $290.95 in light rift oak finish.

Decca Issues 2 Singles From "Eddy Duchin" Pic

NEW YORK — The forthcoming Columbia release "Eddy Duchin Story," which will soon be released by Decca as another in their list of soundtrack albums, has produced two versions on the label of the song "To Love Again," Duchin has issued a vocal arrangement of the tune by the Four Aces, and they have also released a single from the soundtrack of the song as performed by Carmen Cavallaro.

Holiday Promotion

NEW YORK—Decca Records and the H. S. Faine Department Store in Cincinnati, Ohio, have joined forces on the promotion of Decca's Holiday Series. The facilities of each department in the store were turned over to the promotion, which included display material on the series, as well as albums from the series being played throughout the store.

4 Ballroom Dates Added to Goodman Tour

NEW YORK—In addition to six college prom dates, Benny Goodman and his band featuring vocalist Mitzi Cottie have also added four ballroom engagements.

RG and the band will play at the Million Dollar Ballroom in Milwaukee, April 22; Les Bux Ballroom in Spring Valley, Ill., April 28; Sunnymead Ballroom in Pottstown, Pa., May 12, and the Elms Ballroom in Youngtown, Ohio, May 20.

The college itinerary includes appearances at the University of Minnesota, April 21; Purdue University, April 27; University of Detroit, May 4-5, Virginia Poly. Inst., May 11; University of Ohio, May 19, and the Citadel, June 1.

Julie Is Her Name

J. M. Clifford, Administrative Vice President of NBC, who has been President of Kagan, has relinquished those duties in order to permit the appointment of an executive who could devote full time to Kaga's expanding operations. Clifford continues as a member of the Kagan Board of Directors.

Livingston was born in McDonald, Pa., in October, 1917. He attended public schools there and in 1940 received his B. S. degree in economics from the University of Pennsylvania's Wharton School of Finance and Commerce. From 1940 to 1943 he served with the Calvert Distillers Corp. in New York, where he rose to the position of sales promotion manager for the Eastern Division. Following his service as a second lieutenant with the U. S. Infantry during World War II, he joined Capitol Records in 1945 as an assistant in the Artists and Repertoire Department. His development of children's recordings opened the way for a major expansion of this field in the recording industry.

In 1948, Livingston was named director of album repertoire for Capitol Records; in 1949 he was elected a Vice President, and two years later he assumed charge of all artists and repertoire. He then became Executive Vice President and a member of the Board of Directors of Capitol Records.

He is married to Betty Hutton, the stage, screen and television star.

Okla. City, Okla.—John Stone (right) KOCY disk jockey, this city, chats with some of the youngsters who jammed the Center Theatre to witness the premier of the new Columbia flicker "Rock Around The Clock". Stone was on hand to emcee the stage show that was held opening night in conjunction with the showing of the film. Both showing played to capacity houses.
Songpluggers Beware

Philadelphia, Pa.—Bob Horn, WFIL disk jockey (center) holds a lion cub which he purchased as a mascot for his popular "Band Stand" show. The jockey is conducting a contest among his listeners to name the cub which will be donated to the local zoo when it’s about 8 months old. Records and other prizes will be awarded to the winning entry. When the cub gets a little older, songpluggers will have to watch their step.

THE CLEFTONES

"Little Girl of Mine"
b/w "You’re Driving Me Mad"
GEE 101

THE VALENTINES

"The Woo-Woo Train"
b/w "WHY"
RAMA 196

A Smash Hit

Breaking For a Hit

Mildred Henderson

WKD-D-Clarksdale, Miss.
1. Long Tall Sally (Little Richard)
2. Blue Suede Shoes (C. Perkins)
3. Old Dan Down South (W. Mc. Lynn)
4. Eddie My Love (Teen Queen)
5. I’m Wise (Buddy Be)
6. Why Do Fools Fall In Love (Teen Agers)
7. Down In Mexico (Casters)
8. Eddie My Love (Teen Queen)
9. A Tear Fall (Irving Few Hunter)
10. Blue Suede Shoes (C. Perkins)

Cal B. Kolby

WDRR-Hartford, Conn.
1. Why Do Fools Fall In Love (Teen Agers)
2. Blue Suede Shoes (C. Perkins)
3. Church Bells May Ring (Billie Williams)
4. Tutti Frutti (Little Richard)
5. Eddie My Love (Teen Queen)
6. Magic Touch (Platters)
7. Do Womething (Juke Domino)
8. Heartbreak Hotel (E. Presley)
9. Near You (Little Richard)
10. Long Tall Sally (Little Richard)

Edwin Dillon

WAMS-Uniontown, Pa.
1. Blue Suede Shoes (C. Perkins)
2. Why Do Fools Fall In Love (Teen Agers)
3. Long Tall Sally (Little Richard)
4. Winner Take All (Platters)
5. Cherry Lips (Rahine)
6. Down In Mexico (Casters)
7. My Blue Heaven (Fats Domino)
8. You, Baby, You (Clefnessens)
9. Smokey Joe (Clemons)
10. Ivory Tower (Billie Williams)

Charles Derrick

WOC-D-Columbia, S. C.
1. Drew In My Own Eyes (Billy Ray) (Ray Charles)
2. Why Do Fools Fall In Love (Teen Agers)
3. Ain’t That Loving You, Baby (Jimmy Reed)
4. Sitting In The Dark (Ray Charles)
5. Great Pretender (Platters)
6. Devil Or Angel (Clemons)
7. Blue Suede Shoes (C. Perkins)
8. Staring At The Moon (Little Richard)
9. Smokey Joe (Clefnessens)
10. Darkest Night (McKinnon & Bowman)

Doug Hendon

WKV—Hattiesburg, Miss.
1. Ivory Tower (Little Richard)
2. I’m Wise (Buddy Be)
3. Why Do Fools Fall In Love (Teen Agers)
4. Down In Mexico (Casters)
5. Eddie My Love (Teen Queen)
6. A Tear Fall (Irving Few Hunter)
7. Blue Suede Shoes (C. Perkins)
8. Crazy Little Palace (Billy Williams)
9. Heartbreak Hotel (E. Presley)
10. Seven Days (Clyde McPhatter)

COLUMBUS, OHIO—Sarah Vaughan and Maurice Jackson of station WVZO, this city, present a mini trimmed pair of dungeness to Peggy Smith for winning a contest sponsored by Jackson to select "Miss Dungaree Dell". The pair of jeans are autographed by Eddie Fisher (right across the seat).

Zooming in R & B and POP!

"CORRINE CORRINA" JOE TURNER

ATLANTIC 1088

A National Hit!

"SISTER SOOKEY THE TURBANS HERALD 26496"

"DEAR DIARY" THE SMOOTHTONES EP 1001

Herald

"DARLING HOW LONG" The Heartbeats

New Hit Release!

"QUEEN BEE" Bee Bee Queen

Hull Record Co.

1595 BROADWAY NEW YORK 19, N. Y. JU 5-3900

A hull record co.

FOR THE BEST IN ROCK ‘N ROLL, POP AND R&B, CONTACT

ALL-STATE

RECORD DISTRIBUTING CO.

2023 S. MICHIGAN AVE.
CHICAGO 16, ILL.
(All Phone: Calumet S-0924)

BELGIAN STAR MAKES U. S. DEBUT ON DECCA

NEW YORK—Leo Sbaris, one of Belgium’s leading arrangers and conductors, makes his U. S. wax debut on Decca when the label issues his first two sides: "La Chanson" b/w "Little Wooly Dog." The coupling, originally recorded on the Polydor label, Decca’s European disc, displays the artist’s own two string-filled instrumentals.

Sbaris has done a great amount of work for West Germany radio and television and is well known for his jazz piano work. In addition to his arranging and conducting chores.

Seaman, Record Hunter

Founder, Dies

NEW YORK—George Seaman, founder and head of The Record Hunter chain of stores, died last week in the Montefiore Hospital, this city, of a heart attack. He was 61.

A great music lover, whose hobby was record collecting, Seaman left a brokering concern to open a record store in 1946. He used the tiny Lexington Avenue shop to buy only duplicates of records he had in his personal collection. However, business was tremendous, and he expanded this store and opened others in the city.

He is survived by his wife Kate and two sons, Thomas and George.

3¢ Per Song

NEW YORK—Barton Music Corp. has come up with a real margain item for anyone handling sheet music.

For the price of only $1.50, it is offering 50 songs that have made famous a book called "Frank Sinatra’s 50 Golden Songs Album".

In addition to covering some of the vogue latest material—such as "Love Is The Tender Trap" and "Love and Marriage"—and going way back to such favorites as "Nancy" and "Your Dreams Away", the album also contains photographs spotting scenes from the many hit films Sinatra has made since he clicked in "From Here To Eternity."

Ben Barton reports that he has his hands fully trying to keep up with the orders for the album.

Three V.P.s Named By Dot

GALLATIN, TENN.—Dot Records, last week, named three vice presidents in a continuing expansion move that now reaches from coast to coast.

The new veeps are Henry Onorati, director of the Eastern Division; L. "Rip" Thornton, vice president and treasurer; and Al Bennett, formerly sales and promotion representative who has been transferred to Hollywood where he will open new offices as director of the Western Division.

Christine Hamilton assumes a new post as director of production; Polly Mitchell was tipped to A & R screening; and Bernice Mason was appointed national publicity director.

Randy Wood continues as president of Dot, and Gilbert Brown as secretary.

The Cash Box, Music April 14, 1956
NEW YORK.

Buck Ram hosted a party at the Hotel Martinique last week to honor his roster of acts, all of whom are currently working in New York on either the Allan Freed "Love" tour or the Lou Kaufman "Patch-A-Rama." The flattened The Penguins, the Colts, Shirley Hunter, The Blockbusters, and Sugar and Spice, Ram, who writes most of the material used by his 11,447, is content with his own style, which he feels is "the true natural talent that is a part of America." Just a short time ago, explained Ram, these artists were car wash girls, and it was in the car washes that he first saw the acts contributed to the festivities by performing their hits, "The Shirelles" and "The Teen Kings," an act he feels has that feeling again. He has been getting such a wonderful reaction on the new La Plays Sextett's "My Sister," "I Don't Want To Be Myself," and "Ooh Baby." One of the acts newest Ram act is The Jostie label. The trio sings "Anytime, Anyplace" and "Who Are You Kissing," songs out with the Teenagers follow up to "Why Do Fool Feel In Love." Young Frankie Lyman is again the ticket to success on this new deck, "I Want You To Be My Girl." With "Fools" currently sitting on top of the Jostie label, Ram has taken quite speedily, in the New York-New Jersey area where it was first released only last week. The lads look like they will soon be the proud possessors of two hits at the same time. Eddie Ray, Imperial Records artiste, is also presenting "Fats Domingo new release, "My Blue Heaven" and "I'm In Love Again," and "Cherry Lips" by Bill Farnsworth and "Lett's Live," two of the sixteen of 1956" opened in Richmond, Va., on April 1 and pulled in $12,180. After taxes were taken, in Charlotte, N. C., the show drew $19,894, after taxes, with a total attendance of 4,270. After taxes, in New York City, on April 10, through Ram's "My Sister," they were presented with an opening for Ram's new show, "The Shirelles," who will finish in Birmingham, Ala., on May 6. It will play all the big auditoriums including the Field House in Atlanta, Georgia. The Turtles and A & I College, Nashville, Tenn., April 24. Appearing in the show are Fats Domino, Ruth Brown, The Clovers, The Cadillacs, Little Richard, The Turbans, Little Willie John, the Laughing Cha Cha Chat that he thinks he might have another "Speak Up Mambo." The latter is another "Mambo" item for more than a year and continues to sell in real strength without a let-up. We still think it would be a great item for some major to cover with a top pop artist. The Jostie folks, riding high with their smash Cadillacs "Zoom," are excited about two new releases out this week. One features a graduate of the "Star Kids" TV show, "Without Your Love," and the other a little girl in which he has been "The teen who has been doing for records. Henderson, on WOV from 10-12 pm each day is also on "Heartbeats," a show that started early in 1952. The erectile disjagy finishes with W3A at 7:30 pm and shoots into New York for a week of WOY audiences. He has a bachelor's degree from Tuskegee Institute and at one time was a sometime football player. Now, he is a graduate of West Virginia University, the assistant superintendent of schools in Baltimore and the Dr. Elmer A. Henderson Elementary School is named after him. Quite an honor—and some- thing else for Buck Ram to be proud of. The Jostie label has just presented a new Pop, "Another that can stir up much, much more than a ripple is the Sensation's "Ain't He Sweet." This deck has that sound that make it a national hit. . . . Chuck Willis and Roy Gaines dropped in to nay the rest of Ram's artists, going over material, et al—and the plans are for a session early this week.

CHICAGO:

Wing Records has been busy this week signing singers left and right. Among those signed, two acts that may be the biggest for the label are "Lovers In Love" and "This Is Where I Came In" Charlie Jones, a local boy who just got out of the Army and is back in town for "Jocko Dreams." Also under the Wing label is Marie Knight who is well known for her work with Sister Bay, whose latest single, "The Krekel Never, lead singer for the local group, "Debs," is one of the top vocalists in the area. Jones and "Jocko Dreams" will soon be "Lovers In Love." The newly formed group, "Debs," who are quite popular among the local college audience, have signed with the label and "The Krekel Never" releases will soon be "Lovers In Love." The group has made some headway in the Chicago area and "Lovers In Love" should be a hit. The group consists of: Mary Knight, piano, vocals; Betty Black, vocals; and Iva Jones, vocals. The group is managed by Fred Hale. Wing Records, 1000 N. Michigan Ave., is the address.

LOS ANGELES:

Looks like Modern Records will have another big B & B artist in a group recently signed, The Clues. "The Girl In My Dreams," first week effort by the group got great reaction from Dick Jockeys and distributors across the country. Several big Jockeys were up during the first week, and the group was only playing once in three cities. The group consists of: Don "The Bear" Hamilton of Roy Hamilton's new album, created such a demand for the new release that it was released in a limited edition of 2,500 copies. The album includes: "Lost Dreams," the title track, and several other hits. The group is managed by its leader, Roy Hamilton, who also operates the Modern Records label. The group is expected to break big nationally in the near future.

It's what's in the CASH BOX that counts!
Coral Names 2 To Promotion Staff

NEW YORK—Mike Connor, Director of Artists Relations, Publicity and Disk Jockey Promotion for Decca and Coral Records, has announced two new additions to his DJ promotion staff for Coral. He has appointed Marty Hoffman to handle Coral promotion on the East Coast and the Midwest territory will be handled by Howard Caro. Hoffman will headquarter in New York, and Caro will have his office at Coral's Chicago branch.

They Like Rock And Roll At All Ages

CHICAGO—Wait's bearded deejay, Reed Farrell, clicking here with his Texas accent and new-style programming, told how he'd grown his beard.

In effort to help the United Fund in Houston, Reed got up on the diving board at the Shamrock Hotel's pool, 35 feet up in the air, and lived there for 12 days until the goal he'd set had been reached.

He ate, slept and broadcast from the high-dive platform for those 12 days. Since then, like his red-tinged beard so much, he's never cut it off.

Rock And Roll Concert

NEW BRUNSWICK, N.J.—On Friday, March 18th at New Brunswick High School Gym Danny presented Frankie Lyman and the Teenagers, Harriet Kay, The Belvederes and Big Mike Gordon plus many guest Rock and Roll artists. On that particular Friday night New Jersey had its worst snow storm in spite of this, almost 2,500 people, young and old, came and enjoyed New Brunswick's first big time Rock and Roll concert. Stiles, who is heard nightly over WNJS in Newark also heard daily over WCTC in New Brunswick. Actually Danny is known to many as "The Catman." Contrary to alleged bad publicity about Rock and Roll concerts, the audience at Danny's concert was orderly, well behaved and still enjoyed themselves immensely.

New York Disk Jockeys Celebrate MGM Record 9th Anniversary

NEW YORK—Hugo 18-inch wide birthday cake prepared in the form and shape of a record were distributed to New York disk jockeys by Al Levine, MGM distributors in this area, to celebrate MGM's 9th birthday. The stunt resulted in special programs for the label tracing the history of the company since its inception nine years ago. Cakes were delivered by a pretty model. A special surprise presentation of a cake was made to Frank Walker, general manager of the discosry.

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Both Headed For The TOP!
The Sensational
El Dorados
sing
"Rock 'N Roll's For Me"
c/w
"Now That You've Gone"
VEE-JAY # 180

The Hit Makers
Priscilla Bowman and Jay McShann

"I've Got News For You"
c/w
"My Darkest Night"
VEE-JAY # 179

RAYS
... exciting singer ... blend of Roy Hamilton and Johnnie Ray ..." says THE CASH BOX
... truly sensational ... emotional ... impressive ..." says THE BILLBOARD about

SOLOMON BURKE
New Apollo Release
"TO THEE"
APOLLO # 491
# 2 in New Orleans
(Cash Box R&B Charts)
"I'M WISE"
by
EDDIE BO
APOLLO # 486

NEW on GROOVE
Charles Calhoun
"MY PIGEON'S GONE"
by
"JAMBOREEE"
G/4G-0149

Mr. Bear
"RADAR"
by
"MR. BEAR COMES TO TOWN"
G/4G-0150

Solomon Burke
A product of MCA Corporation of America
155 East 24th Street, N. Y. 10, N. Y.

WAILING ITS WAY TO THE TOP!
The Bell Hops
"PLEASE DON'T SAY NO TO ME"
by
"MERCHANT STREET BLUES"
TPA 1323

TIN PAN ALLY RECORDS
1650 BROADWAY (Hycasto 7-7693) N.Y.

THE CASH BOX

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

1. WHY DO FOOLS FALL IN LOVE
   Teenagers (Sun 354)
2. BLUE SUEDE SHOES
   Carl Perkins (Sun 354)
3. WHY DO FOOLS FALL IN LOVE
   Teenagers (Sun 354)
4. LONG TALL SALLY
   Little Richard (Specialty 572)
5. EDDIE MY LOVE
   Teen Queens (RPM 453)
6. WHO
   Little Walter (Checker 333)
7. DOWN IN MEXICO
   Coasters (Atomic 654)
8. EDDIE MY LOVE
   Teen Queens (RPM 453)
9. DROWN IN MY OWN TEARS
   Ray Charles (Atlantic 1085)
10. LITTLE GIRL OF MINE
    Clanton's (Gee 1011)

1. LOVELY LITTLE RICHARD
   Specialty 572
2. WE LIKE MAMBO
   Eddie Bo (AQC)
3. TRY ROCK AND ROLL
   Buddy Archer (Imperial 5387)
4. ONE NIGHT
   Smiley Lewis (Imperial 5380)
5. I'M IN LOVE AGAIN
   Fats Domino (Imperial 5386)
6. IVORY TOWER
   Otis Williams (Deluxe 6073)
7. SLIPPIN' AND SLIDIN'
   Little Richard (Specialty 572)
8. DOWN IN MEXICO
   Coasters (Atomic 6664)
9. THE MAGIC TOUCH
   Pigeon's Crown (Mercury 70819)
10. LOST DREAMS
    Ernie Freeman (Imperial 5381)

THE CASH BOX

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
The Top Ten Tunes Netting Heaviest Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators in Dallas, Los Angeles and Other Cities Listed.

1. WHY DO FOOLS FALL IN LOVE
   Ten Teens (Gee 1002)

2. CHURCH BELLS MAY RING
   Willows (Mercury 102)

3. EDDIE MY LOVE
   Teen Queens (RPM 423)

4. DROWN IN MY OWN TEARS
   Ray Charles (Atlantic 1035)

5. BLUE SUEDE SHOES
   Carl Perkins (Sun 234)

6. I'LL BE HOME
   Flamiqueos (Checker 830)

7. I DON'T WANT NOBODY
   Ella & Buddy Johnson (Win 80046)

8. NO MONEY DOWN
   Chuck Brown (Chess 1615)

9. LONG TALL SALLY
   Little Richard (Specialty 572)

10. SISTER SOOKY
    Turbones (Herald 469)

Welcome Home

HOLLYWOOD — Ella Fitzgerald waves to friends as she touches off, U. S. soil in Los Angeles after returning from a triumphant European tour with Jazz At The Philharmonic. After several Coast recording sessions with Norman Granz of the Verve label, Ella left for Eastern nitty gritty dates.

“The Girl In My Dreams”
The Cliqués
Mod. 927

“10 HOT NEW RELEASES!”

2 HOT NEW RELEASES!

“DANCE AND SWING”
by
“I WANT A LOVE”
THE MEDALLIONS
393

“BOOP BOOPY OOP”
DON JULIAN’S MEADOWLARKS
394

2000 TONE RECORDS
5012 S. Central Ave., Los Angeles, Calif.

MOVING IN ALL MARKETS!

“WEAR YOUR BLACK DRESS”
by
“I CAN’T UNDERSTAND IT”
WILLIE EGANS
VITA 125

VITA RECORDS
1846 N. FAIR OAKS AVENUE
PASADENA, CALIFORNIA

NASHBORO LEADS THE WAY IN SPIRITUAL RECORDS...

“COME AND GO WITH ME”
by
THE GOLDEN TRUMPS
NASHBORO 274

“MY IMAGINATION OF HEAVEN”
by
THE FOUR RAYS
NASHBORO 277

“WHERE GOD LEADS ME, I’LL FOLLOW”
by
JESUS IS ALL THE WORLD TO ME
by Prof. Harold Boggs
NASHBORO 276

WRITE WIRE PHONE NASHBORO RECORD COMPANY, INC.
177 3rd AVE., NASHVILLE, TENN.
(Phone: Chap 2-2215)

“The Cash Box, Music
Page 37
April 14, 1956

The Greatest in Gospels!
ANYWHERE IN GLORY
“HOLD BACK THE TEARS”
WARD SINGERS
Savoy 4071

RAIN IN JERUSALEM
“OH HAPPY DAY”
DAYS SISTERS
Savoy 4070

SWING LOW SWEET CHARIOT
“FEAR NOT”
CHRISTINE CLARK
Savoy 4075

“I’VE GOT JESUS
“I SHALL NOT BE MOVED”
THE 3 TRUMPS
Savoy 4072

SAVOY RECORD CO.
MARKET 5
NEWARK, N.J.

A Star Is Born
RANDY SHIPP
singing
“AM I TO BLAME”
“BABY I NEED YOU”
DUKE 150

DUKE RECORDS, INC.
2609 EAST ST.
HOUSTON 26, TEX.

BIG EASTERN SELLER
Strange Love
Native Boys
COMBO No. 113

COMBO RECORDS
1107 EL CENTRO AVENUE
Hollywood 28
California
Hollywood 2-3273

“It’s What’s in THE CASH BOX That Counts!”
"AINT HE SWEET" (2:44)
[Advance ASCAP—Yellen, Ager]

"PLEASE MR. DISC JOCKEY" (2:17)
[Progressive BMI—Miller, Smith]

THE SENSATIONS
(Ato 6057)

THE HARPTONES
(Andreo 100)

"WHAT IS YOUR DECISION" (2:58) [BMI—Ralph, Weisman]
The Harptones make their initial disc- ing on the new label a strong offering. It is a powerful piece of material etched with a very strong reading. The lads provide the listener with three delightful minutes and given enough exposure the deck can be a chart item.

"GIMMIE SOME" (2:11) [Roosevelt BMI—Singleton, McCloy]
The Harptones back with a quick beat jump that is excitingly done. Good rocker for the kids. Packed with drive.

LARRY BIRDSONG
(Excello 2074)

"FEALIN' FOR LOVE" (2:23) [Excello BMI—L. Birdsong]
Larry Birdsong offers a strong side in this melodic slow beat blues. Birdsong handles the romantic lyric with an appealing vocal and the deck should prove a potent sales magnet.

"YOU'LL NEVER NEVER KNOW" (2:12) [Excello BMI—L. Birdsong]
Larry offers a quick beat jump on the flip. It's well done and is a comfortable affair to take in the overall power of the song. However, the strong deck for the chart drive is "Fealin' For Love.'"
THE CASH BOX

SLEEPER OF THE WEEK

THE JACKS
• The Jacks have a potent entry

THE KEYNOTES
(Apollo 491)

BYE BYE BABY (2:22) [Bess BMI—Adams, Lee] The Keynotes euch a quick beat rocker with a couple of background gimmicks that help it take off. Deck has a driving quality and an enthusiasm that the kids should like.

REALLY WISH YOU WERE HERE (2:23) [Bess BMI—Adams] The Keynotes ride with a familiar melody, a quick beat jump, for a happy couple.

SOLOMON BURKE
(Apollo 491)

I'M ALL ALONE (2:15) [Bess BMI—Burke] Solomon Burke sings a slow, dramatic inspirational ballad with moving intensity, very much in the Roy Hamilton manner.

TO THEE (2:04) [Bess BMI—Burke, Williams] Similar material and comments.

WILLIE EGANS
(Vote 125)

WEAR YOUR BLACK DRESS (2:05) [Spark BMI—Willie Egans] Willie Egans sings a middle beat rocker in which he proclaims his intense love and asks her not to hurt him anymore. Ok jump side that could stir up some action.

I CAN'T UNDERSTAND IT (1:50) [Spark BMI—Rayon Denn] Egans wails a middle beat rhythmic jump on the flip. Egans can't understand why, in spite of all his efforts, he doesn't rate.

THE GRIFFINS
(Wing 9067)

BELLS OF LOVE (2:16) [Tiger BMI—Hart, Angelo, Calhoun] The Pearls blend sweetly on a tender love ballad, utilizing bells in the background to good effect. Easy to listen to wax.

COME ON HOME (2:20) [Tiger BMI—Spriggs] The group swings on the flip with a middle beat jump that is accented with an exciting rhythm.

JIMMY GRIFFIN
(Arc 5066)

I'M GETTING RIGHT (2:12) [Tiger BMI—Griffin] Griffin shouts a quick beat ditty against a Dixie flavored instrumental background. It is an intriguing wax, filled with sound, melodically appealing, and a strong bit of vocalizing to nail it down. Like it—watch it.

LITTLE MARY (2:15) [Progressive BMI—Griffin] Griffin sings a quick beat rhythmic blues on the underlook that comes out ok, but not as strong as "I'M Getting Right."

THE GRIFFINS
(Wing 458)

in "Why Did I Fall In Love", a lovely slow paced ballad that the kids sing out with warmth and a smooth blend. The lead does a very strong job telling the tale of the one sided love affair. Beautiful wax that is loaded. The flip, "Sugar Baby", is a middle beat rhythm piece that the Jacks romp through with a gay delivery. Good teener fare to add to the overall strength of the release—but we believe the stronger deck is "Why Did I Fall In Love."

THE CASH BOX

TERRITORIAL TIPS

The Cash Box "Territorial Tips" chart highlights Rhythm and Blues records showing greatest promise which have not yet appeared in the national top 15.

*indicates first appearance in Territorial Tips

ARE YOU EVER COMING BACK
I'M STICKING WITH YOU BABY
Little Willie John (King 493)

A TEAR FELL
I'm Your Joe Hunter (Atlantic 1086)

CHERRY LIPS
Robin's (Whipped 100)

CORINNE CORRINA
BOOGIE WOOGIE COUNTRY GIRL
Joe Turner (Atlantic 1084)

FIVE LITTLE HEALTHY THING
Billy Emerson (Sun)

FORTY DAYS AND FORTY NIGHTS
Muddy Waters (Chess 1620)

HEARTBREAK HONUS
Elvis Presley (RCA Victor 30-4420)

I WANT YOU TO BE MY GIRL
Teenagers (Ge 1012)

I'M A FOOL
Turks (Money 215)

I'M IN LOVE AGAIN
*MY BLUE HEAVEN
Fats Domino (Imperial 3366)

I'M WISE
Eddie Bo (Apollo 486)

IN PARADISE
Cookies (Atlantic 1084)

IVORY TOWER
Otsie Williams (DeLuxe 6093)

LET'S DO THE BOOGIE
R. B. King (RPM 457)

LITTLE GIRL OF MINE
Clifftones (Ge 1011)

LOST DREAMS
Eric Freeman (Imperial 5381)

ONE NIGHT
Smiley Lewis (Imperial 5380)

OPEN UP THAT DOOR
Nappy Brown (Savoy 1107)

PLEASE DON'T DRIVE ME AWAY
Charles Brown (Abaddon 3316)

PEALING FOR LOVE
Larry Birdsong (Excell 2070)

SISTER SOOKY
Turhans (Herald 469)

THAT'S WHAT I'LL DO
Shirley & Lee (Abaddon 3333)

TRY ROCK AND ROLL
Bobby Mitchell (Imperial 3387)

WE LIKE MAMBO
Eddie Bo (Ace)

WHEN YOU'RE ALONE
Dex (Mercury 5249)

WINNER TAKE ALL
Hatters (Mercury 70819)

WHO
Little Walter (Checker 833)

YOU'RE THE ONE
Jimmy Rogers (Chess 1616)

ZOOM
Cadillacs (Joda 792)

THE CASH BOX

BEST BETS

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

RADAR
MR. BEAR COMES TO TOWN
Mr. Bear
Groove 0150

WHAT IS YOUR DECISION
The Harptones
Andrea 100

Pleasing For Love
Larry Birdsong
Excell 2076

OVERHEAD
Jack Dupree
King 4966

It's What's in THE CASH BOX That Counts
title song from Del Wood’s “Down Yonder” album. This great tune was the instrumental hit of 1951. It came like a bolt from the blue and bled the likes were heard. Now recorded afresh, more than five years later, “Down Yonder” could upset against another current pop and Country Craze: Rock and Roll.

The Browns, Maxine, Jim Edward and Bonnie with their first release on RCA Victor look as if they have a real winner on the way with their recording of “Goo Goo Goo.” Many are predicting a big smash for the cockaloo.

Rivsy Presley, currently setting records right and left, is also piling up a tremendous amount of new business. Presley’s record releases come from every state in the Union, from Canada and overseas.

**Foggy River Boys**

Bob King (RCA Victor) offers a new release this week with "Let’s Make A Fair Trade" and "Defrost Your Heart." Dink Embry, WHOP, Hopkinsville, Kentucky, decays, pens that the Dave Rich records are going great in area.

**Ruby Wells**

The coming of spring always brings weddings and the bells are already beginning to ring around the country.

Ira Lovin’ (Lovin’ Brothers) was married to Faye Cunningham March 20th. The Lovin’s most recent release on the Capitol label is entitled “I Don’t Believe You’ll Ever Find a Love Like Mine.”

Grand Ole Opry artists Webb Pierce and Red Sovine received the Cash Box "Balladeers Of The Week" for their recording on the Decca label entitled "Little Red Wine."

**Bob King**

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**New Star**

When Moonlight Gardens opens April 28th it will rock to the music of some of the top name bands. Such names as Tommy Alexander, Billy May, Ralph Marterie, Hal McIntyre, Buddy Morrow, Ralph Flanagan, Clyde Trask, Barney Rapp, and Johnny Long have already been booked for the season. . . . The Diamonds (Mercury) were in town making the rounds of DJ's with their record, "Church Bells May Ring". . . . The Crewcuts with Blue Barron are working Castle Farm tonight. . . . Al Casady, former Cincinnati orchestra leader, has resigned from Southern Music to be a disc jockey at WWFG in Palm Spring, Fla. Aunt Emmie Brown called to tell us about Al. . . . A special certificate of appreciation has been awarded to WNOX by Major A. G. Meyer on Dick Pike's show for their interest in local Army recruiting. . . . Bert Farber of the Goodyear shows, in town with wife Pauline, stopped for a few moments to chat with old friends at WLYW and WSAI where he for many years was featured as pianist and conductor. . . .

Bonnie Lou (King) was to appear on "Talent Scouts" this week, but her appearance has been canceled since Crosley did not approve of her appearance.

Word reaches me that Kenny Roberts (Decca) and wife Frieda are the parents of a baby girl born Palm Sunday, their fifth child. . . . The Geer Sisters of the Mid-Western Range are flying down to Birmingham, Alabama to be with their Grandfather on Easter who is in the Hospital down there. . . . Dock Williams of WWVA in Wheeling tells us he purchased a third interest in Radio WNOX in Mountville, Va. He will soon have a regular program from that in addition to his "World's Original Jamboree" appearances. . . . A big show has been put in shape by Marty Roberts for the Fireman's Ball in Miamitown which includes Betty Foley (Decca). Jimmie Skinner (Deca) and Jimmie Williams (MGM). . . . Cuzin Ray Pulley wrote us a nice letter from Norfolk, Va. where he's Pulley-ing for Country Music two hours daily on "Cuzin Ray's Hoe Down."

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**CINCINNATI CUT-UPS**

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**HEARTBREAK HOTEL**

1. Elvis Presley (RCA Victor 20-6420; 47-6420)

**BLUE SUEDE SHOES**

2. Carl Perkins (Sun 234; 45-234)

---

**I FORGOT TO REMEMBER TO FORGET**

3. Elvis Presley (RCA Victor 20-6437; 47-6337)

---

**WHY, BABY, WHY**

4. Red Sovine & Webb Pierce (Decca 29739; 9-29739)

4. George Jones (Starday 201; 45-201)

---

**YES, I KNOW WHY**

5. Webb Pierce (Decca 29805; 9-29805)

---

**I DON'T BELIEVE YOU'VE MET MY BABY**

6. Lavin Brothers (Capitol 1300; F3300)

---

**SO DOGGONE LONELONESOME**

7. Johnny Cash (Sun 237; 45-237)

7. Ernest Tubbs (Decca 29836; 9-29836)

---

**EAT, DRINK AND BE MERRY**

8. Porter Wagoner (RCA Victor 20-6289; 47-6289)

---

**YOU AND ME**

9. Kitty Wells & Red Foley (Decca 29740; 9-29740)

---

**'CAUSE I LOVE YOU**

10. Webb Pierce (Decca 29805; 9-29805)

---

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

(PLUS THE NEXT TEN)

1. BLUE SUEDE SHOES
2. HEARTBREAK HOTEL
3. YES, I KNOW WHY
4. WHY, BABY, WHY
5. YOU AND ME
6. SO DOGGONE LONELONESOME
7. I DON'T BELIEVE YOU'VE MET MY BABY
8. WHAT WOULD YOU DO (IF JESUS CAME TO YOUR HOUSE)
9. I WANT TO BE LOVED
10. I'VE CHANGED

---

**THE CASH BOX**

---

**HEARTBREAK HOTEL**

1. Elvis Presley (RCA Victor 20-6420; 47-6420)

**BLUE SUEDE SHOES**

2. Carl Perkins (Sun 234; 45-234)

---

**I FORGOT TO REMEMBER TO FORGET**

3. Elvis Presley (RCA Victor 20-6437; 47-6337)

---

**WHY, BABY, WHY**

4. Red Sovine & Webb Pierce (Decca 29739; 9-29739)

4. George Jones (Starday 201; 45-201)

---

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---

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---

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7. Johnny Cash (Sun 237; 45-237)

7. Ernest Tubbs (Decca 29836; 9-29836)

---

**EAT, DRINK AND BE MERRY**

8. Porter Wagoner (RCA Victor 20-6289; 47-6289)

---

**YOU AND ME**

9. Kitty Wells & Red Foley (Decca 29740; 9-29740)

---

**'CAUSE I LOVE YOU**

10. Webb Pierce (Decca 29805; 9-29805)

---

"What's it in THE CASH BOX That Counts?"
“KEEP YOUR PROMISE, WILLIE THOMAS” (2:40) [Pickett—ASCAP—J. Fulham, L. Steele]   It’s YOU, ONLY YOU, THAT I LOVE” (2:22) [Starrite—ASCAP—J. Fulham, L. Steele]  

HANK SNOW AND ANITA CARTER (RCA Victor 20-6500; 47-6500)  

- RCA Victor comes up with a top piece of wax merchandise featuring two of the label’s ace vocalists, An- 
  tia Carter and Hank Snow, on a pair of absolutely beautiful tunes that should hit the charts in short 
  order. The titles are “Keep Your Promise, Willie Thomas”, a slow 
  paced romantic opus, and “It’s You, Only You, That I Love”, a 
  touching, lilting, middle beat love story. And the pair blends 
  its dulcet tones on both ends of a release that’s gonna meet with everyone’s approval. 
  Wonderful coupling.

BILL LONG  
(Decca 29538; 9-25938)  

“BLOW THE WHISTLE” (2:13) [Sparton—BMI—Long] Here’s an enticing slicing, from up Canada way, 
  that’s loaded with chuckles and zany 
  micks. It’s a fast paced delight, that Bill Long, and chorus, talk-sings in 
  coin-catching fashion. Could be a real sleeper. Watch it.

MIMI ROMAN  
(Decca 29858; 9-29858)  

“ANOTHER WOMAN’S MAN” (2:42) [Babb BMI—Hager, Jar- 
  ret, Rosenberg] The thrills in 
  tripping vocal styles are a treat 
  to the ear on this tearful, middle beat 
  shuffle ballad. Two standout decks.

EDDIE MARVIN  
(Starrite—ASCAP—J. Fulham, L. Steele] The thrills in 
  tripping vocal styles are a treat 
  to the ear on this tearful, middle beat 
  shuffle ballad. Two standout decks.

BOB KING  
(RCA Victor 20-6486; 47-6486)  

“LET’S MAKE A FAIR TRADE” (2:35) [San-Lynn BMI—J. Swanson] Can- 
  ada’s Bob King turns in an impressive 
  debut for Victor as he smoothly 
  waxes a pretty, moderate paced 
  romantic ballad with expressive lyrics. 
  Should have many sales and spins.

RED RIDER DAVE  
(TNT 9006; 47-9006)  

“JAMES DEAN” (3:08) [Dave 
  McEntire ASCAP—D. McEntire] 
  The late James Dean certainly made a 
  terrific impression on the public during 
  his brief but highly successful movie 
  career. And in view of his still great 
  popularity this heartfelt biography of 
  his life by Red River Dave could 
  become a big seller, country and 
  popwise.

SKEETER BONN  
(RCA Victor 20-6473; 47-6473)  

“The Yodeling Bird” (2:12) [Delmore ASCAP—C. Cohen] 
Skeeter Bonn takes hold of a refresh- 
  ing, quick beat ditty with cute lyrics 
  and wraps it up in appealing 
  vocaloid fashion.

PAUL DAVIS  
(MGM 12209; 45-12209)  

“I’M ON THE LOOSE” (2:09) [Acuff-Rose BMI—Smith] 
Paul Davis displays loads of personality in his 
  voice as he grooves a light-hearted 
  ditty that moves merrily along in 
  gay style.

LINK DAVIS  
(Starday 2323; 45-2323)  

“SIXTEEN CHICKS” (2:10) [Starrite BMI—L. Davis, W. Walker] 
John Davis presents his entry in 
  the rock and roll sweepstakes as 
  he illustrates all the trash-
  took out a house-rockin’ 
  ditty that could happen with exposure.

AL FERRIER  
(Goldgold 1031; 45-1031)  

“NO NO BABY” [Starrite BMI—Garlow, Shuler] Al Ferrier 
  takes the vocal spotlight as he knocks out an 
  enticing rock ‘n’ roller designed to 
  fit in with the current trend. 
  Colorful support by the Boppin’ Billies.

MOON MULLICAN  
(King 4915; 45-4915)  

“ROCK AND ROLL MR. BULL- 
  FROG” (2:43) [Cedarwood BMI—M. Mullican] Moon 
  Mullic an stays with the rock and roll kick as 
  he tastefullyucks out a real pleasing, 
  rhythmic ditty with an inviting set 
  of lyrics. Strong instrumental 
  support supplied by Boyd Bennett and his 
  Rockets.

“TEXAS” BILL STRENGTH  
(Capitol 3394; F3394)  

“When Ain’t Much But It’s Home” (2:23) [Starrite BMI—E. 
  Nonne] “Texas” Bill Strength comes 
  up with a tantalizing reading of a 
  delectable up beat novelty. A musical-ly 
  pick-me-up that should make the boxes 
  jingle.

“WHEN THE BRIGHT LIGHTS GROW DIM” (2:32) [Starrite BMI—E. 
  Nonne] Strength puts across 
  this side, moderate tempo tale with 
  the utmost of sincerity.

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

COUNTRY DISK Jockey

REGIONAL REPORT RECORDS

BILL THORNTON
KELV-Writing on the Wall
1. I've Changed (Carl Smith)
2. My Baby's Gone (Blaine Tracy)
3. Why, Baby, Why (Ferdie & Piero)
4. I Want To Be Loved (Johnny Wells)
5. Break The Heart Hotel (Wade Hayes)
6. Some Of These Nights (Waylon Jennings)
7. I Want To Be Around (C. S. Jones)
8. Eat Drink And Be Merry (Porter Wagoner)
only the SEEBURG V-200 meets every requirement of a modern music system!

it's the WORLD'S FIRST DUAL MUSIC SYSTEM

SEE OTHER TWO-PAGE SEEBURG ADVERTISEMENT IN THIS ISSUE

J. P. SEEBURG CORPORATION
Chicago 22, Illinois


LONDON, ENGLAND—A controversy is raging here among music operators (and being aired by the good offices of The World’s Fair) as to the relative merits and availability of the 45 rpm record vs the 33 1/2 rpm record. In the United States, the 33 1/2 rpm record is well on its way out of existence. As a matter of fact, major recording companies are talking about discontinuing manufacture, as the quantity demanded is becoming less and less every day, and therefor is no longer profitable to produce. Determining factors in the success of the 45 rpm record are its juke box manufacturers haven’t produced a machine that plays 78 rpm records in the past several years; and the determined sales effort of RCA Victor thru high powered advertising and promotion directed at the home owners, offering its 45 rpm record player. Advantages of the 45 rpm to juke box owners are: 1) lightweight, therefore saving shipping costs; 2) small—can be stocked and carried easily; 3) do not break; 4) last considerably longer; and 5) juke box manufacturers can manufacture multiple playing machines without increasing the size of the machine.

NEW YORK—Members of the Export Managers Club of New York met at the Statler Hotel, here, on March 27, for its 36th annual convention, and the general consensus was that United States exporters expect to retain, and probably increase, the big sales gains made last year. In attendance at this convention were about a thousand business men from all parts of the United States, who gather yearly for review of foreign trade policies and problems.

MONTREAL, CANADA—That Canada is headed for a prosperous 1956 can be realized by the report by the Bank of Montreal in its business review, issued this week. Canada’s outlay on new plant, equipment and housing will rise 28 per cent to a new record of $7.5 billion. The 1955 figure was a record in itself, 11 per cent greater than for 1954. Utilities and manufacturing lead in projected 1956 outlays, the bank’s survey shows.

TOKYO, JAPAN—We’re wondering what it would take to turn this into a modern city, which is the largest importer of amusement machines in the Asian area, only brought in 9 phonos during the last quarter of 1956. Looks to us as if some progressive coin machine firm there can really do a big job.

As predicted in the February 4 “export issue” of The Cash Box, exports for 1955 ran over $15 millions. Actual figure is $15,238,897. For the last three months of 1955 (Department of Commerce statistics, tabulated on the following page), less machines were shipped out of the United States—but were valued at considerably more money. From a dollar viewpoint, the last three months of the year were much better than any previous quarter.

PHONOGRAPH

In this field, not only were the machines valued at more than any of the previous quarters, but more machines were shipped in October, November and December, 1955, than in any previous quarter. Foreign nations are buying more phonographs at more money than any other type of coin operated machine. Europe, in this last quarter, as in all previous quarters, was the best customer. And Belgium the most prolific buyer, with West Germany again placing second. South America, as a unit, was second once again, with Venezuela leading here. Colombia and Peru did nicely, much better than any previous quarter. North America was third, with Canada spending the most money, but Mexico (a close second) absorbing more machines. Cuba ranked next. The Pacific area fell down this quarter from the previous period.

AMUSEMENT MACHINES

Less amusement machines were shipped in the last quarter of 1955, but these machines were valued at considerably more than those shipped in the previous three months. As in other quarters, European countries purchased the largest number of machines, totaled at the largest amount of money. Of the European countries, West Germany, again was the best customer money wise, although they bought less machines. Italy is listed as buying the most machines, with Belgium and the Netherlands next, with the Netherlands spending the second largest amount. North America was second, holding the same position as in the previous quarter. Of course, Canada led all buyers in both machines and money spent. In third place is Asia, topping South America for the first time. Largest customer in Asia is Japan. South America, which fell a notch this quarter, has Venezuela as a real hot customer, buying most of the games sent to this continent.

VENDING MACHINES

Altho the number of machines shipped in this field dropped considerably from the previous quarter, money spent here too was considerably higher. North America led in purchases, both as to units and money value, with Canada responsible for practically everything. European countries, which placed second, saw France buy the most machines, valued at the most money. West Germany ranked second here as to number of machines and dollar value.
Modern Music

WITH THE SEEBURG V-200

The Seeburg V-200. The most complete music system in the history of coin-operated music.

The Wall-O-Matic "200." The ultimate in remote control.
THE WORLD'S FIRST DUAL MUSIC SYSTEM

“MUSIC FOR EVERYONE”
REQUIRES 45 RPM E.P. RECORDS

In addition to current single popular releases, a modern music system should program “standard” music. Such music on 45 RPM—show tunes, all-time favorites, light classics and varieties—is gradually becoming available only on EXTENDED PLAY RECORDS.

Two tunes on each E.P. Record side require approximately twice the playing time of a 45 RPM Single Tune Record. How does the operator profitably program Extended Play Records to compensate for this additional playing time?

THE ANSWER—SELLING TIME

The answer is the Seeburg V-200 . . . the World’s First Dual Music System. For here is the music system that permits programming 45 RPM Single Records at one price and 45 RPM E.P. Records at a proportionately higher price.
### COIN MACH. EXPORTS—OCT., NOV., DEC., 1955

#### PHONOGRAPHs

<table>
<thead>
<tr>
<th>Country</th>
<th>Number</th>
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<td><strong>NORTH AMERICA</strong></td>
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<td>Haiti</td>
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<td>Leeward &amp; Windward Islands</td>
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<tr>
<td>Bermuda</td>
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<tr>
<td><strong>Total</strong></td>
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<td>756,392</td>
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| **SOUTH AMERICA** |        |           |
| Colombia          | 332    | 141,932   |
| Venezuela         | 744    | 593,276   |
| Ecuador           | 36     | 18,067    |
| Peru              | 211    | 123,709   |
| Uruguay           | 2      | 1,416     |
| **Total**         | 1,925  | 872,284   |

| **EUROPE** |        |           |
| Sweden         | 34     | 18,529    |
| Netherlands    | 489    | 194,217   |
| Belgium        | 1,016  | 418,515   |
| France         | 5      | 3,946     |
| West Germany   | 526    | 229,424   |
| Austria        | 185    | 135,908   |
| Switzerland    | 216    | 132,882   |
| Denmark        | 1      | 776       |
| Ireland        | 2      | 1,409     |
| Italy          | 133    | 73,655    |
| **Total**      | 2,607  | 1,220,210 |

| **ASIA** |        |           |
| Lebanon      | 9      | 7,094     |
| British Malaya | 107  | 38,775    |
| Hong Kong    | 25     | 5,045     |
| Japan        | 9      | 3,026     |
| Philippines  | 31     | 20,000    |
| Korea Republic | 8     | 6,022     |
| Arabia       | 1      | 658       |
| **Total**    | 190    | 77,611    |

| **AFRICA** |        |           |
| French Morocco | 16   | 11,920    |
| Libya         | 1      | 677       |
| French West Africa | 7  | 4,600     |
| **Total**    | 24     | 17,287    |

| **OTHER COUNTRIES** |        |           |
|                     | 180    | 49,970    |

**PHONOGRAPHs EXPORTED FROM THE UNITED STATES TO COUNTRIES THROUGHT THE WORLD FOR OCTOBER, NOVEMBER, DECEMBER, 1955, TOTALED 5,932 AND WERE VALUED AT $2,986,467.**

### AMUSEMENT MACHINES

<table>
<thead>
<tr>
<th><strong>NORTH AMERICA</strong></th>
<th>Number</th>
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<td>Canada</td>
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<tr>
<td><strong>Total</strong></td>
<td>374</td>
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</tbody>
</table>

| **EUROPE** | Number | Dollars   |
| Sweden       | 14     | 3,252     |
| Netherlands  | 334    | 74,458    |
| Belgium      | 465    | 52,260    |
| West Germany | 298    | 84,865    |
| Switzerland  | 164    | 34,318    |
| Ireland      | 7      | 7,685     |
| France       | 175    | 88,545    |
| Portugal     | 14     | 1,850     |
| Italy        | 543    | 63,114    |
| **Total**    | 1,894  | 473,860   |

| **ASIA** | Number | Dollars   |
| Lebanon   | 14     | 3,252     |
| British Malaya | 58   | 9,648     |
| Philippines | 7     | 4,063     |
| Hong Kong | 34     | 5,934     |
| Taiwan    | 26     | 3,860     |
| Japan     | 77     | 20,760    |
| Nauru Island | 28  | 10,415    |
| New Zealand | 6    | 990       |
| Macao     | 46     | 9,075     |
| Korea Republic | 3   | 1,289     |
| **Total** | 399    | 74,587    |

| **AFRICA** | Number | Dollars   |
| French Morocco | 62    | 17,592    |
| French West Africa | 22  | 5,235     |
| **Total**     | 84     | 19,837    |

| **OTHER COUNTRIES** | Number | Dollars   |
|                     | 640    | 29,230    |

**AMUSEMENT MACHINES EXPORTED FROM THE UNITED STATES TO COUNTRIES THROUGHT THE WORLD FOR OCTOBER, NOVEMBER, DECEMBER, 1955, TOTALED 4,104 AND WERE VALUED AT $732,284.**

### VENDING MACHINES

<table>
<thead>
<tr>
<th><strong>NORTH AMERICA</strong></th>
<th>Number</th>
<th>Dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada</td>
<td>2,160</td>
<td>$34,442</td>
</tr>
<tr>
<td>Leeward &amp; Windward Islands</td>
<td>1</td>
<td>1,085</td>
</tr>
<tr>
<td>Mexico</td>
<td>1</td>
<td>1,085</td>
</tr>
<tr>
<td>Cuba</td>
<td>200</td>
<td>1,085</td>
</tr>
<tr>
<td>Panama</td>
<td>4</td>
<td>1,247</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>2,275</td>
<td>54,104</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th><strong>SOUTH AMERICA</strong></th>
<th>Number</th>
<th>Dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Venezuela</td>
<td>176</td>
<td>53,646</td>
</tr>
<tr>
<td>Peru</td>
<td>100</td>
<td>1,176</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>276</td>
<td>54,821</td>
</tr>
</tbody>
</table>

| **EUROPE** | Number | Dollars   |
| Belgium       | 40     | 25,235    |
| France        | 105    | 53,794    |
| West Germany  | 47     | 47,394    |
| Switzerland   | 11     | 4,642     |
| Netherlands   | 16     | 4,439     |
| Malta          | 2      | 928       |
| **Total**     | 221    | 128,732   |

| **ASIA** | Number | Dollars   |
| Hong Kong    | 22     | 4,000     |
| French Morocco | 40  | 2,000     |
| **Total**    | 62     | 2,000     |

| **AFRICA** | Number | Dollars   |
| Rhodesia Nyasaland | 2 | 646       |
| **OTHER COUNTRIES** | Number | Dollars   |
|                     | 580    | 20,840    |

**VENDING MACHINES EXPORTED FROM THE UNITED STATES TO COUNTRIES THROUGHT THE WORLD FOR OCTOBER, NOVEMBER, DECEMBER, 1955, TOTALED 3,516 AND WERE VALUED AT $450,643.**

"It’s What’s in THE CASH BOX That Counts"
WITH AUTOMATIC REFEREE

Sink red ball in red pocket or white ball in white pocket... and clickety-click... correct totalizer immediately credits the shot to correct color. What happens when a ball drops in wrong-color pocket? Totalizers ignore the shot... but Automatic Referee promptly signals penalty for player who goofed.

Players are mystified but delighted by the uncanny ability of the Bally Color-Detector Totalizers to register each and every ball sunk in matching-color pocket... and to flash penalty-light when colors are mis-matched. Result is fast word-of-mouth advertising for Bally BOOSTER-POOL tables on location, attracting patrons to spots equipped with BOOSTER-POOL... producing bigger profits than operators ever dreamed of earning in pool-operation.

ONLY pool-table with truly automatic scoring, Bally BOOSTER-POOL is designed to permit players to exercise all the cue-strategy of PIN-POOL. Fast play and fascinating play-appeal produce biggest profits ever earned in pool-operation.

BALLY MANUFACTURING COMPANY 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

“It's What's in THE CASH BOX That Counts”
NOW'S YOUR CHANCE TO TURN A FAST BUCK

WE'RE DETERMINED TO TOP OUR SALES QUOTA

SO BRING IN YOUR OLD EQUIPMENT ANY MAKE — ANY MODEL FOR THE TRADE OF YOUR LIFE ON NEW ROCK-OLA 1448's

DO IT — NOW

"It's What's in THE CASH BOX That Counts"
YOU'LL SAY

IT'S THE BEST DEAL YOU EVER MADE!

Beautiful new ROCK-OLA 1448's

Plus—Liberal financing—terms and payments to suit your requirements.

Plus—The protection of ROCK-OLA's Warranty and Performance Bond—your guarantee of service-free performance.

Plus—The extra long life and extra profits assured with the famous ROCK-OLA trouble-free mechanism—the phonograph that's Worth more when you buy. Worth more when you trade.

"It's What's in THE CASH BOX That Counts"
MOA Opens Convention Headquarters at Morrison

CHICAGO — Music Operators of America (MOA) opened Convention Headquarters at the Morrison Hotel on April 1 with Larry Marvin in charge.

Marvin will handle all convention matters here right up to and thru the convention.

George A. Miller, national president and business manager, advised he will arrive in Chicago on April 22, and will make the Morrison Hotel his headquarters, working with Marvin.

For the present Ratajack plans to retain his headquarters at the farm's Chicago offices and will continue to make his home in Evanston, Illinois, with Mrs. Ratajack and their young son, Mark.

POUL TABLES

$135

BU, F, M

READY FOR LOCATION

S. A.

S. E.

S. W.

S. N.

THE CASH BOX

SALES COMPANY

Factory Representatives for:
414 Worthaven Ave., Newark, N. J., D. 3-3773
310 W. Commercial Ave., Hartford, Conn., J. 7-6410

The Amazing...
SENSATIONAL
Bally BOOSTER POOL

Ready For Immediate Delivery
Greatest of All Pool Games

American Made Juke Boxes

EUROPEAN MADE

JUKE BOXES

New York—At each meeting of the executive committee, more and more progress is being made on the plans for the forthcoming UJA-Coin Machine Testimonial Dinner to be held at the Sheraton Astor Hotel on June 13 in honor of "Senator" Al Bodkin.

Some of the industry's people who attended the recent committee meeting are seen above: TOP (Standing, 1 to r): Lou Hirsch, Claire Morano, Joe Conners and Mrs. Seymour Pollak. (Standing, 1 to r): Bernie Boorstein, Lou Boorstein (chairman), "Senator" Al Bodkin (guest of honor), Sidney Levine, Mike Munyes and Seymour Pollak. BOTTOM (Seated, 1 to r): Aarón Sternfeld, Joe Young, Jenia Colen, Sandy Moore and Hank Walton. (Standing, 1 to r): Murray Kaye, Ben Haskell, Teddy Blatt, Max Klein, Abe Lipsky and Arnold Blatt (Teddy's son).
One of the most beautifully designed games ever offered to the coin machine industry!

"... A Game of Skill."
"... The Shots Require Banking and Thinking."
"... for 2 or 4 Players."
"... Handsome, Modern Black and White Cabinet."
"... A Completely New and Different Style of Play."
"... Unique Light-Up Bumper Action."
"... Mechanically and Electrically Well Built and Well Tested."

Contact your EXHIBIT Distributor for the finest in ARCADE EQUIPMENT...manufacturers of the popular money-making VACUMATIC CARD VENDOR

THE EXHIBIT SUPPLY COMPANY
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4218 WEST LAKE ST. • CHICAGO 24, ILLINOIS • PHONE: VA 6-2100

Gottlieb Game Goes Far Beyond Expectations

DAVID GOTTLIEB

CHICAGO—"We never expected anything like the reaction we are getting for our new four-player 'Score-Board' game," stated David Gottlieb of D. Gottlieb & Company, this city.

"Furthermore," he continued, "this game has already gone far beyond our expectations." The orders that are arriving at our factory every day convinces us that 'Score-Board' may well prove the greatest four-player pinball we've yet manufactured.

"It certainly has captured the imagination of pinball players all over this country and already in many foreign countries as well.

"They acclaim 'Score-Pool' the most intriguing and fascinating playing pinball that they've ever enjoyed.

"We attribute this to the remarkable suspense that is built into the play of 'Score-Board', as well as the resultant skilful scoring that is possible by proficient pinball fans."

From the day that "Score-Board" was announced, the firm reports, it clicked everywhere it was received. Distributors immediately advised the factory that the game has all the features of one of the greatest successes produced by the Gottlieb plant.

"Since then," Dave Gottlieb reports, "the long distance phones have been buzzing for greater delivery. We are stepping up production schedules in an effort to satisfy the growing demand."

"It's What's in THE CASH BOX That Counts"
The year, 1955, will go down in history as one of the biggest boom business years. Manufacturers and distributors throughout the U.S. enjoyed the business of an unusually fine nature right throughout the Christmas Holiday Season and up to New Year's Eve itself. Many still point to orders taken practically as the New Year celebrations got under way.

The tremendous backlog of orders which accumulated, because of the booming business of the last quarter of 1955, started off the first quarter of 1956 with manufacturers adding more working hours to their production schedules and attempting, daily, to increase production in every possible fashion.

Some of the manufacturers added night shifts to their regular day production crews. Almost every factory entered on a six-day work week. Many did this in addition to night production shifts. Yet with all this hard pressed speed production, manufacturers were still unable to keep up with the demand which was flooding into their factories.

The games manufacturers were extremely busy producing new pool games. Many different models were being introduced. New developments were being featured. New play methods featuring automatic scoring and bonus score arrangements were being shown. Larger size pool tables also proved popular. The game manufacturers were, once again, proving their ingenuity as outstanding and skilful craftsmen as well as originators and developers of new amusement play ideas.

The jule box manufacturers were enjoying their first real worldwide sales boom. For some years exports of American automatic phonographs had lagged, compared to sales of amusements and other products. This past year of 1956 saw the beginning of a completely new sales picture. It was a still more shipments of American jule boxes worldwide. The first business quarter of 1956 saw these worldwide sales of American automatic phonographs continue to increase rapidly.

The U. S. jule box manufacturers appointed licensees to manufacture their machines. Other jule boxes were distributed in Europe and throughout Central and South America, as well as in the Pacific countries. Some sent representatives throughout the world markets. Public relations counselors were appointed to bring about better understanding between the manufacturers and the world markets.

With the U. S. Department of Commerce reporting that 1955 had been one of the very greatest export years for the U. S., it would seem that some had been spent for American made coin operated machines during the first nine months of 1956, the manufacturers were especially anxious to expand their efforts to help the world markets enjoy the finest equipment.

A number of U. S. distributors have set up complete export departments, hiring linguits who can speak and correspond in the languages of the importers. They have also arranged to have new machines shipped direct from the U. S. and revamping departments so that the older machines they have are practically renewed prior to shipment to the world markets.

Some of the distributors have made such a very fine study of the requirements of their world market customers that they are now in the position of being able to offer machines for export that are practically new, because of the great amount of re-manufacturing which has gone into the machines, and which has made the machines completely suitable for operation, in the countries in which they are being used.

It is also interesting to note that among the North American countries that ranked as shipping leaders were: Mexico, Canada, Cuba and the Dominican Republic.

In South America, Venezuela, Colombia and Peru ranked high among the countries importing new and re-equipped machines from the U.S.

In Europe, Belgium West Germany, the Netherlands, Switzerland, Austria, France, Italy and Sweden ranked very high as to the volume of machines imported from the U.S.

In Asia, British Malay, Philippines, Lebanon and Japan used the most American made coin operated machines.

The Union of South Africa and French Morocco did most of the importing in the Africa中国制造.

What is most interesting is that the U. S. distributors did the major part of the shipping in the first quarter of 1956. The distributors have proved themselves adept at meeting the shipping needs of the international market.

The ships of the U. S. distri-
butor's had to be tricky, and that of the manufacturers, is sure to ring up an entire new total of business for the U. S. market. With new and used automatic phonographs of all kinds being shipped almost daily into the international market, plus the fact that amusement games of all kinds, such as pool games, bowling machines, etc., all of which have enjoyed a very good share of the sales, there is bound to result a closer and better understanding between importer and exporter.

There is now no doubt that the price factors in Europe are closely related due to the internationally fa
did, official and highly regarded "Cash Box Price Lists," which have never missed a single week's issue in over 17 years of publication. With "The Cash Box Price Lists" comes a better idea of the prices of U. S. machines of all kinds among all the importing coun-
ties. Many of the foreign U. S. manufacturers and distributors are trying to work out a fair price structure to better control their international customers, It is also interesting to note here that many of the distributors in the U.S. increased their efforts to help the world markets enjoy the finest equipment.

The Auto-Photo Company, Los Angeles, California, was working over time trying to fill orders for its "Auto Photo Studio. This automatic photographic service has won international acceptance.

Probably the busiest of factories in the world is that of the House of Pfaudler, Chicago, Illinois, which continued to produce kiddles ridles, bowling games, pinball games, as well as pool tables.

New many innovations were presented by this factory in new games.

Chicago Coin Machine Company, Chicago, Illinois, entered into the pool table games field with a tremendous success and has continued to present new machines which have met with great approval.

Exhibit Supply Company, Chicago, Illinois, has presented their first modern type pool games to the market; one of the biggest producers of themes, their story is working five nights as well as a two week to meet demand for its products.

Games, Inc., Chicago, Illinois, manufacturers an amusement game called, "The Hunter," the firm considers it one of the best international market productions.

Genco Mfg. & Sales Company, Chicago, Illinois, in addition to its present offering of "Big Top," which has won international acceptance, has also been extremely busy with pool games and has presented many new ideas in the pool table field.

International Mutoscope Corporation, Long Island City, N. Y., continues to be extremely busy. All manufacturers, producing arcade type equipment for which the firm is internationally known, have been1956, the only change which came about in the first quarter was the sale by A. B. T. Manufacturing Corp. of Chicago, Illinois, of "Rifle Gun" to the Standard Amusements Co. of Los Angeles. "The Challenge" presented the John F. Frante Manufacturing Co. of Chicago.

A death occurred in manufacturing circles, that of Max D. Levine, Scientific Machine Corp., Brooklyn, N. Y.

AML Inc., Grand Rapids, Michigan, continued to be one of the busy factories in the nation, producing its Monitor type pool boxes and accessories as well as new high fidelity phonographs for the home.

Auto-Bell Mfg. Company, Chicago, Illinois, manufacture an amusement game called, "The Bell," which has won quite a following. It is considered best fitted for the international market.

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Chicago Coin Presents

New “Advance Pool”

CHICAGO—“This is the first pool game ever built with progressive and advance scoring,” stated Edward E. Levin, sales director for Chicago Coin Machine Company, this city, referring to the firm’s new “Advance Pool”.

“Our ‘Advance Pool’ features front and end play. There are three pop-up holes that work in progression advancing the scoring and giving players a tremendous thrill.”

“When the ball lands in the first hole, it is popped into the second hole and then in the third, in progression.

“This has so captivated players on all test locations that it was actually impossible to remove the test games we placed.

“But this isn’t all,” Levin continued, “there are five different panels on the backglass of the game’s automatic scoring blackboard.

“As one panel goes out, another lights up on ‘Advance Pool’, and the score and the game itself becomes more intriguing than ever before.

“ ‘Advance Pool’ features five drum scoring which is about the pinnacle that can be reached for great an effective score action on any game.

“Yet”, Levin continued, “this isn’t all. The light-up posts on the playing field are the most effective and attractive yet devised.

“In fact,” Levin stated, “I could go on and on describing all the action, thrills and features of ‘Advance Pool’, but,” he said, “rather than to do that it is my suggestion that every operator who wants to see the very latest and greatest development in pool games call at his nearest Chicago Coin distributor and play the game himself.

“We also advise that the operator look the game over from top to bottom and check all the new and marvelous easy-service features which have been built into ‘Advance Pool’ to assure him of better and bigger profits.”

It’s the thrill of thrills for a youngster to get aboard his own fire engine and race off to a ten alarm fire (purely imaginary!). We’ve tested this appealing winner all winter long down here in Miami (where it’s always Spring). It’s packed for profits and will give a lifetime of service!

THE BERT LANE COMPANY, INC.
"First In Our Field With Pride In Our Products"
1860 N. 146th St. • North Miami, Florida • Phone: DADE 6-4437
On the Threshold of Latin America

MAGNA-CORD (Back-ground Music Tape Recorder with Amplifier) $350
A.M.I. MODEL B 150

THE CASH BOX - April 14, 1956
Page 55

CLOSING OUT ENTIRE STOCK OF BRAND NEW FRACTIONAL GEAR HEAD MOTORS
APPROX. 8000

MERKLE-KOREF RPM Voltage RPM Voltage RPM Voltage
17 50 23 50 29 50
18 50 24 50 30 50
19 50 25 50 31 50
20 50 26 50 32 50
21 50 27 50 33 50

$2.00 EACH
Will Ship Freight-Free Anywhere in U.S.A.
3135 W. Monroe Ave, Chicago 15, Illinois
(Phone Independence 3-8006)

It's What's in THE CASH BOX That Counts!
El año 1955 pasará a la historia como uno de los más prosperos en materia de exportación de los Estados Unidos. Los fabricantes, por lo tanto, están trabajando de día y de noche para lograr sus metas organizadas y han contratado lingüistas expertos que conocen a fondo los idiomas de los países a los cuales sostienen correspondencia. Los fabricantes tienen constantes re- cursos para arreglar y reorganizar sus departamentos en forma especial, para de esta manera renovar casi totalmente las máquinas viejas antes de que terminen los seis meses.

Algunos de los distribuidores han llevado a cabo un estudio tan minucioso de las necesidades de sus clientes en el extranjero que ahora se en- cuentran trabajando en máquinas para la exportación virtualmente nuevas, debido a la gran demanda de trabajo actual y al acondicionamiento y reconstrucción de las mismas máquinas, lo cual ha contribuido en gran manera a que estas sean muy adecuadas para el servicio en los países que se interesan en ellas.

También es de importancia enten- darse de que, entre los países norte-americanos que importaron en mayor cantidad de maquinaria, se encuentran Canadá, Cuba y la República Dominica.

En América del Sur, Venezuela, Colombia y el Perú ocuparon un lu- gar bastante importante, entre los importadores de máquinas nuevas y re- construcciones de los Estados Unidos.

En el continente, países como, Francia, Austria, Italia y algunos de los países norte-americanos, tienen un futuro muy promisorio, ya que conocen una vez más su gran inven- tiva como artífices expertos y destina- dores, así como originales y difu- sadores de nuevas ideas para fines de reconocimiento.

Los fabricantes de fonógrafos au- tomáticos disfrutaron de su primer auge verdadero en el año pasado. Por espacio de varios años, las ventas de estos fonógrafos fabricados en Estados Unidos se habían re- tardado, en comparación con las de otras clases, de manera que el año pasado pudo observarse el principio de una nueva era en el que los fabricantes, por lo menos, han trabajado en aumento con tan sólo afán los fabricantes de los Estados Unidos ni han tenido demasiado éxito para que se pueda concluir que las artes de las importaciones y de la negociación, y en especial en los países extranjeros.

En Asia, la Malaya Británica, las Filipinas, Libano y China, figuran como los países en particular, en el que el número de máquinas accionadas por moneda de los Estados Unidos es muy importante.

La Unión del África del Sur y el Marruecos Francés efectuaron la im- portación de algunas máquinas de nuevo modelo destinadas a las naciones del África.

La situación más importante del caso es que los distribuidores de los Estados Uni- dos se han visto obligados a hacer las exportaciones durante este primer trimes- tre de 1956. Los distribuidores de los Estados Unidos, por lo tanto, deben agilizar rápidamente las necesidades de los mercados internacionales.

Los fabricantes de fonógrafos au- tomáticos en los Estados Unidos nom- braron como uno de los factores que los convenció de exportar, la fabricación de sus máquinas. Otros designan más distribuidores en Europa, en Argentina, Brasil, Sudamérica y también en los países del Pacífico. Algunos enviaron repre- sentantes a todas partes del mundo. De igual manera, desearon conse- jeros en relaciones públicas con ob- jetivo de fomentar un mejor entendimiento entre los fabricantes y los consumidores.

A raíz de la declaración del Depar- tamento de Comercio de los Estados Unidos al efecto de que el 1956 fue uno de los mejores años en cuanto a las exportaciones, el valle oeste de nuestro país, casi $12,000,000 se habrían invertido en la compra de máquinas de los Estados Unidos. Durante los primeros nueve me- ses de 1955, tanto los fabricantes co- mo los principales distribuidores de este país hicieron todo cuanto estuvo a su alcance por minimizar la alcance- ción mayor de la exportación en todas las partes del mundo.

Un buen número de distribuidores en los Estados Unidos ha establecido una mejor fidelidad en los países exportadores y han contrata- do especialistas en la negociación de los países en los que cuenta con sucursales, de tal manera que los importadores de sus máquinas pueden obtenerse en los Estados Unidos y que han tenido gran número en los mercados extranjeros.

Muchos distribuidores han imprescindiblemente circulares y catálogos desti- nados exclusivamente a los mercados extranjeros. Por lo general, en ellos se describen todos los modelos y las máquinas que pueden obtenerse en los Estados Unidos y que han tenido gran número en los mercados extranjeros.

Los fabricantes que han establecido nuevas marcas de producción se ocu- pan actualmente en estudiar los mer- cados extranjeros, donde en el pasado ha habido un mercado muy pequeño, si el nombre será tan popular en el extranjero como lo es en los Estados Unidos.

Los negocios continúan en auge, y en todos los Estados Unidos, en lo que concierne a las máquinas accionadas por moneda de los Estados Unidos, han trabajado con tanto afán los fabricantes de los Estados Unidos, que si el nombre será tan popular en el extranjero como lo es en los Estados Unidos.

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Los fabricantes de fonógrafos au- tomáticos en los Estados Unidos nom- braron como uno de los factores que los convenció de exportar, la fabricación de sus máquinas. Otros designan más distribuidores en Europa, en Argentina, Brasil, Sudamérica y también en los países del Pacífico. Algunos enviaron repre- sentantes a todas partes del mundo. De igual manera, desearon conse- jeros en relaciones públicas con ob- jetivo de fomentar un mejor entendimiento entre los fabricantes y los consumidores.
NEW ENGLAND NIBBLES

Music and game biz took upswing this week with fair skies and sunny weather replacing the snowstorms of the past two weeks. Outdoor equipment started to move again after being halted by the touch of winter. Arcades and other beach spots featuring automatic coin amusement equipment are ready for opening. ... Trimmint Automatic Sales Corp. (Seeburg) resumed halted shipments of games, music and arcade pieces to the Cape Cod resort areas and business all around was hitting a fast pace, Irwin Margolub, gen. mgr., reported. ... Ed Ravreby’s Associated Amusements (Rock-Ola) is moving to new quarters at No. 8 Rugg Road, about two minutes from the present location on Brighton Ave. Firm will triple its floor space in the move taking 7,500 square feet of floor space occupying an entire one-story building. Features are an all-weather shipping area where cars can drive in and load even if it is raining outside. A lounge for ops, salesrooms, music room, game room and offices are being laid out and grand opening is slated for first week in May. A complete parts department and service area will be installed. Gen.-manager Richard Mandell back on the job after honeymoon trip across the country with Mrs. Mandell, the former Ruth Mae Ravreby. Couple visited distribs from the east to the west, stopped off in Chicago where they visited factories. They visited the Rock-Ola plant, had lunch with David Rockola, Jr. and Les Rock sales men. At United, they visited with Bill DeSelm, sales mgr.

Si Redd reports big demand for Wurlitzers at Redd Distributors (Wurlitzer) and plenty of action on Bally’s new “Booster Pool.” Firm has an interesting line of automatic pool games including Exhibit’s “Skill Score,” Chicago Coin’s “Clever Pool” and Bally’s new entry. Jim Siti, Redd salesman in the Connecticut territory, reported big Spring biz there. Bally’s new in-line game, “Night Club” catches on fast also at Redd’s. ... Louis and Barney Blatt report good spring upsurge in biz at their Atlas Distributors (AMI). ... Al Levine, sales mgr. at Associated Amusements, reports United’s new in-line game, “Stardust” hotter than a firecracker. ... Opts visiting this week included: George and Steve of Leader Amusement, Springfield; Al Delins, Hysnia; Al York, Ambrose and York, Randolph, Mass.; Walter Adams, Woonsocket, R.I.; Henry Levine, Boston; Eddie De Wolfe, Springfield; Adolph Dugas, Webster; Peter Sama, Bristol, Conn.; Joe Cacahra, Fitchburg; George Hatzepetro, Steve Proka, Springfield; George Sazama, Millers Falls; and Bob Peno, Greenfield. ... Ruth Shapiro, back from Washington trip, where she did record promotion for Frankie Laine, Eileen Rodgers and Jon James, to lecture on records and the record business at Endicott Junior College in Beverly. ... Sherm Feller, WVDA disk jock, who vowed not to cut his hair until he had a hit record, finally gave in after three months and got a crew cut. ... McGuire Sisters did round of deejays and one-stops and met music machine ops during their week at Blinstrub’s (April 9-14).

Anthracite Music Ops Assn. Progressing With Dime Play

WILKES BARRE, PA.—At the last meeting of the Anthracite Music Operators Association, held in the offices of Jimmy Mack, this city, the members completed its plans to oppose the Constitution Division of the Sub-committee of the House and Senate.

In addition, Ben Sterling, president, reports, its members are concentrating on 10c play, as well as bringing in new operators as members. According to Ben, the association now boasts a membership of 90% of the operators in the area. 

Pictured herewith are some of the members taken at the last meeting: Standing (I to r): Catal Butera; Joseph DeLucia, vice president; Francis Covarrub; Joseph Choppek; Frank Coffey; Buddy Holsh, treasurer; Fred Shope; and Milton Bainbridge, secretary.

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

Munves Issues 1956 Catalogue

NEW YORK—For the past number of years, Mike Munves Corporation, this city, has issued a catalog of arcade equipment supplies every Spring. The new 1956 catalog is now being mailed to the Munves list which covers the world. It is the most inclusive ever compiled by this firm, containing many more pages than previously. There are over 200 illustrations of machines, and thousands of machines and parts listed.

Included among the machines are the latest amusement machines, and some of which have been popular in arcades since the turn of the century. Mike Munves, known as the “Arcade King,” is now serving the trade for 44 years, having started in 1912. Over these years, Munves has probably outfitted more arcades throughout the world than any other firm. His finest accomplishment which brings him the most pleasure was outfitting the Disneyland arcade with a galaxy of old-time amusement machines.

Munves, personally, is one of the most beloved criminals in the business, having worked with many assisted arcade owners and operators in business and personally many years. Acknowledgement of his high character and kindness was made in 1964, when he was selected as the “Guest of Honor” at the UJA-Coin Machine Industry testimonial dinner.

CIRCUS New Life—New Look

The Outstanding Amusement NOW OKAYED By Smart Operators Everywhere

Outstanding Features:
- Location Tested
- Mechanically Sound
- Especially designed for locations demanding liberal replay
- New Streamlined Cabinet. Occupies less space than ordinary Pin Tables, Cabinet also doubles for convenient storage
- Trouble-free Electrical Mechanism
- Circus is available with or without base

CALL YOUR DISTRIBUTOR For Information and Prices

UNITED DISTRIBUTING CO.
800 S. 18th St., Mattoon, Ill. (All Phones: MATTOON 8323)

The Cash Box Page 57 April 14, 1956

Trimestral De Exportacion

(continued from page 56)

DEMONSTRADO mayor interés en los mercados internacionales.


Williams Manufacturing Company, Chicago, Illinois.—Esta firma reinserió subitamente a la industria como una de las más activas de todas las fábricas, Continúa produciendo juegos de “pinball”, máquinas automáticas para sitios de diversión o recreo, juegos de trucos y otros equipos. Ha prometido, además, ofrecer muchos nuevos juegos en lo futuro.

The Budolph Murlitzer Company, North Tonawanda, N. Y.—Esta empresa ha logrado conseguir muchos nuevos clientes con su nuevo “Fonógrafo Centenario, Modelo 1900”, con el cual celebra sus cien años de existencia. Dispone de distribuidores en todas partes del mundo y de un magnífico negocio de exportación.

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En raison de cette poussée d'affaires du quatrième trimestre 1955, un nombre formidables de commandes s'accumulaient, et le premier trimestre 1956 commença avec des usines augmentant leurs horaires de production et essayant journellement de pousser la production de toutes les façons possibles.

Quelques usines formèrent une équipe de nuit en plus de leur personnel régulier de jour. Presque toutes les usines instituèrent la semaine de six jours de travail. Beaucoup firent en addition de leur équipe de jour celle de nuit des nouveaux travailleurs.

La production sequella, les vieilles machines se retrouvèrent aux possibilités de leurs voisines. Ce qui est notable, c'est que bien que les nouvelles machines soient pratiquement remises à neuf avant leur envol sur les marchés mondiaux, c'est-à-dire remise-en-état, pour que leurs vieilles machines soient pratiquement remises à neuf avant leur envol sur les marchés mondiaux, il s'agit de modèles s'avançant aux possibilités de leurs voisines.

Il y avait un grand nombre de distributeurs américains qui étaient des véritables exportateurs, engageant des linguistes parlant et écrivant dans la langue des importateurs. Ils organisèrent aussi de nombreuses expéditions à l'exportation des machines pratiquement neuves, les renouvellements et arrangements fournis sur ces machines les placèrent dans toutes les conditions appropriées aux pays intéressés.

Il est aussi intéressant de noter que les plus grandes pays importateurs d'Amérique du Nord comptent pour leur importation: Le Mexique, la Cuba, et la République Dominicaine.

En Amérique du Sud, le Venezuela, la Colombie et le Pérou se rangèrent au second rang, avec la France, au premier rang. En Europe, en Afrique, en Asie et en Amérique Latine, les traites d'exportation furent très bonnes.

En effet, les fabricants de jeux étaient extrêmement occupés par la production de nouveaux jeux de billes. Des modèles différents étaient introduits, y compris de nouveaux types de développement et de nouveaux horaires. Des usines de billes de plus grandes dimensions s'avéraient également populaires. De nouvelles méthodes de jeux, avec marquages automatiques de points et arrangements de points-bons étaient communs. Des tables de billes de plus grandes dimensions avaient maintenant leur place dans les marchés mondiaux.

Les fabricants de juke-boxes voyaient leur première réelle poussée vers la production internationale. Depuis quelques années, les exportations de phonographes américains étaient en retard comparé à ceux de nations concurrentes, et autres pays. L'année 1955 vit le commencement d'expéditions toujours accrues de "juke-boxes" dans le monde entier.

Les ventes internationales de phonographes américains augmentèrent rapidement durant le premier trimestre 1956. Les fabricants américains de "juke-box" devinrent de plus populaires pour la fabrication de leurs machines. D'autres augmentèrent le nombre de leurs distributeurs dans le monde et dans pays étrangers, et les usines de billes étrangères se firent plus nombreuses.

Le premier trimestre 1956 fut un autre exemple de production américaine. Les fabricants américains de "juke-box" devinrent de plus populaires pour la fabrication de leurs machines. D'autres augmentèrent le nombre de leurs distributeurs dans le monde et dans pays étrangers, et les usines de billes étrangères se firent plus nombreuses.
Empire Has Export Catalog

special illustrated export catalog for importers.

The firm has been among the leaders in sales to world markets for some years.

"This catalog", Gil Kitt, who heads the firm, stated, "is the result of our many years of experience selling thruout the world markets.

"We know what importers require in all various parts of the world and our catalog reflects these preferences.

"Those importers who want to see what they’re buying should make it their business to have our catalog on hand at all times."

The firm is also advising all importers that shipments are now being made directly from Chicago to all world markets.

"This saves the time and money involved in first shipping by rail to a coastal port and then shipping by steamer", Kitt stated.

PHONOGRAPHICS

WURLITZER 1100—165. AMI “A” .......... 95.
WURLITZER 1400—275. AMI D-60 .......... 325.
WURLITZER 1500—295. AMI E-120 .......... 545.
WURLITZER 1500A—395. TERMS: 50% Deposit, Bal. Sight Draft. MANY OTHERS OF ALL MAKES AVAILABLE.

NOTICE: OUR EQUIPMENT IS THOROUGHLY PREPARED FOR IMMEDIATE PLACEMENT ON LOCATION. SPECIAL CABINET FINISHES AVAILABLE.

COMCO SPEAKERS $11.95
NOTHING FINER ON THE MARKET!

COVEN MUSIC CORP.

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EXCLUSIVE WURLITZER DISTRIBUTOR

"It's What's in THE CASH BOX That Counts"
In der Wirtschaftsgeschichte wird man das Jahr 1956 als einer der großen Wendepunkte des gewerbslichen Duell aufzeichnen, der Auftragnehmer und der Vertragspartner aus verschiedenen Ländern zu einer Akte rennten, bessere und unternehmungsreife Produkte zu dem Markt zu bringen. Manche von ihnen haben sich nicht nur mit den traditionellen Produktionsformen, sondern auch mit der Automatisierung in ihren Unternehmen auseinandergesetzt.

Viele Vertriebsleute haben die Idee, das Weltmarktwissen so zu strukturieren, dass es auf der Basis der Erfahrungen der vergangenen Jahre steetig verbessert wird. Sie haben sich mit der Idee auseinandergesetzt, eine umfassende Erhebung der ortsüblichen Vertriebsleute durchzuführen, um daraus einen umfassenden Bericht über die Situation der Vertriebsleute in den einzelnen Ländern zu erstellen.

Dazu gehören auch die Berichte der Schweizerischen Lizenzinhaber für die Vertriebsleute in ihren Ländern. Diese Berichte geben einen Einblick in die Aktivitäten der Vertriebsleute und hilft den Lizenzannehmern bei der Entscheidungsfindung für die Zukunft.

Die Zeitenveränderungen haben nicht nur die Art der Produkte und die Vertriebswege verändert. Auch die Art der Beratung und der Betreuung der Kunden haben sich verändert. Die Berater und die Lizenzinhaber haben sich mit dieser Veränderung auseinandergesetzt und bauen neue Strategien für die Zukunft auf.


Die Berichte der Schweizerischen Lizenzinhaber sind ein wichtiger Bestandteil der Wirtschaftsgeschichte und geben einen Einblick in die Tätigkeiten der Vertriebsleute in den einzelnen Ländern. Sie sind ein wertvolles Werkzeug für die Unternehmen, die sich mit der Vertriebsstrategie auseinandersetzen.

(JANUAR, FEBRUAR, MÄRZ 1956)

(Continued on Page 61)
GET ON THE WINNING TEAM WITH THE BEST BASEBALL GAME of all time!

PLAYERS ACTUALLY RUN THE BASES!
• BALL HITTING PLEXIGLASS CREATES ILLUSION OF BALL SAILING OVER THE FENCE!
• PITCHER ACTUALLY THROWS THE BALL!

Chicago Bowling League News

CHICAGO - Position night sound ABC #1 still in the lead by one game. Atlas Music took three games from ABC #1 to cut ABC’s lead from 4 games to one. Mike Blumberg was high scorer for Atlas with a 204 series. ABC #1’s high scorers were Harry Schreiber with 555 and Al Rice with 530.

Pasche Phono won all three from Galgano Distributors. High for Pasche were Bobby and Ray Gallet, both with a 578 series, and Rone Gallet with a score of 505. Tony Galgano was high for the losing team with a 520 score.

Deeco Records won two games from ABC #2. Frank Totemose was high for Deeco with a 502 series and Irv Cairo held fast with a 482 series for ABC #2.

Coral Records took two games from Gillette Distributors. High for Coral were Eddie Walker 540, Joe Cicero with 505, and Eddie Cicero with 508. Gillette’s high scorers were Bob Hall with 578 and Don Baxter with 519. The score of 578 which was made by Bob Hall, Ray Gallet and Bobby Gallet was high for men.

Omens took all three games from Mercury Records. High for Omens were Carl Latino with a 562 series and Isabel Omens whose 459 series was high for women. Ralph Kiek’s 460 series was high for Mercury. Singe One-Stop took two games from Star Music. Harry Julian was high for Singer with a 509 series. Hank Schackowi was high for Star with his 476.

Vierteljährliche Exportausgabe

(Continued from page 60)

These Famous Products

A. B. T. RIFLE SPORT
A. B. T. CHALLENGER TARGET PISTOL
A. B. T. WEIGHING SCALE
BAKER KICKER & CATCHER
PACE ARISTO SCALE

ARE OBTAINABLE FROM
J. F. FRANTZ MFG., CO.
1940 W. Lake St., Chicago 12, Ill.
(Tel: Taylor 9-2199)
Bally Kiddie-Rides

EARN BIGGEST PROFITS

MODEL T

COIN-OPERATED AUTO-RIDE

Bally Manufacturing Company, 2640 Belmont Ave., Chicago 11, Ill.

So. Wis. Music Operators On Dime

MADISON, WIS.—Two important subjects will be discussed at the April 9 meeting of the Wisconsin Phonograph Operators Association, held at Leake’s Steak House, this city, according to Clint Pierce, president and Ed Dow, secretary-treasurer.

Members will review the copyright legislation, and will discuss dime play.

“Many locations in Southern Wisconsin have been changed to dime play,” advised Pierce. “The operators report that it is increasing the gross take in the phonograph, and there seems to be very little resistance on the part of the public against ten cent play. We will discuss thoryly the advantages and the necessities of the operators backing this important dime play program.”

Bally Kiddie-Rides Earn Biggest Profits

Eastern Flashes

With the arrival of warmer weather this week (altho accompanied with some rain), wholesalers report considerably more activity, from personal visits, by telephone, and orders by mail. Orders were being placed for new and reconditioned machines, both music and amusement. Wholesalers state this is the seasonal spurt due to operators preparing for Spring and Summer biz at shore and resort locations.

This is the time of the year that Mike Munves and his staff are at its busiest. But this week, everyone was really pressing. In addition to taking orders for arcade equipment and working with customers on the floor, a mailing was being made. The 1956 Mail Order Catalog, the largest and most inclusive, with listings and illustrations of machines, was being mailed out. The Munves’ family had a “once in a lifetime” thrill on Friday, March 80, when their home was flooded with newspapers and photomontage. Mrs. Rose Munves was holding an Irish Sweepstakes ticket on a horse that was drawn. If the horse won, Roseie could have won some $50,000. However, the horse didn’t, and all hope can pick up in a small consolation prize.

Charlie Wertheimer, Boston’s arcade impresario, in town visiting Mike Munves and buying some equip. Charlie had just returned from a winter vacation at Miami Beach. Belle Cohen, well known in the Park business, died in Chicago, Sunday, April 1. We were visiting at Al Simon’s Albert Simon, Inc., when deliveries were being made of copies of “Booster Pool” game and Chico’s “Advance Pool” game. As these games were uncrated and set up in the showrooms, ops flacked around them, playing and watching. Al Simon and Al D’Inzello put on a demonstration, and ops were mighty impressed. Genco’s “Baseball Pool”, with its baseball theme, and some new pool game inventions, such as the wafer mirror, arrive. In the baseball season is about to open, the Chico game “Advance Pool” was intriguing, with its new “advancing kicker pockets”, and the center arrangements which give the player high scoring opportunities and competitive action.

Jack Semel, visiting on the street, has some mighty fine ideas to stimulate shuffle game play. Ops here should get with Jack.

Barney (Shugy) Sagerman, Bunyon Sales, reflecting operator opinion, raving about Bally’s “Booster Pool.” Talking about Bally’s “Deluxe ABC Bowler” expected this week, and that he has a ready market for all he can get. Also now the showrooms floors was R. C. Levy’s “Picker Pool”, and Shugy says that Kenney’s “Arcade Pool” game will arrive shortly. Harry and Hyanc Koeppel, Koeppel Distributing, working like mad at all their stores, reconditioning music machines to fill orders which have started to flock in rapidly. Joe Young and Abe Lipsky, Young Distributing, have a delivery of “Deluxe Pool” “Booster” units present. Henry Slavisa started to check them immediately, as two ops were watching them on their trucks. These orders could be shipped on the day they were placed, so the job could be done before the day was over. Lipsky proud of the TV exposure the new phone is getting. Was on the Robert Montgomery Show on Mon. and the Daily Double on Thurs. Bank Pete, Wurlitzer distributor, in town the past couple of weeks, leaves Monday to visit for some business. Claude. Cohen getting ready to attend the 4th Annual Dinner held by the Automatic Coin and Vending Machine Employees Union at the Latin Quarter night club on Sunday night, Apr. 15. Jimmie Cagiano, general manager, looks for the largest attendance of all time, and predicts the Seuven Journal will be the best ever. Compliments to George Thayer of Binghamton, N. Y. on his celebration of his 50th year in the coin machine biz.

A pleasure to run into Dave Poab, former columnist, on coincide who now runs that gorgeous golf and swim club right outside Union, N. Y. Dave Stein, Seancast, Inc., Elizabeth, N. J., tells us the pool table is up and that his plastic cue stick is big in a big way. Congrats to Ed Etatsjek on his appointment by John Haddock as director of sales for AMI. Murray Kaye and George Young of Atlantic New York, have announced shipments of parts for their Seeburg ops. Meyer Parkoff out when we called, seeing the trade.

Upper Midwest Musings

Bob Aherin of La Moure, N. D., brought his family in with him to the Twin Cities. The Aherins spent a couple of days in town and the high spot of the trip was the Ice Follies. Bob managed to tape some time at the shop for some game for his route. L. L. Harris of Enderlin, N. D., spent the Passover holiday in Minneapolis visiting relatives. There was little activity in the coin machine business the past week, due to inclement weather which blanketed the entire northwest at the same time. In spite of the inclement weather Chet Le Duex of Virginia, Minn., started turning his thoughts about getting a bear onto which he could put his four wheel outerboard motor which he purchased recently. H. J. Lynard of Kasson, Minn., recently sold his coin machines to Dickey’s Engraved. Basement Center, Minn. Tubby’s plans are to go to Bowman, N. D., to manage the bar which he purchased there recently. John Czerniak of Duluth, Minn., is back on the rode again after a busy week which included several days. Andrew Markolf of Staples, Minn., was seen shopping for pool games and big machines for his route. Will be returning several hours in the Twin Cities picking up records and supplies for his route and also shopping for games for his route. Pete Woronson, of Mankato, Minn., made a quick trip into town to pick up some pool games for some location changes. Recent visitors to the Twin Cities were Pete Vanderhyde of Dodge Center, Minn., Jim Standal of Winona, Minn., and a few others. The dates for the showing are April 12th and 13th. In conjunction with the showing service personnel from Bally will be on hand to conduct a service school on the new types of Bally equipment.

“It’s What’s in THE CASH BOX That Counts”
CHICAGO CHATTER (Cont.)

Allibritten still in Nola. Other execs present. Like Paul says, "Maybe we'll have a big surprise for one and all".... Frank Menzari became the "abstemious-president" of the industry when he phoned in last week to ask, "what did I mean by 'Sam Lewis is like F.S.?'"

Ben Coven advising that his "Como" speakers getting plenty of action from music ops at all over everywhere. "I believe they're among the greatest speakers ever made", claims Ben... Jerry Kevi had one pulled on him that still has him laughing. When a trade reporter asked Jerry, who was fiddling around with that ChicoCoin S-Ball, whether Chicago Coin was doing good, the boys turned over the S-Ball and the answer was, "definitely, yes!"... April 22 to 26 in U.S.-Canada Good Feasts. "Now to Start A Teenage Canteen" is the subject of a forthcoming editorial in The Cash Box should be interesting to one and all everywhere in the industry.

HAPPY BIRTHDAY THIS WEEK TO: Walter C. Teting, Oconomowoc, Wis., 51... John E. Rondes, Lynn, Mass., 54... Edwin F. Adams, Elizabeth, N. J., 56... Morris and Harry Steinberg, Hialeah, Fla., 56... James L. Barnes, Selma, Ala., 56... Charlie Rinker, Dallas, Tex., 58... Lora Q. Eby, Detroit, Mich., 58... Kenneth L. Stansberg, Missoula, Mont., 59... Max Hurvich, Birmingham, Ala., 60... Stewart A. Patten, Owelina, Ina., 60... Saul Weinstein, Boston, Mass., 60... W. Van Dusen, Edmonton, Alta., Canada, 60... George Dockhus, Rockford, Ill., 60... Phil Robinson, Los Angeles, Cal., 60... Ivo Kowinski, Iron River, Mich., 60... Mike Kaipili, Stauton, Ill.

WORTH REPEATING: "Take care of what you like or you will wind up liking what you get," said the late George Bernard Shaw.

Ailmail Subscription
The Cash Box $30.

"It's What's in THE CASH BOX That Counts"
Meeting Dates Of
Music Operators' Associations

Apr. 7 & 8—Kansas Music Association
Place: Lamers Hotel, Salina, Kan.

9—Tri-County Juke Box Operators' Assn.
Place: Elum Music Offices, Massillon, Ohio

Place: Mandell-Ballog Restaurant, Reisterstown Rd. &
Rogers Ave., Baltimore, Md.

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

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

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

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

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

15 & 16—South Dakota Phonograph Operators' Assn.
Place: Contact Barrell Brown and Jones Bratmoe,
Moebridge, S. Dak.

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

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

19—Eastern Ohio Phonograph Operators' Assn.
Place: 4104 Rush Blvd., Youngstown 12, Ohio (execu-
tive board).

29—Alabama Amusement Assn.
Place: Whitley Hotel (10:30 AM), Montgomery, Ala.

Place: Roth Novelty, 54 N. Penna. Ave., Wilkes-Byrne, Pa.

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

May 3—Phonograph Merchants' Assn., Cleveland, Ohio
Place: Hollenden Hotel, Cleveland, Ohio (General)

3—California Music Merchants' Assn.
Place: Sacramento Hotel, Sacramento, Calif.

3—Eastern Ohio Phonograph Operators' Assn.
Place: 4104 Rush Blvd., Youngstown 12, Ohio. (General)

7—California Music Merchants' Assn.
Place: 311 Club, 311 Broadway, Oakland, Calif.

7—United Mix Operators of Michigan
Place: Fort Wayne Hotel, Detroit, Mich.

June 2—Music Guild of Nebraska
Place: Pawnee Hotel, North Platte, Neb.

Attention: Operator's Associations

Associations desiring listings in this column, please write to THE CASH
BOX, 26 West 47th Street, New York 36, N. Y.
Effective April 1 C. R. (Charlie) Sage was appointed factory representative in States of Texas and Louisiana for The Bert Lane Co., Inc. Charlie, with over 20 years coin machine service in the Southwest, has been unusually successful in such important branches of the industry as operating, distribution and sales. Immediately prior to his present appointment he was with Seabury background music division where, working out of the Houston S. H. Lynch Co. office, he set up an enviable record in that line. The Bert Lane Co. is a large manufacturer of automatic amusement devices with emphasis on kiddie rides. ... United Record Distributors, Steve Ponzo and Margie Kunkel, manager and secretary respectively, moving from 1902 Leeland to 3432 Leeland. Plans are to be firmly established in the new home by April 15. ... The new Eastern Electric duetone “Electro” sweepstyle cigarette machine is on display for distribution by S. H. Lynch Co. Salable advertising display space on the machine has proven a lucrative indirect source of profit. ... Charles Stephens, counterman at United Record Distributors, enlisted in U.S. Marine Corps. ... Wilson Boone, salesmanager, Acme Record Distributing Co. happy that his wife is home after a week’s stay in local hospital. J. D. Cooper, sole owner of Cooper Amusement Co., said his business could be lots worse. J. D. has been in the game something over 11 years and is noted locally for his generally optimistic viewpoint on music operating. ... H. J. Crowe, Acme Record Distributing owner, reported favorably on a business tour covering San Antonio, Corpus Christi and points in between. ... Just heard that A. C. (Buster) Ayo had resigned his deputy sheriff’s job and would go back into coin machine operating. ... Coffee and a chat with a veteran operator Red Harrington. ... Went fishing with musician Al Lemke. Nice trip but no fish.

**NEW YORK**—Sidney H. Levine, attorney for the Music Operators Association of New York and MOA, underwent an operation for a hernia on Wednesday, April 4. Levine is at the Lenox Hill Hospital, 78th Street and Park Avenue, Room 710, and expects to be hospitalized until Thursday or Friday, April 12 or 13. We understand that it will take several weeks from the time he’s dismissed to complete the convalescence. Of course, Sid would appreciate any visits from his friends during his convalescence. And those who can’t make it in person, would brighten his day with phone calls and get-well cards.

**ATTENTION — FOREIGN BUYERS!**

Let our years of export experience serve you now on all types of coin-operated games, pamphlets and other equipment. Expertly reconditioned, refined and prepared for overseas equipment.

**LATE 5-BALL GAMES GOTTLIB**

| FRONTIERMAN | $245 |
| TOWNSEND | $245 |
| WISHING WELL | $110 |
| SOUTHERN BELLE | $110 |
| SLUGGIN’ CHAMP | $110 |
| GYPSY QUEEN | $110 |
| LADY LUCK | $110 |
| LOVELY LUCY | $110 |
| SHINDIG | $110 |

Tents: 1/3 Deposit with order. R. L. Light Driving. 

**SHUFFLE GAMES**

- **Chionic BLINKER**: $315
- **Chionic HOLLYWOOD**: $295
- **Un. DLX. CAPITOL**: $325
- **Un. DLX. CLIFFER**: $325
- **Un. DLX. LIGHTNING**: $295
- **Un. DLX. MERCURY**: $295
- **Un. DLX. 11th FRAME**: $185
- **Un. LEADER**: $160
- **Un. CLASSIC**: $75

**POOL TABLES**

**GENCO — WILLIAMS EXHIBIT**

LIKE NEW! All Have Hinged Tops—Lined Tops. Available for IMMEDIATE DELIVERY! Only $175 EA.

**SENIOR POOLS**

**Price**

- **$175 E.A.**

**ORDER NOW!**

**TENTS**

- **10' x 15' Rectangular**: $695
- **12' x 20' Rectangular**: $1,295
- **10' x 20' Rectangular**: $1,495
- **12' x 24' Rectangular**: $1,895

**New “20 Yr. Club” Members**

- **CHICAGO** — The following new members were added to The Cash Box’ “20 Year Club” this past week: Carl Leslie Albert, Greeley, Colorado; Larry E. Gardner, Dallas, Texas Edward H. Newell, Memphis, Tennessee; George R. Thayer, Binghamton, New York; Mike A. Young, Soldiers Grove, Wisconsin.

Applications for membership in the “20 Year Club” should be mailed to: The Cash Box, 32 West Randolph Street, Chicago 1, Illinois.

**Int’l. Mutoscope Corp.**

**App’ts General Vend**

**LONG ISLAND CITY, N.Y.—William Rabin, president of International Mutoscope Corporation, this city, announced this week the appointment of General Vending Sales Corporation, Baltimore, Md., as distributor for all Mutoscope equipment in the States of Delaware, Maryland, District of Columbia, Virginia and the lower half of West Virginia.

**It’s MIKE MUNVES CORPORATION for Outstanding, Able, Reliable Coverage of the ARCADE**

A Complete Machine A Complete Arcade Parts—Supplies—Sundries

** Machines Reconditioned **

**THE MUNVES WAY**

**Look and Work Like New**

- **Earg. Bottle Shooting Gallery**
- **Darts Combination**
- **Efshire Star Gallery**
- **Efshire Standard**
- **Efshire Deluxe**
- **Genco Big Top**
- **Genco Big Wide West**
- **Genco Sky Gunstar**
- **Mounted Jungle Gun**
- **Mounted Comander Gun**
- **Mounted Bonnet Gun**
- **Williams Poker Hunt**
- **Williams Spat Gun**
- **Williams Jet Fighter**
- **Knobby Air Roter**
- **Mutoscope**
- **Mutoscope Atomic Bumper**
- **Mutoscope Sky Fighter**
- **Mutoscope Flying Saucer**
- **Chicago Coin Nite Racer**
- **Chicago Coin Nite Rider**
- **Chicago Coin Nite Flyer**
- **Chicago Coin Nite Fun**
- **Chicago Coin Nite Sun**
- **Chicago Coin Nite Lightning**
- **Chicago Coin Nite Thunder**
- **Chicago Coin Nite Surf**
- **Chicago Coin Nite Wave**
- **Chicago Coin Nite Surf**
- **Mutoscope Driveable**

**Subscriptions The Cash Box $15**

“IT’S WHAT’S IN THE CASH BOX THAT COUNTS”
Open public hearings on the four pending ASCAP sponsored bills, two in the Senate and two in the House Judiciary Sub-Committees, are rapidly approaching.

Indications point to hearings on at least two of the bills early in May.

Should the hearings come in May, as some seem to believe they will, the industry may get only a week or two advance notice at the most to align its defense.

Therefore, the importance of being prepared for a sudden call to the defense of the industry, cannot be stressed too strongly.

Every music operators’ association should be prepared to call immediate, emergency meetings.

Independent music operators should arrange to be quickly available to help in the defense of their businesses.

No amount of intensely worded explanation can ever overemphasize what the passage of these ASCAP sponsored bills would mean to the nation’s juke box operators.

Suffice it to conclude that the automatic music industry, as it is known today, would be finished. All over. Done. Dead. Gone.

ASCAP (American Society of Composers, Authors and Publishers) wants absolute, complete, non-supervised PRIVATE TAXING POWER.

The bills now pending ask the Government of these United States to make ASCAP a PRIVATE TAXING AUTHORITY by Federal Law.

And ASCAP wants the Federal Government to grant it this tremendous and awesome power without any supervision or recourse whatsoever.

In short, should these bills pass, ASCAP will be able to TAX every juke box, every juke box owner, every location, even the fixtures in the locations (as is being done in Australia at this time by a similar music organization) as well as tax the number of people who visit the locations, simply with the excuse that its copyrighted music is being featured.

ASCAP will be able to TAX (calling the tax either “royalties” or “performing rights” or just plain “taxation”) AS MANY TIMES AN HOUR AS IT DESIRES, AS MUCH AS IT CARES TO TAX, AND THEN DOUBLE, TRIPLE, QUADRUPLE THE TAX THE VERY NEXT HOUR.

There is absolutely nothing in the ASCAP bills now before the Judiciary Sub-Committees of the Senate and the House that says this isn’t permissible.

That’s why every single juke box operator in the U. S. MUST BE PREPARED to rush to the defense of his livelihood, the welfare of his family and the protection of his future.

He must stand ready, right this very minute and every minute from now on, to help defeat these ASCAP sponsored bills.

These bills MUST BE DEFEATED in the Judiciary Sub-Committees of the Senate and the House.
Thayer’s “Golden Circle”

CHICAGO—George R. Thayer, of Binghamton, N. Y., became a member of the “Golden Circle” of the “20 Year Club” this past week.

George has just entered into his 50th, golden year, in the coin machines industry. He started operating banjos and then pianos in and around Chicago back in 1906.

There are three other members of the 20 Year Club’s Golden Circle. These men have also been actively engaged in the coin machines industry for 50 years or more.

They are: Cees Mills of Chicago with 55 years of active effort.

Harry S. Lavine of Oil City, Pa. who has been active in the industry for over 57 years.

Al. S. Levy of Dayton, Ohio, who has been engaged in the field for over 53 years.

The 20 Year Club has been seeking members for its “Golden Circle.”

Those in the industry who have any information or knowledge of anyone who is actively engaged in this field for 50 years or longer should immedi-

Forses Great Coinbiz Future in China

HONG KONG, CHINA—K. C. Lau, general manager of Ting Kee Corporation, this city, advises that there are some 600 to 700 coin operated machines operating here at this time, of which in-linews and pinballs are the most popular.

“Operating” conditions in the city are good” says Lau, “with more and more people interested in playing the games.”

However, a problem exists here, with illegal importations of machines, upon which the government frowns. Result is that the firms conforming to the import regulations suffer. An organization called “Amusement Machines Importers, Operators and Owners Association” is working to establish better understanding with the government.

Lau foresees a great future for coin operated machines here when their problems are solved.

It’s Smart to do business with THE firm that does the most for YOU

that’s why

OPERATORS from ALL OVER THE WORLD buy from INTERNATIONAL SCOTT CROSS

- We know the needs of your country.
- We carry one of the largest inventories on Pinball, Music, Shuffle Alleys, BINGO, Kiddie Rides, Target Guns, Arcade Equipment, etc.
- All our equipment is fully reconditioned; cabinets refinished; ready for location.
- We have a most efficient Packing and Crating Department to insure against damage while in transit.
- We can supply expert advice about Shopping Companies . . . and save you money.
- We are distributors for BALLY MFG. CO., for all Western Europe with the exception of West Germany . . . KEENEY and Genco.
- We have one of the largest Spare Parts Departments in the world and carry parts for all types of machines.
- We carry a most complete line of Premiums.

Write For Full Particulars
Including Our Special Closeout List Now Available

“IT'S WHAT'S IN THE CASH BOX THAT COUNTS”
Weather and booming business were the big topics along Pico this week with both borne on the bright side. Distributors and one-stops were being dolged by operators from near and far for new and used equipment and the fast breaking records. . . Gabe Orland is breaking his eleven-year-old son, Allen, into the business at an early age. Allen spent his Easter vacation helping his father at California Music Company. Sam and Bruce Haggard’s "Wayward Wind" on the Era label is certain to be another hit for her. . . Walter Cook of Palos Verdes Estates being congratulated along the boulevard on his returning to the operating business. . . At C. A. Robinson & Company, Charley Robinson is very pleased with the reception by the operators of the original Bedford’s "Roto Pool" with auto scoring and "Roller's "Night Club Pool" with its special construction stabilizer which is now standard equipment. On his recent trip to Phoenix, Dave Wallach saw Ben Spaulding of Spaulding Sales and says that Ben was very busy reading his new ware- houser for Helena. C. A. Robinson is one of the most progressive operators in that area. . . Dean Brown of Gladle all rested up and back at work after taking his family on a week's vacation over the Easter holiday.

Ed Wilkes of Paul A. Laymon, Inc., is raving about Bally's new "Booster Pool" game. Jimmy Wilkes and Charlie Daniels were proudly showing opera- tors Bally's "Night Club" in-line game which had just arrived in the show- room. Charlie was "doubling-in-brass" until the arrival of the new bookkeeper. . . Elton McElhinny, Phoenix operator, recently purchased the Gap Tavern in that city. Elton and Bob Patton of Handford with their eighty-year-old daughter, Carol Ann, dropped by to see Bill Leuenhagen at Leuenhagen’s Record Bar on their way to visit Polly's parents in Banning. Kay Solle says that she can't keep her store on Bing Crosby's "Old Man River" and "In A Little Spanish Town" because it is so popular with the operators. Oscar Tattalff and his wife in to see Mary Solle and ask her if she could put on some entertainment for the all night graduation party the Lions Club is sponsoring June 15th in Banning. Claire Solle busy supplying operators with Peggy Lee’s "Gotta See Momma Every Night" on Decca and saying that she thinks "Birth of the Blues & Roll" by Harry Belletini is a real "comos." . . Harvey Kirby of Puente driving along Pico in his flashy new yellow truck.

Fred Gaunt of Badger Sales Company, Inc., reports that business in pool goods is going along nicely with its line of accessories. Everyone and beavers in the "spring-fever" glint in their eye as they bustly fill out their vacation schedule. Al Silberman says that Virginia Lee, the attractive young singer, has just purchased a complete new wardrobe for her Alaska USO tour and will do another big benefit at the Beverly-Hilton before leaving on the tour. Jack Leonard back in the parts department after his recent illness. . . Walter Levi of Levi's Music shows his two-year-old son the sights along Pico. . . Gary Sinclair, West Coast sales representative for the Wurlitzer factory, in town with his family and was congratulating Wayne Cottrell of Sierra Dis- tributors on his phenomenal success with the Wurlitzer "1900." Wayne has been selling them out as fast as a shipment is received. . . Carl Lycke reports excellent business by himself and also very well in Santa Ana. . . "I have a very large store in Chicago and he can't get enough of Chicago Coin's "Clover" pool games to supply the opera- tions. . . Jack Simon of Simon Distributing Company is happy to report that Mrs. Simon is home and doing nicely after her recent operation and wants to thank her many friends for their flowers and cards.

Jack Byholm, sales manager for International Metoscope, in town from New York visiting distributors along Pico. . . Hank Tronick made arrangements for Mithmore Music Company to donate a Seeburg phonograph for the club to be given to the Kerr Club of Long Beach. To show their gratitude, Jack brought a copy of a recent Hank and Mithmore a unique certificate of appreciation. Ed Wieder returned from his trip to San Diego with a virus infection but is back on the job. . . Bally's "Night Club" family along Pico, bringing the following opera- tors bringing their wives and children with them: Don Wycoff of Hewhall; Richard Lewis of Pamona; Jimmy Jackson of Palm Springs; and D. E. of Bakersfield, and George Regas of San Diego. Other operators: Fred Ross of Pico, Ray Medina of Pasadena; Lorin Farmer of Covina; George E. Taylor of El Monte; S. L. Griffin of Pamona, and Perry Irvin of Ventura.
Genco Shipping “Baseball Pool”

CHICAGO—Ralph Sheffield, sales director for Genco Mfg. & Sales Company, this city, announced this past week that the firm is shipping its brand new “Baseball Pool” game.

Sheffield stated, “This is the most outstanding combination of pool game plus baseball play action that has ever been presented to the industry.

“The new patented bumpers on the playing field have won tremendous praise from all who have already seen them.

“The player scores base hits and runs just like in baseball, yet, at the same time, he is getting all the thrills of pool game action.

“What’s more, if he’s a skillful pool game player he now has something to really try for in the holes on the playing field that score bonus runs.

“The entire playfield is copyrighted and is, therefore, the most unique that has ever been seen in the trade.

“The animated baseball diamond with base runners on the backglass of the automatic scoring backboard not only scores the runs and bonus runs of ‘Baseball Pool’ but gives the players the kind of fascinating, thrilling action they like and brings more players to the game.

“From every standpoint”, Sheffield continued, “our new ‘Baseball Pool’ meets the most exacting requirements of the nation’s operators and gives them the finest playing combination of all time in baseball and pool action.

“It’s just what the players have been asking for. They are now getting a game that they’ll play hour after hour on every location anywhere in the nation.”

Bally Appoints Distrib

CHICAGO—Jack Nelson, general sales manager of Bally Manufacturing Company, this city, announced the appointment of Amusement Enterprises, Phoenix, Arizona, as Bally distributor for the state of Arizona.

“Appointment of Amusement Distributors,” Nelson said, “with headquarters in Phoenix, including facilities for service and warehousing, will insure Arizona operators prompt delivery of all Bally games and Bally rides.”

GOTTLIEB’S 4 PLAYER

An Exciting New Approach in Multiple Player Amusement Machines!

- 1-2-3 or 4 Can Play at the Same Time
- Multi-Tilt Feature Permits Play to Continue if Some Players “Tilt-Out!”
- 2 Separate Double Bonuses
- New Style “Wide-View” Cabinet
- Fast Play—3 Balls Per Player
- Extra Heavy Duty All Steel Legs & Plated Side Rail Cigarette Holders

Available at your Distributor Now!

Amusement Pinballs
as American as Baseball and Hot Dogs!

D. Gottlieb & Co.
1140-50 N. Kostiner Ave.
CHICAGO 51, ILLINOIS

Gentleman's 4 Player

PHILIPPINE ISLANDS—Concerns among operators in this country is that operating conditions are good, but that import restrictions are curtailing expansion.

The most popular machines here are juke boxes and pin games, including in-lines.

As with other operators in foreign countries, the most important complaint is that reconditioned machines are often misrepresented, and also are not in good working condition in many instances.

At present, coinmen here are doing the best they can under the import restrictions, and hoping that controls will be lifted in the near future.

Swiss Ops Report Business Good

SWITZERLAND—Operators in this country are enjoying good business at this time, with American made juke boxes one of the most popular coin operated machines.

Amusement machines, post-war models, are also extremely popular here, but American machines are getting more and more competition from German made machines. The reason, it’s explained, is that the German manufacturers are turning out better machines as time goes on, and the prices are lower due to freight costs and import regulations.

Also there are no restrictions on imports, the custom charges run $35 to $50 on pin games and from $90 to $110 on juke boxes.

One of the complaints of operators here is that American exporters are not always careful in completely reconditioning used equipment they ship.

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

P.I. Ops Held Back by Import Restrictions

GUN SMOKE

BIG HORN

DESIGNED FOR CLUB OPERATION

BY

GAMES, INC.

663 North Wells Street
Chicago 10, Illinois
(Phone: Michigan 2-3101)

PARTS AVAILABLE FOR ALL
AMUSEMENT GAMES MANUFACTURED BY
H. C. EVANS & CO.

FOR DAVIS REBUILT EQUIPMENT WITH
DAVIS 6-POINT GUARANTEE
Call Us Collect—
Syracuse 75-1631
Photographs corrected to fit the play if requested.
WANT — To Buy. Vending Machine Routes — Penny, Nickel or Dime, within a 50 mile radius of Pittsburgh, Pennsylvania Vending Corp., 1826 East Carson St., Pittsburgh 3, Pa. (Tel.: Hemlock 1-9900).

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 15% below. We pay freight. BEACON SHOPS, 621 NO. MAIN STREET, PROVIDENCE, R. I. Tel: Union 1-7500.

WANT — All Seeburg Phonos: Model M100-A's; M100-B's; M100-C's; M100-G's. Also Wurlitzer and AMI Phonos. Will pay best prices. ATLANTIC NEW YORK CORP., 945 TENTH AVE., NEW YORK, N. Y. (Tel.: FLa-2638).

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 1940; any quantity or dealer stock; $100 to $300 per thousand; will inspect if necessary. Some labels wanted are Brunswick; Victor; Vocalion; Paramount; Gennett; Bluebird; Champion. JACOB S. SCHNEIDER, 125 W. 66th STREET, N. Y. C.

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

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

WANT — Bally ABC Bowlers, new or used — for cash or will trade for Bingo or Pool Tables. MONROE COIN MACHINE EXCHANGE, INC., 2425 PAYNE AVE., CLEVELAND 14, OHIO. (Tel.: Superior 1-6600).

WANT — All late Guns. Also other late arcade equipment. Will buy any quantity of new arcade machines at right prices. MIKE MUNYEV, 577 TENTH AV., NEW YORK, N. Y. (Tel.: BReant 9-6677).

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

WANT — AMI 40, 80 & 120 selection Hideways, Wallboxes, ST. SEBEB 100 selection Hideways, Wallboxes. Two player Five Balls. Wurlitzer 1015 end mount drive motors, ST. THOMAS COIN SALES LTD., ST. THOMAS, ONT., CANADA (Tel.: 2648).

WANT — Pay cash. United Slugger Baseball; Chicoin Big League Ball's Eye; 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.: Clieckering 4-5100).

WANT — Genco Wild West Guns. Must be in good condition. State price and condition in first letter. LEWIS & FOLLETT MUSIC CO., SOUTH 189 HOWARD ST., SPOKANE 4, WASH. (Tel.: Madison 8585).

WANT — Pins, late model Shuffle Alleys for resale. Send list. Also have all types of equipment for sale. NATIONAL NOVELTY CO., 183 MERRICK ROAD, MERRICK, L. I., N. Y., (Tel.: Fireport 8-6711).

WANT — Used Records. Highest prices paid for 78's and 45's. No quantity too large or too small. We buy brand new LP's (33-1/3 RPM) in quantity. Write or phone. FIDELITY DISTRIBUTORS, 666 10TH AVE., NEW YORK 36, N. Y. Tel.: JUnion 6-4568.

WANT — Music: Seeburg 100-A's, BU's, CA's, B's; Wurlitzer 1700's, 1800's. Pinballs, all late Gottlieb. Arcade and Bally Bingos. Write stating price and quantity in first letter. BEALMUS MACHINE CORPORATION, LTD., 3126 TYSON AVE., PHILADELPHIA 49, PA. (Tel.: Denvorh 8-6081).

WANT — Williams' King O' Swat; United Slugs; Chicoin Big League Baseball and Super Home Run; Genco Big Top Guns; Gottlieb multiple player pinballs; Bally ABC Bowlers; United Regulations. Will buy or trade. GEORGE PONSER CO., 123 WEST RUNYON STREET, NEWARK 5, N. J. (Tel.: Bigelow 5-7422).

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

WANT — AMI 40, 80 & 120 selection Hideways, Wallboxes, ST. SEBEB 100 selection Hideways, Wallboxes. Two player Five Balls. Wurlitzer 1015 end mount drive motors, ST. THOMAS COIN SALES LTD., ST. THOMAS, ONT., CANADA (Tel.: 2648).

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FOR SALE — Light-up Bumper Pool Conversion Kit. Wired Complete. Ten Minute Installation, Only $10; New Light-up Bumper Pool Table Top Complete; $39.95. Lowest Prices on Pool, Telequix, Pin, Shuffle and Jake Parts and Supplies. CHAMPION DISTRIBUTING COMPANY, 3833 W. DIVISION ST., CHICAGO, ILL. (Tel.: Albany 2-3272).


FOR SALE — Arcade Operators Attention: Completely reconditioned Voice-O-Graph; Drive Mobiles; Cross Country Race; Sidewalk Engineer; K.O. Champ; Late Model Grandmas; Silver Gloves; 3 D Movies; New, Zelma. Write for complete list. BUSH DISTRIBUTING CO., 286 N.W. 29th STREET, MIAMI 37, FLA. (Tel.: 3-4623).

FOR SALE — Sun Coin Operated Joker, $295; Spot Lite, $35; Rowe 8 Column Cig Machine $50; Singapore Yacht Club; Stage Coach. AUTOMATIC MUSIC CO., 703 MAIN ST., BRIDGEPORT, OHIO. (Tel.: Bridgeport 750).

FOR SALE — Or Trade for Seeburg 100's, AMIs, Rock-Ola's, National or American Shuffleboards. 6 slightly used Poppereete Popcorn Machines; 5-3 Dimensional Theatres; Silver Bullets; Droplkle Foothall, 4 Player Derby; 6 Rocket Patrels; 2 Lee Musical Merry-Go-Rounds. STANLEY AMUSEMENT CO., 1119 TACOMA AVE., TACOMA, WASH.

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

FOR SALE — United and Chicago Cain Shuffles, 10th Frame and later models; Wurlitzer 1500's, 1400's, 1250's, 1015's; all types Bingos; Coo Hunt, as is or shipped. CAN- YON STATES DIST. CO., 301 E. 7th, TUCSON, ARIZONA. (Tel.: 3- 6568).

FOR SALE — Can you afford 92¢ per week to get ahead and stay ahead of all competition? For only 92¢ per week you can have a 40-word ad in this section plus a free full year's (52 weeks) subscription to The Cash Box "The Bible of the Coin Machine Industry." Send your Check for $48 today plus your first 40-word ad to: THE CASH BOX, 26 W. 47th ST, NEW YORK 6, N. Y. (Phone JU 6-2640).

FOR SALE — Wurlitzer 1015, $85; Wurlitzer 1088, $85; Williams Spark Plug, $25; Williams, $45; United Clover Bowler, $25. SALINA MUSIC AND AMUSEMENT CO., 121 NORTH 7th, SALINA, KANSAS.
FOR SALE—All types of used Pool Tables, Jumbo and regular. Also late in the line Alleys. Will trade for AMI Jukes or Seeburg. Special price on ultra modern speaker and Ruffs ($6.00) $7.50. GATEWAY DISTRIBUTING CO., 3622 W. 36TH ST., Chicago 22, ILL. (Tel.: Dickinson 4-6620).

FOR SALE—Kiddie Rides, Nelson Rockets, $550; Carusellets, $550; Target Horses, large, $25; Palomino Mules, $225; Rabbitts, $175; Bull, $175; Midget Racer, $250; Duck, $225; Hot Rods, $325; Elsie The Piggy $20; Bright Eyes Horse, $255. ASSOCIATED AMUSE- METS, 19-21 BRIGHTON AVE., ALLSTON, MASS. (Tel.: Agosquin 4-3338).

FOR SALE—18 foot Rock-Ola Shuffle Board $149.50; Shuffle Board game wax (12 cans) $2.50; Fast wax case (12 cans) $4.50; Pucks (set of 8) $12; Fluorescent Lights pair $22.50; Adaptors $17.50. PURVEYOR DISTRIBUTING CO., 4522 N. WESTERN, CHICAGO 18, ILL. (Tel.: Jumper 8-1814).

FOR SALE—Complete line of used phonographs, shuffle games, cigarette machines, and all other equipment. Lowest prices. Best merchandise. One call will show you what you want, or phone will convince you. Factory Representatives for United, Kenney, Bally, TARAN DISTRIBUTING, INC., 3401 N. W, 36TH STREET, MIAMI 42, FLA. Tel.: 64-8486.

NOTICE—Are you faced with Personal Property Taxes? Sales Taxes? De- precipitation Deductions? Estate Taxes? Customs Duties? Must you officially establish the Fair Market Value of your machines? Do you have to prove whether your machines have Appreciated or Depreciated in price? Do you require an official proof of the value of your machines for loan or collateral purposes? What are the machines actually worth when you buy or sell a route? How can you ascertain the official market value of machines for legal and/or tax purposes? How much can you get for machines you want to sell or trade? What should you pay for machines you want to buy? Have you been put to the burden of proving the week's full value of your machines? Have you been asked to produce an official end-of-month invoice statement showing the actual value of the equipment you own? All this and much more comes to you each and every week in the original, the very first, the one and one officially accepted "Cash Box Price Lists". For over 17 years, without ever missing a single week, the "Cash Box Price Lists" have helped thousands of coin machine owners all over the world to save money, to do business better, and to clarify many legal and tax problems. Yet the "Cash Box Price Lists" are only part of the invaluable information contained in each week's issue of "THE CASH BOX"—the one and only magazine internationally acclaimed: "THE BIBLE OF THE Coin Machine In- dustry". In "THE CASH BOX" you get the news before it even becomes news. You get sparkling, informative, helpful editorials. Latest industry developments. Advance news of all new machines. Intimate columns. Absolutely invaluable charts. And many, many other important and valuable features. You can now obtain 22 Con- sensutive Weeks’ Issues of "THE CASH BOX"—for only $15.00! For only $15.00, you receive 22为之 weekly issues—for only $15 on a DOUBLE YOUR MONEY GUARANTEE!! YOU CAN'T LOSE!!! Mail your check for $15 today to: THE CASH BOX, 26 WEST 47TH STREET, NEW YORK 36, N. Y.

FOR SALE—Lowest Prices Ever. Shuffle Alleys, Chicago Coin: Gold Cup, $50; Criss Cross, $75; Hi Speed Crown, $75; Bowling Team, $325; United: Clover, $35; League, $75; Derby Roll, $195; Genco: Shuffle Pool, $25; Match Pool, $50. RELI- ANT-COIN MACHINE CO., 188 WINDSOR ST., HARTFORD, CONN. (Tel.: 96556).

FOR SALE—ChiCoin Super Frame $110; Bally Champion $165; Five Way $25; Jef Bowler $190; Mystic $240; Rocket $190; United Ace $160; United Cascade $25; United Chief $99.50; United DeLuxe $25; United Imperial $84.50; United League $180; United Lightning $225; United Mars $300; United Olympic $40; United Royal $145; United Speedy $165; United 10th Frame $40. LAKE CITY AMUSE- MENT CO., 4533 PAYNE AVE., CLEVELAND 8, OHIO. (Tel.: Henderson 1-7777).

FOR SALE—Make us an offer: Bally: Rocket; Mystic; Kenney: Mainliner; Bikinid. Chicago: Fire- balls; Triple Strike. United: Yankee: Speedy. RUNYON SALES CO. OF NEW YORK, INC., 93 TENTH AVE., NEW YORK N. Y., 231 FREILINGHUYSEN AVE., NEWARK, N. J., 231 WINDSOR ST., HART- FORD, CONN.


NOTICE—Louisiana & Southern Mississippi Operators. Your authorized Rock-Ola Distributor is BUEY DISTRIBUTING CO. Truly wire or phone, 3760 AIRLINE HIGHWAY, NEW ORLEANS, 20, LA. (Tel.: Vernon 5-7976).

NOTICE—These 3 telephone numbers are important to you: The Cash Box, New York City, 1201-2-4620; The Cash Box, Chicago, Ill., 3-24815; The Cash Box, Hollywood, Calif., Hollywood 5-1702.

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

NOTICE—Texas operators—write or phone your Rock-Ola Distributor, PHONO- VEND OF TEXAS, 1023 BASE ROAD, SAN ANTONIO, TEXAS. (Tel.: P.Fishing 3-7197) for genuine factory parts. Also extra clean 1436 Fireballs and other re- conditioned phonographs priced right.

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

WANT

FOR SALE—Check off which you desire.

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—MAIL TO:

THE CASH BOX
26 WEST 47TH STREET, NEW YORK 36, N. Y.
it takes fast play...to get your wagon rolling

AMI "G" operators are "big take" operators because AMI "G" juke boxes always get the fast play...

Instant visibility of titles keeps selection time at a minimum... gets buttons pushed faster!

And it's AMI's exclusive multi-horn high-fidelity sound that speeds more of the big coins from players to cashbox!

Get the fast play...and the BIG TAKE...get AMI!

Factory set for 10¢ play and worth it!

Model "G"—120, 80, 40 selections for more plays in less time.

"It's What's in THE CASH BOX That Counts"
REPORTING SELLING PRICES

This week's used machine quotations
17th year of publication
682nd consecutive week's issue

How to use "The Cash Box Price Lists"
(Also known as the "C. M. I. [Coin Machine Industry] BLUE BOOK"
FOREWORD: Many times, wide differences appear in the quotation of high and low prices of the same equipment. "The Cash Box Price Lists" can only feature the market prices as they are quoted. "The Cash Box Price Lists" act exactly the same as the market quotation board at the Stock Exchange—posting the prices as they are quoted for the past week, regardless of how much they may seem to be out of line. Some prices do not change for months. "The Cash Box Price Lists" are however, the price, retain the last known quotations for such equipment so that the subscriber at least has the last known price as a basis to work with. By being a very widely distributed source, 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, 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 prices listed is lowest price quoted for the week; Second price listed is highest price quoted.

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

Code:
1. Prices UP
2. Prices DOWN
3. Rising UP DOWN
4. No change from Last Week
5. No quotations Last 2 to 4 Weeks
6. No quotations 4 Weeks or Longer

Additional code: Machines Joe Added
* Great Activity

REGARDING SELLING PRICES

IMPORTANT!

Reports received indicate that, in some cases, purchasers become upset due to the fact that they cannot, many times, buy equipment listed in the lower price brackets. Sometimes sellers of machines listed at from $10.00 to $25.00 ask from $50.00 to $75.00 an hour for those very same machines. Purchasers of such equipment must realize that machines in the very low priced categories are much worse to be priced at these low figures. To completely recondition such machines, the reconditioner must add onto his cost the price of transportation to obtain these machines, the labor, parts and supplies needed to recondition the machines, plus the cost of cartons, crates, and labor for packing and shipping of the machines, in addition to a decent profit which will, in most cases, raise the price of a $10.00 to $20.00 machine to anywhere from $30.00 to $45.00 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 arcade machines and kiddy ride machines are no longer in business and it is impossible to obtain parts for reconditioning. Purchasers of such equipment should take these facts into consideration and, at the same time, should also realize that many buyers today have their own repair and reconditioning departments as well as experienced mechanics, such buyers will purchase machines at a price quoted by equipment dealers at large, and recondition the machines themselves to meet their own operating standards.

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

A M I


EVANS


### Manufacturers' New Equipment

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

#### AML, INCORPORATED

<table>
<thead>
<tr>
<th>Product</th>
<th>Price</th>
</tr>
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<tbody>
<tr>
<td>G-6 Phonograph</td>
<td>$299.50</td>
</tr>
<tr>
<td>G-8 Phonograph</td>
<td>$355.00</td>
</tr>
<tr>
<td>HS-9 Selective Hideaway</td>
<td>$235.50</td>
</tr>
<tr>
<td>HS-120 Selective Hideaway Wall Box</td>
<td>$277.50</td>
</tr>
<tr>
<td>W-120 Wall Box</td>
<td>$325.00</td>
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#### AMF SEEBURG CORP.

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
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<tbody>
<tr>
<td>V-200—Select-O-Matic “200”</td>
<td>$725.00</td>
</tr>
<tr>
<td>J-37—Select-O-Matic “37”</td>
<td>$650.00</td>
</tr>
<tr>
<td>J-52—Select-O-Matic “52”</td>
<td>$875.00</td>
</tr>
<tr>
<td>M-240—Select-O-Matic “240”</td>
<td>$1,095.00</td>
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#### ANSON VENDING CO.

<table>
<thead>
<tr>
<th>Model</th>
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<tbody>
<tr>
<td>Studio Model “II”</td>
<td>$3,245.00</td>
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#### BALLY MFG. CO.

<table>
<thead>
<tr>
<th>Model</th>
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<tbody>
<tr>
<td>Night Clubs</td>
<td>$785.00</td>
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#### Banjo MFG. CORP.

<table>
<thead>
<tr>
<th>Model</th>
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<tbody>
<tr>
<td>Selections, 45 RPM Only</td>
<td>$180.00</td>
</tr>
<tr>
<td>Model 451, Hi-Fi, 50-Select</td>
<td>$225.00</td>
</tr>
<tr>
<td>Model 1546 Chrome Wall Box</td>
<td>$245.00</td>
</tr>
<tr>
<td>Model 1548, 50 Selection Wall Unit</td>
<td>$275.00</td>
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<tr>
<td>Model 1613, 8” Blonde Wall Speaker</td>
<td>$345.00</td>
</tr>
<tr>
<td>Model 1906, Remote Volume Velocity Control</td>
<td>$400.00</td>
</tr>
<tr>
<td>Model 1927, Remote Volume Volume Control</td>
<td>$475.00</td>
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#### Bally Headline Violity Wall Speaker

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
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<tbody>
<tr>
<td>Hi-Flite High Fidelity Corner Speaker</td>
<td>$345.00</td>
</tr>
<tr>
<td>HFCV12—High Fidelity Receiver Speaker</td>
<td>$375.00</td>
</tr>
<tr>
<td>PS-12—Power Supply</td>
<td>$250.00</td>
</tr>
<tr>
<td>HFAM-5—Power Amplifier</td>
<td>$325.00</td>
</tr>
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</table>

#### United Cigarettes

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Roto Pool (2-Play, Elect. Score)</td>
<td>$225.00</td>
</tr>
<tr>
<td>Club Pool</td>
<td>$325.00</td>
</tr>
<tr>
<td>Light-up Club Pool</td>
<td>$425.00</td>
</tr>
<tr>
<td>Light-up Jumbo Club Pool</td>
<td>$545.00</td>
</tr>
<tr>
<td>2-2/3 Holes Club Pool</td>
<td>$675.00</td>
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#### Williams MFG. CO.

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
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<tbody>
<tr>
<td>2-way Deluxe Bank Pool</td>
<td>$345.00</td>
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<tr>
<td>2-way Deluxe Bank Pool</td>
<td>$395.00</td>
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<tr>
<td>4-way Deluxe Bank Pool</td>
<td>$455.00</td>
</tr>
<tr>
<td>Deluxe 4-Bagger (Baseball Game)</td>
<td>$450.00</td>
</tr>
<tr>
<td>Kitc. Billiards</td>
<td>$75.00</td>
</tr>
<tr>
<td>Crane</td>
<td>$35.00</td>
</tr>
</tbody>
</table>

**“It’s What’s in THE CASH BOX That Counts”**
Chicago Coin's
FRONT END PLAY
POOL TABLE
Another FIRST!

ADVANCE
POOL

Featuring
Three Pop Up Holes!
.... Ball Pops Up!

Player by Shooting into Super "Magic Hole" will also score in 2 additional holes!

Features Front Play!
Features Automatic Scoring!
Features Lite-Up Posts On Playfield!
Unbreakable "Plexi-Glass" Back Glass!
5 Drum Scoring!
"Level-Matic" Adjusters—Standard Equipment!
Brilliantly Colored Cabinet!

Plus Progressive Advance Scoring On The Back Rack Glass

All holes advance in scoring as game progresses. (5 scoring panels light up progressively to show new scoring value of each hole.)

TOPS IN PLAY APPEAL!!

Clover Pool
*Plus Clover Model 35
3 in 1 game which can be converted to 2 or 3 hole or automatic play at the flip of a switch. Automatic scoring with popular 4 sided play. New advance type scoring on all holes. Available with "Level-Matic" playboard adjusters.

Champion Pool
*Plus Champion Model 35
Available in 2 or 3 Hole Models With The Exciting Center Hole Feature! New Type Ball Drop Mechanism ... Simple ... Positive ... Fool-Proof! End holes are located 4 inches closer to center! 3 or 4 Sided play!

Jumbo Pool
2 or 3 Hole Models With or Without Lighted Bumpers!
18 inches longer than regular size (70 inches by 36 inches)! 3 or 4 Sided Play!

Chicago Coin
MACHINE COMPANY

1725 West Diversey Blvd., Chicago 14, Ill.
SITE OF 3 DAY EXTRAVAGANZA
FOR MUSIC OPERATORS AND THEIR WIVES

YOU CAN HAVE THE TIME OF YOUR LIFE AT THE BIG
WURLITZER CENTENNIAL CLUB CELEBRATION
AUGUST 23, 24, 25

Mr. Music Operator:
Be the guest of Wurlitzer as we celebrate 100 years of musical achievement. Join the Wurlitzer Centennial Club. See your Wurlitzer Distributor now to learn how every operator and his wife can become eligible for this "once-in-a-lifetime" celebration. Just look at the things you'll do and see at the greatest party the industry has ever known.

Ask your Wurlitzer Distributor for details on the Wurlitzer Centennial Club, then plan to be our guests for these three wonderful days.

WURLITZER
Centennial
MODEL 1900
HIGHLIGHTING 100 YEARS OF MUSICAL ACHIEVEMENT
SEE IT, HEAR IT, BUY IT AT YOUR WURLITZER DISTRIBUTOR
THE RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, NEW YORK

PLUS PRIZES GALORE

SEE US IN BOOTH NO. 6 AT THE MOA CONVENTION
UNITED’S
STARDUST

DOUBLE CARDS
FIRST COIN LIGHTS FIRST CARD
SECOND COIN LIGHTS SECOND CARD

DOUBLE ROTO FEATURE
PLAYER CAN MOVE NUMBERS CLOCKWISE ON BOTH CARDS WITH EXTRA COINS

BOTH CARDS SCORE SEPARATELY

DOUBLE HORIZONTAL FEATURE
WITH ADVANCING ARROWS

NUMBER 18 ROTO-SPOT FEATURE

ANY 3 CORNERS SCORE 4-IN-LINE
4 CORNERS SCORE 5-IN-LINE
3-IN-LINE SCORES 4-IN-LINE
4-IN-LINE SCORES 5-IN-LINE
ADVANCING SCORES EXTRA BALLS
8 BALLS NEXT GAME PENNANT FEATURE
ALL FEATURES ON BOTH CARDS

EQUIPPED WITH UNITED’S FAMOUS SLUG-REJECTOR

SEE YOUR DISTRIBUTOR

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

UNITED OPERATORS ARE SUCCESSFUL OPERATORS

SPECIAL CLUB POOL • HI-SCORE POOL • 2-WAY CLUB POOL (2 Sizes) • ROTO POOL • TOP-NOTCH Shuffle-Alley • REGULATION Shuffle-Alley
A Bally GAME FOR EVERY LOCATION

NIGHT-CLUB
All the big money-making play-appeal of BROADWAY plus sensational new
BEFORE and AFTER feature

Double, Triple and Quadruple scores
Now players can "second-guess" by shifting Magic Squares after shooting all 5 balls. Result is that Bally NIGHT-CLUB is actually getting bigger play than BROADWAY. For better-than-BROADWAY earnings get NIGHT-CLUB on location now.

Deluxe ABC Official Scoring Bowler
NEW IMPROVED MECHANISM
Now you can get delivery again on the greatest money-maker in bowler class. Order Deluxe ABC BOWLER from your Bally Distributor today.

CROSSWORDS
Get your 5-ball spots back on a money-making basis now! Get Bally CROSSWORDS today!

BALLY MANUFACTURING COMPANY 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

Magic Squares
SPOTTED 2 OR 18
Advancing Scores
CORNER SCORES
Extra Balls
BALLYHOLE