The romance of the record business lies in the fact that we literally never know where our next hit is coming from. An inspiring example are the two little girls pictured above. They are Patience and Prudence who stepped up from out of nowhere to give us one of the smashes of the year, "Tonight You Belong To Me" on the Liberty label. As a result of their tremendous success, the girls have been in demand for all sorts of personal appearances and they are shown here as they appeared on the Perry Como show.
JAYE P. MORGAN + EDDY ARNOLD
together and terrific!

IF’N / MUTUAL ADMIRATION SOCIETY

20/47-6708 (both from the coming Broadway Musical “Happy Hunting”)

WATCH FOR THE ORIGINAL CAST ALBUM

Your customers will hear this New Orthophonic High Fidelity Recording best on an RCA Victor New Orthophonic High Fidelity “Victrola”

America’s favorite speed... © 45 RPM RCA VICTOR
At this time of the year, when the country is preparing to vote in a national election, our industry has an election to think about also. It is the 11th Annual Poll conducted by The Cash Box.

As we go into our second decade of conducting this poll, the record and publishing industries have become more aware than ever of the importance of its results. This is a reflection not only of its wide coverage and the methods used in its compilation, but it also reflects upon every juke box operator in the country for it highlights his importance in unmistakable terms. It is through The Cash Box Poll that the juke box industry annually tells the record people just how successful they were in fulfilling the needs of some 600,000 machines located throughout the country. And the fact that the record industry pays such close attention to the results and the winners accept The Cash Box awards with such pride is irrefutable proof of the place that the juke box operator plays in the total scheme of the record industry.

It is a place that has grown more and more important with each passing year. For as juke boxes have increased in capacity and in numbers, the purchases of records made by operators have increased to the point where they account for 25% of all single records sold. That's a lot of records. But in addition, the promotional effects of this increased coverage have been immeasurable. It is impossible to determine just how many records are sold through being played on juke boxes, but since records can only be merchandised by exposing them to the buying public, it goes without saying that plays on juke boxes must be responsible for a large percentage of records sold in stores.

Because of the importance of the operator—big and small—to the record industry, it is vital that he continually let the record people know just which kind of records he wants, which kind attract his customers' coins, which ones make money for him. The Cash Box Poll is a sure way of doing this. For it is through this poll that the operator can tell which artists, which records, which tunes did the best for him. Moreover the record companies must know this information if they are to continue to improve their product to make it a more effective sales article and reach even greater audiences.

Therefore, we can't urge operators strongly enough to vote in this year's poll. Fill in the blue card which you'll find in the current issue of The Cash Box and mail it today.

But do it now.
MGM Records
701 SEVENTH AVENUE, NEW YORK 36, N. Y.

HIT FESTIVAL

JONI JAMES
GIVE US THIS DAY
and HOW LUCKY YOU ARE
MGM 12288 • K12218

ART MOONEY
and his orchestra

MGM 12533 • K12353

LEROY HOLMES
and his orchestra

BABY DOLL
THE MAID OF NOVGOROD
(From the Paramount film
"Ghost and Father"
MGM 12352 • K12352

DAVID ROSE
and his orchestra

FRIENDLY PERSUASION
(From Allied Artists Picture
"Ferdy andFerdie"
There's never been
anyone else but you
MGM 12333 • K12334

DON GIBSON
I BELIEVE IN YOU
and WHAT A FOOL I WAS TO FALL
MGM 12333 • K12334

INTRODUCING

BILLY ALBERT
and the ARDREY SISTERS

ROCK AND ROLL TUMBLEWEED
(From the MGM film
"Dance til You Drop"
MGM 12320 • K12220

MGM 12341 • K12341

MOVIE STAR
RON HARGRAVE
A POUL AM I | TOO LATE
MGM 12354 • K12344

THE NOTES
TRUST IN ME
ROUND ME
MGM 12338 • K12338

RAY CHARLES SINGERS

FORWARD HO
and GHOST TOWN
MGM 12350 • K12350

ROBBIN HOOD
TIS AUTUMN | SEPTEMBER
MGM 12333 • K12333

DICK HYMAN and SAM (THE MAN) TAYLOR
and BLUES IN MY HEART
MGM 12330 • K12330

The Cash Box, Music
Page 4
October 27, 1956

THE NATION'S
Top Ten
JUKE BOX TUNES
(PLUS THE NEXT 25)

1. DON'T BE CRUEL
ELVIS PRESLEY
MGM 20-6604 (47-6604) — Elvis Presley

2. PATIENCE & PRUDENCE
C.K. 61703 (4-17003) — Lawrence Welk
LV-55527 (50-527) — Patience & Prudence
DE-30040 (9-30040) — Knox Chandler
M-997 (45-997) — Tenettes

3. HONKY TONK
BILL DOBGGET
K-1950 (45-1950) — Bill Doggett

4. CANADIAN SUNSET
HUGO WINTERHALTER ORCH.
CD-1297 (45-1297) — Andy Williams

5. JUST WALKING IN THE RAIN
JOHNNIE RAY
AB-3034 (45-3034) — Andy Kirk
CO-40729 (40-729) — Johnny Ray

6. MY PRAYER
THE PLATTERS
CO-40737 (40-737) — Porter Hughs

7. WHATEVER WILL BE, WILL BE
DORIS DAY
CO-40704 (40-704) — Doris Day

8. GREEN DOOR
JIM LOWE
DO-15486 (45-15486) — Jim Lowe

9. FRIENDLY PERSUASION
PAT BOONE
CA-3330 (F-330) — Louie Becher

10. HOUND DOG
ELVIS PRESLEY
MGM 20-6604 (47-6604) — Elvis Presley

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

MGM RECORDS
THE GREATEST NAME IN ENTERTAINMENT
701 SEVENTH AVENUE, NEW YORK 36, N. Y.

E366A fin • E366A cl

The Wizard of Oz
PREMIER CBS-TV PRESENTATION FORD STAR JUBILEE, NOV. 3-9 TO 11 P.M.
MUSIC FROM NBC PRODUCERS' SHOWCASE SPECTACULAR
BOOK AND LYRICS BY HELEN DEUTSCH
MUSIC BY JERRY LIVINGSTON

THE BALLAD OF JACK & THE BEANSTALK—Joe Leahy Ork. & Chorus—Unique No. 360
LOOK ME & SWEET WORLD—Bob Graybe & The Petticoats—Unique No. 362
I'LL GO ALONG WITH YOU—The Petticoats—Unique No. 363
HE NEVER LOOKS MY WAY—Lynn Roberts—Unique No. 364

UNIQUE RECORDS
A SUBSIDIARY OF RKO TELERADIO PICTURES, INC.
1697 Broadway, New York, N. Y.
Thanks from Motif
for your great response to
BLACK LACE FAN
AND
TUMBA
with Andre Brummer and his orchestra

NOW! A SURE FIRE HIT

MY LAST NIGHT IN ROME
(Livingston-Freed)
B/W
LAW OF ATTRACTION
(Mirkin-Saxon)
by the Motifs

FOR THE CHRISTMAS MARKET:
An LP featuring the exciting “ANN HATHAWAY”
Also an LP featuring top West Coast jazz musicians

AND FUTURE RECORDS BY THESE MOTIF ARTISTS

DON DURANT
ANN HATHAWAY
JANA LUND
THE MOTIFS
BOB PARRISH
ANDRE BRUMMER

presented by

Motif
RECORDS CORPORATION
6269 SELMA AVENUE
HOLLYWOOD 28, CALIF

“It’s What’s in THE CASH BOX That Counts”
HOW DISK JOCKEYS
NEW AUDIENCE-

NOVEMBER IS WAKE TO MUSIC MONTH

Featuring 34 Top-flight Entertainers of 3 Leading Recording Companies!

WAKE TO MUSIC MONTH

is the sensational new promotion that ties together top-flight entertainers . . . the record companies . . . the disk jockeys who play the recordings . . . the radio stations which carry the disk jockeys' programs . . . the clock-radio manufacturers who make the clock-radios . . . the distributors and dealers who sell the clock-radios . . . and Telechron Timers that turn on the clock-radios that wake the listening audience to music disk jockeys play.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
CAN CASH IN ON BUILDING PROMOTION

**Star-studded Promotion**

"Wake to the Music of the Stars with a Clock-Radio" adds show business magnetism to the Wake to Music idea. It brings a star-studded galaxy of big-name artists to the support of this promotion. They provide glamour for radio stations, disk jockeys, and all others co-operating in this activity.

**Timed to Develop Radio Time Sales in Local Areas**

*Wake to Music Month* is a sales bonanza. It's built to create selling excitement for local stations, disk jockeys, everyone connected with radio during the biggest sales months for clock-radios.

Key to this program is the clock-radio. Because the more people who wake to music, the greater the early morning radio audience, and the greater the holdover listening throughout the day.

**Radios Open Your Sales Door**

Now is the time to contact distributors, appliance stores, department stores, music stores, public utilities—everyone who sells clock-radios.

Distributors and retailers are wide open for profitable, local promotions. And the obvious place to spend their own dollars, and their co-op money is with disk jockeys on local radio stations pushing *Wake to Music Month*.

Sign them up for your local *Wake to Music* radio time promotion. Sign them up for spots, station breaks, sponsorship of entire programs.

**Play Up Wake to Music Month**

Feature *Wake to Music* on station breaks day and night, to build up this theme and your own listening audience.

**Wake to Music Wakes Up Sales of Broadcast Time**

Well-known radio stations around the country have tried this idea at the local level. They report an amazing increase in sponsors with local clock-radio *Wake to Music* promotions. Here are some of the results.

**240 Sponsored Spots in One Month**

- Using 20,000 lines of newspaper advertising and a radio sustaining promotion to introduce "Wake Up New England to Music on Clock-Radio," WHDH, Boston, followed up with an intensive spot program.

These spots brought in a total of 240 sponsored announcements in one month, each of which promoted the sales of clock-radios.

**20-25 Sponsors for Each 2-hour Show**

- WATW, Ashland, Wisconsin, reported they built to approximately 20-25 sponsors for their 6-8 a.m. show, which featured the *Wake to Music* idea.

**From 4th to 2nd Place in Market of 17 Stations**

- WWDC, Washington, D.C., plugged the wake-up theme in 10-a-day spots—as well as in newspapers and direct mail. With this kind of promotion WWDC jumped from 4th to 2nd place in a market of 17 stations.

**Dealer Promotions From Coast to Coast**

November and December are the great selling months, the time when manufacturers, distributors and dealers push clock-radios. Here is a ready-made market for *Wake to Music Month* co-op promotions through disk jockey programs.

**Full-page, 4-color Ads in Life and Post**

Telechron Timers will kick off *Wake to Music Month* with a colorful, hard-selling, star-spangled spread in *The Saturday Evening Post*. And follow up with other ads in *Life* and *The Post* during the entire month of November.

**FREE Merchandising Helps**

Write, wire or phone for details and full information on sales aids of all kinds. Telechron Timers, Clock and Timer Dept., General Electric Company, 12 Homer Ave., Ashland, Mass.

You'll see this theme symbol in stores everywhere, during this *Wake to Music Month* promotion.

November is *Wake to Music Month*
**Record Reviews**

**A DISK & SLEEPER**

**B VERY GOOD**

**B+ EXCELLENT**

**C+ GOOD**

**C FAIR**

**D MEDIocre**

---

**Johnny Brandon**

(London 1957; 45-1695)

**B+ "DO YOU LOVE ME" (2:36)**

[Lowell BMI—Sheer]

Johnny Brandon handles a torch reading of a hard-driving pop song with conviction and sincerity. The melody is catchy and the arrangement is top-notch. A definite hit in the pop field.

**B "MISTER SONGBIRD" (2:36)**

[Norwood ASCAP—Streusel, Adams] Annette Warren is a winner in this wonderful new torch song which she sings with great feeling and meaning. Strong tune with standard qualities. Should lead over into a smash. Keep a close watch on this one. It's got potential.

---

**Wery Fairburn**

(Savoy 1502; 45-1503)

**B "ALL THE TIME" (2:05)**

[Progressive BMI—Feller, Feller, Samsel] The material is catchy and the arrangement is top-notch. A definite hit in the pop field.

**B "I'M A FOOL ABOUT YOUR LOVE" (2:05)**

[Progressive BMI—Fairburn]

The singer penned this end-another solid rockin' side aimed at all three markets.

---

**The Hutton Sisters**

**HARRY DORAN**

(Skyway 114; 45-114)

**B "Donkey Rock Elephant Follies" (1:45)**

[Skyway BMI—Lance, Whiburn]

A topical rock and roller released in the midst of the election season was hailed across the Hutton Sisters. Should get a heap of air play during the coming weeks.

**C "Irish Mambo" (1:54)**


**BOB WINN**

(Imperial 5410; 45-5410)

**B "Goin' Home" (2:17)**

[Commodore BMI—Dominio, Young] Bob Winn, a gifted youngster with a big, convincingly, voice, debuts on Imperial with a stirring piece of blues material that could blossom into a smash. Song and delivery are exciting. Keep an eye on this one.

**B+ "How It Hurts Me" (1:53)**

[Commodore BMI—Champion, English]

Another exciting fish-beat item. ammo without the least appeal to the teenagers. Excellent dance item. But it is needed for the big time.

---

**Teresa Brewer**

**C "All That I Ask Is Love" (2:27)**

[ Shapiro, Bernstein ASCAP—Selden, Ingraham]

**THE BOULEVARD OF LOVE**

(Ross Jungnickel ASCAP—Koenig)

HUGO WINTERHALTER ORCH. & CHORUS

(RCA Victor 20:47-6708)

**Hugo Winterhalter**

With his beautiful rendition of "Canadian Sunset" high up on every list, Hugo Winterhalter introduces a glowing new coupling to follow in "Canadian's" footsteps. One portion of "All I Ask Is Love" is a velvety mood item tastefully fashioned by the chorus and orchestra. Enchanting love story combining a touching lyric with a lovely melody. The chorus and strings blend warmly to result in a winning side. "The Boulevard of Love" offers Winterhalter's instrumental portrait of the famous Champs Elysees. Romantic theme is nicely arranged with an inviting Parisian flavor. Big coupling for Hugo.

---

**Sammy Davis, Jr.**

(Decca 30111; 9-30111)

**B+ "NEW YORK'S MY HOME" (3:08)**

[Leeds ASCAP—Jenkins]

A wonderful oldie from Gordon Jenkins' stockpile of golden values which will come to the TV screen in the near future. A masterpiece! Graphically fashioned by the dynamic Mr. Davis. Wonderful composition. This version should get loads of play. Watch him.

**B "Never Like This" (2:22)**

[Frank & ASCAP—McEntyre, Weller] This side features the versatile star in a gorgeous Latin-tango romance. Pretty arrangement with a chorus assisting.

---

**Richard Hayes**

(ABC-Paramount 9754; 45-9754)

**B+ "IF I'M (2:33)**

[Chappell ASCAP—Dubre, Karr]

Richard Hayes sings this catchy and charming tune and comes up with a winning side that should be one of a big chunk of hit material. Big side from the big up-coming B'way show "Happy Hunting." Watch him.

**B+ "Chaperone" (2:24)**

[Red & ASCAP—Segal]

Another potential smasheroo is this side. An excellent treatment of an unusual love song. Something different—excellent show biz program material. Twin threat to watch closely.

---

**Louis Prima**

(Capitol 3566; F-3566)

**B+ "I Love You Close By" (2:16)**

[Enterprise ASCAP—Irwin, Prima]

Loves warm treatment on this one. The cute jumper also aimed at the school girl.

---

**The Classmates**

(Decca 15504; 45-15504)

**C+ "Friends" (2:04)**

[Gallatin BMI—Jenkins] The Classmates do a convincing job with a pretty song about friendship. At mid-point, a revelation of poetry takes over.

**C+ "I Want My Love Close By" (2:48)**

[Gallatin BMI—Miller]

The boys blend warmly on this end as they render a pretty love song to a pleasant shuffle beat.

---

**Jay Meyer/Eddie Robertson**

(Clas 204; 45-204)

**B+ "Suez Canal" (2:45)**

[Leon Rosen BMI—Hall] Jay Meyer plays the part of an Englishman whose boat is stuck in the Suez Canal. Hilarious comedy disc ably inspired by the current events in the Suez area. Cute side, extremely amusing.

**C+ "On Our Way To Mars" (2:16)**

[Leon Rene ASCAP—Rene, Rene] Eddie Robertson takes the lead in this easy-going rhythm ditty.

---

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
We're not listing shipping or sales figures on this great record—not because they aren't impressive—but because we sincerely believe that your ears are the best judge of the fantastic hit potential of this new Sammy Davis Jr. release. Just listen ... repeat, listen ... to the most exciting record Sammy has ever made!

SAMMY DAVIS Jr.

singing...

NEW YORK'S MY HOME

b/w
NEVER LIKE THIS
Decca 30111 • 9-30111

from Gordon Jenkins' "Manhattan Tower"

A New World of Sound
DECCA records
**B** "WHAT ABOUT TOMORROW" (2:25) [Peacemaker—Carr, Sallie] Swinging, sultry Long, "THE LOVE"

**B** "CONDEMNED" (2:00) [Schifer BMI-Jean] A simple guitar backdoor is an attractive showcase for the introduction to this pretty love song handled with warmth and emotion by the songstress.

**Peggy Lee**

*Decca 30859; 9-30059*

B+ "YOU OUGHTA BE MINE" (2:08) [Handy BMI—Lewis] Peggy Lee hands in a sultry torch tune in her smooth, moody fashion. Exciting piece of material that could step out and click. Wonderful arrangement by St. Oscar.

B+ "I DON'T KNOW ENOUGH ABOUT YOU" [Porgie BMI—Lee, Barbour] This hits hard in a wonderful revial of one of Peggy's own delightful composition. Easy rhythm side that could be a hit all over again.

**Marksmen**

*(ABC-Paramount 9745; 45-9745)*


B "HANDS" (2:43) [Hill & Range BMI—Penney, Richards] A female chorus assists the Marksman on this beautiful, torchy song about a lover's hands. Emotional texture that will tug at even the heartstrings of both youngsters and adults.

**Emilio Reyes & Orch.**

*(Mardi-Gros 1025; 102645)*

B "GUESS WHO DOES THE CHA-CHA-CHA" [Peer ASCAP—Vitor, Marin] Emilio Reyes, one of the cha-cha fans favorites, hands in a delightful new dance ditty with a great beat and a most contagious melody that hoofers will be humming. Should be one of the big Cha-Cha hits of this fall season.

B "MARGUERITA'S MAMBO" [Easy BMI—Reyes] The mambo beat takes over on this end making the two-sider a strong jive item. Two excellent sides for dancing.

**Peggy King**

*(Columbia 4073; 4-4077)*

B+ "HE NEVER LOOKS MY WAY" (2:50) [Remington ASCAP—Durst, Livingston] A beautiful new ballad from Peggy's NBC Special production of "Jack And The Beanstalk" is superbly fashioned by pretty, Peggy King. Touching love song with hit characteristics.

B "LOVE SICK" (2:40) [Valyr ASCAP—Merrill] This half is a cute filler about a girl who's been bitten by the love bug. Contagious ditty that should do well.

**B** "WHY DON'T YOU KNOW WHERE TO BEGIN" (2:02) [RCA Victor 20/47-6699]

<table>
<thead>
<tr>
<th>DISK &amp; SLEEPER</th>
<th>B+ EXCELLENT</th>
<th>C+ GOOD</th>
<th>D MIDDIE</th>
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**The Cash Box**

**Sleeper of the Week**

"TO YOU I GIVE MY HEART" (2:12) [RCA Victor 20/47-6699]

**Bub Miller ASCAP—Wise**

"DANNY BOY" (2:20) [Public Domain—Weatherly]

**B+** "LETS TAKE A WALK" (2:55) [South ASCAP—Johnson] This end starts the soft-voiced songstress on another warm ballad. Touching love song penned by the singer.

**Vaughan Monroe**

*(RCA Victor 20/47-6692)*

B "WAIT FOR LOVE" (2:34) [Lana ASCAP—Tormis, Wasinger] This is a dramatic love song stemming from the forth coming RKO flicker "Tension At Table Rock:"

**Jesse Taylor & His Rock and Roll Sextet**

*(Eshcol 16877; 45-16877)*

B "SPECIAL" (2:50) [B & B Music—Taylor, Imperial Rock and His Fall Sextet] For the long, long time...such a pleasant mix of jazzy and rock & roll. This is a great instrumental side.

"ARE YOU AN ANGEL IN DISGUISE" (3:15) [R & B Music BMI—Leigh] Willie Jennings' voice is great on this pretty soul-side. Great for the two-side.

**Ella Fitzgerald & Louis Armstrong**

*(Verve 2023; 202345)*

B "CANT WE BE FRIENDS" (2:45) [Harlan ASCAP—Swift, James] Two grand sides from the new Ella Louis LP are offered on a single. This end is an inviting shuffle-beat rendition of a great oldie. Ella is as smooth as silk and Louis as vibrant as ever on the vocal.

B "STARS FELL ON ALABAMA" (3:31) [Mills ASCAP—Parikh, Michaels] Louis' trumpet opens this side and Ella joins in with a dreamy vocal interpretation as Louis harmonizes. Delightful sound. Jocks will get a bang out of this coupling.

**Bob Anderson**

*(Jully 1019; 7-1019)*

B "I HAVE BUT ONE HEART" (2:07) [Barton ASCAP—Symes, Parikh, Armstrong] This is a revivified version by Bob Anderson. Stirring straight forward delivery by the rich-voiced vocalist. Good background.


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

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*The Cash Box, Music* October 27, 1956
MERCURY'S HOT WITH HITS!

PATTI PAGE
“Mama From The Train”
AND
“Every Time”
MERCURY 70971

THE CREW CUTS
“Love In A Home”
AND
“Keeper Of The Flame”
MERCURY 70977

SIL AUSTIN
“Slow Walk”
AND
“Wildwood”
MERCURY 70963

THE DIAMONDS
“Put Your House In Order”
AND
“My Judge And Jury”
MERCURY 70983

THE GAYLORDS
“The Mountain Climber”
AND
“A Little Love, A Little Kiss”
MERCURY 70979

MERCURY RECORDS

“IT'S WHAT'S IN THE CASH BOX THAT COUNTS”
The Variety Club of Great Britain (Tent 30) held a luncheon for Liberace, and although this is usually an all-male affair, Leo's whole family turned up.

Bill and Cissie Gersh left Denmark and are now enjoying a few days in Hamburg, Germany before going on to Brussels and Paris. Bill's Haley's album "Rock And Roll Stage Show" just issued, is bound to hit the sales. Haley now enjoys the pleasure of having five of his records in our Top 16. Johnnie Ray slots in at No. 14 this week with "Just Walking In The Rain".

The New Musical Express paid tribute to E. R. "Ted" Lewis by devoting a four-page supplement to him on the occasion of his 25th Anniversary in the Recording Industry. The Ames Brothers projection visit to London's Prince of Wales Theatre is, due to dates not being suitable, RCA Victor holding confabs on the Continent with its new affiliates.

Vera Lynn back from her visit to Germany (singing for the Forces) has a new waxing on the market called "A House With Love In It". The annual Tin Pan Alley Ball takes place Thursday night, at the Dorchester Hotel, and will, as usual be the most popular affair for the music business.

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

1. Woman In Love—Frankie Laine (Philips)
2. Lay Down Your Arms—Al Shearer (Philips)
3. Hound Dog—Elvis Presley (HMV)
4. Giddy-Up-A-Boo—Fred Rose and the Bellboys (Mercury)
5. Rockin' Through The Rain—Bill Haley Comets (Brunswick)
6. Prima—A Little Water Syndrome/Dead or Alive—L. Donigan (Pyx-Nixa)
7. Whistler Will Be, Will Be—Dorie Day (Philips)
8. Great Pretender/Only You—Platters (Mercury)
9. Yip Yip Song/Broadway's Rock and Roll Call—Goons (Decca)
10. Rock Around The Clock—Bill Haley Comets (Brunswick)
11. When Mexico Gave Up The Rumba—Mitchell Torok (Brunswick)
12. Razzle Dazzle—Bill Haley Comets (Brunswick)
13. See You Later, Alligator—Bill Haley Comets (Brunswick)
14. Just Walking In The Rain—Johnnie Ray (Philips)
15. None—
16. More—Jimmy Young (Decca)
17. Rainy Rock and Roll—Bill Haley Comets (Brunswick)
18. Autumn Concerto—George Melachrino (HMV)
19. Woman In Love—Four Aces (Brunswick)
20. Born To Be With You—Chordettes (London)
21. Sweet Old Fashioned Girl—Perry Como (Vogue/Coral)
22. Blue Jean Jean—Gene Vincent (Capitol)
23. Walk Hand In Hand—Tony Martin (HMV)
24. Mountain Greenery—Motel Tenne (Vogue/Coral)
25. Shortin' Bread Rock—Tony Crobbie Band (Columbia)
26. Potato Patch—Perry Como (HMV)
27. I Want You, I Need You, I Love You—Elvis Presley (HMV)
28. I Don't Care—Dorothy (Philips)
29. 10,000 Miles—Michael Holliday (Columbia)
30. Rock With The Cave Man—Tommy Steele (Decca)

MANTOVANI ORCHESTRA

(Decca 30059; 3-0059)

B "SON OF SORRENTO" (3:00) [Edward Kassner ASCAP/Mariuzzi/Tubbs] A cornet takes the spotlight on this contagious waltz item. Pretty instrumental that makes you feel slightly different sound for a Mantovani release. Could catch on.

TITO PUENTE ORCHESTRA

(RCA Victor 20-47698)

B "LITTLE JUMP CHA-CHA" (2:50) [Patricia BM/M-Puente] Puente has penned a delightful melody for this smooth cha cha side. Excellent performance. Very light and feminine in style, it appeals to the dancers. Tito's vibe work is most inviting.

CATHY JOHNSON

(Philadelphia 6071; 4-0711)

B "PUT YOUR LIPS NEXT TO MINE" (2:10) [Maple Leaf BMI—Canons] Cathy Johnson has written a cute piece of novelty material to work with here, and she does a fine job as she offers a sprightly, happy item on the refreshing side. The kids'll like it.

CIRCLE (2:40) [Jack Gold ASCAP/Bryan, Kem, German] The chipper changes the pace and variety, offering a break in theme with a new and catchy build. Great performance enhanced by changing tempos and a fine orchestration.

DAISY MAE & HEP CATS

(Bobcat 102; 4-102)

B "STUFF YOU GOT TO WATCH" [Myers ASCAP—Russell, Russell] Daisy Mae and her Hep Cats—Evelyn Presley & Rollie—roll that moves. Hot piece of juke box fare for teenage locations.

C "WANT ME A MAN" [Myers ASCAP—Starrkes]. More solid dance stuff with that big beat.

GINNY SCOTT

(Flair X 3001; 4-3001)

B "CROSSING MY FINGERS" (1:35) [Fredericks BMI—Bryan, Tannen] Ginny Scott is headed for the big time if this release is any indication of what the future can produce. This half-stars the chipper on a bouncy romance ditty that could make the grade. Colorful up-beat item.

B "WHY SAY GOOD-BYE" (2:33) [Branden ASCAP—D. Bryan, Leavel] The versatile lark displays her talents on a ballad as she thrashes a lovely waltz number. Extremely commercial coupling that could spread if it catches on in one area. Fine first showing for the label.

THE BAKER SISTERS

(Mercury 7090; 7-090-45)

B "LITTLE MONSTER" (2:00) [Harman ASCAP—Weidler, Weidler, Weidler, Cloud] The Baker Sisters bow in with a cute and extremely zany novelty that'll have the listeners chuckling. Amusing number, sprightly treated by the girls. Something different for the jockey who's looking for change-of-pace programming.

B "ONE BY ONE" (2:10) [United ASCAP—Curtis, Jenkins] "Count your blessings" is what the girls preach in this lively, fast-moving ditty. Thrushes have a fine sound that suits a tune convincingly.

HERB JEFFRIES

(Mae 1056; 4-1061)

B "THE HEART OF A WOMAN" (3:00) [Mae BMI—Please, Scott] The rich, deep voice of Herb Jeffries is impressive on this moody blues ballad which he executes with emotion. Strong deck.

C "THE CONQUEROR" (2:10) [Mae BMI—Shepherd, Please] A long-time back-up man, he gives a dramatic setting for a ballad about a mighty warrior.

TOM SANKEY

(Rando 71; 4-711)

B "THE FOX" (2:00) [Olympia BMI—Sankey] Tom Sankey gallops thru an inviting folk-flavored tune, off-beat item that could capture the fancy of the public. Interesting arrangement.

C "HEADIN' FOR THE RIVER" (2:00) [—Moret] This end feature the songstress on an easy-going rhythm item. Pleasant reading.
No. 22 Best Seller In Nation and Climbing to No. 1...

Don Rondo  "TWO DIFFERENT WORLDS"  No. 5256

Coming Up Fast...

The Stylers—"CONFESSIONS OF A SINNER"
No. 5253

A Strong Seller...

Enzio Stuarti  "JUST SAY I LOVE HER"
No. 5255

b/w "MARISSA"

The Most Talked Of Album Of The Year

"CENSORED"
by Martha Wright
LP No. 1028

A Special Release

"STREET OF TEARS"
b/w "SIXTH FINGER TUNE"
by Bobby Sherwood
No. 5261

No. 803  "RUBBER BISCUIT" — The Chips

No. 805  "THE GIRL I LOVE"  b/w "ALL I NEED" — The Cadillacs

THANKS FOR BEING INDULGENT, WHILE OUR PRESSES ARE FILLING ALL THE ORDERS

Josie RECORD
1650 Broadway, New York City

"It's What's in THE CASH BOX That Counts"
Les Paul and Mary Ford: Blow the Smoke Away
Les Baxter: The Left Arm of Buddha
Virginia Atter: Pucker-Up
Johnny Wilder: My One Desire Is You
Gay Bouquet: Who-ee Baby
Betty Johnson: A1
Hutton Sisters: Toss Your Heart To The Winds On Catafa

NEW YORK:

Elvis Presley continues his phenomenal climb on records. His newest one “Love Me Tender” jumped from number 46 to number 1 in one week. This week he replaces his own record of “Don’t Be Cruel” in the number one spot.

Cy Coleman, the pianist, is opening his own intimate supper club, The Play Room, on West 58 Street. . . . Paul Siegel, whose “Autumn Concerto” has had numerous recordings, has left for a cross country tour. . . . Columbus has accepted the original cast album rights in “The Bells Are Ringing” starring Judy Holiday. . . . Barbara Lea, who has been acclaimed as one of the best new singers, is currently cutting an LP for Prestige. . . . Nat Cole has some memorable dates coming up. On November 20, he begins his month’s stay at the Copa cabana in New York; on the 3rd, he guest on Perry Como’s TV show; and on the 5th he begins his own TV show for NBC . . . Joe Castro, west coast jazz pianist, has been signed by Atlantic Records. Castro, now headlining at the Hickory House, was brought to attention by Duke Ellington, who has been touting him as a comer. . . . Marty Willson-Piper has joined the E. R. Marks Music Corporation as disk Jockey contact man. He will work under the name of Marty Rees, record promotion man with ABC-Paramount. . . . Bill Haley and his wife became parents of a 10 lb. 13 oz. boy on Tuesday, October 9 at the Chester Hospital in Pennsylvania. . . . Amineen Allen has been parted by Decca and will record pop idol. . . . Tony Martin will appear in concert at the Academy of Music in Brooklyn November 11, culminating a cross country tour. . . . Skyway Records has an inviting proposal in its new Hatton Sister disk. The title of the song is “Toss Your Heart To The Winds On Catafa”. . . . WBZ in Boston has just hired a new librarian. Her name, suitably, is Elpe DeCresson. Elpe is pronounced LP. . . . Doc Berger will leave for the Midwest and the coast this week to play Veronica’s new A1 Hibbler disk, “I’m Free”.

CHICAGO:

News is that WJJD’s John McCormick is leaving it to accept position of all night deejay at WDUS, New Orleans. John will be greeted there by another Chicagoan, Hal Fredericks, who left this town a few months ago. (Lotan, back, Johnny) . . . Mike Fury hosted a cider party at his house in honor of Paul Glass and the taking over of Glass of Dictaphone Hi Fidelity Phonos. The many guests feasted on cider, doughnuts, apples and other features of a good old country party. (The question is: how country can you get with jets whizzing by your head?) . . . John Domanian now promotion manager of Capitol Records Chicago. John’s busy around town working on Sinatra’s “Jackson Lover” and Nat Cole’s “Night Lights” . . . Nick Noble traded into town for a breath before leaving for Detroit promotion work and a Boston engagement. Nick’s newie for Mercury is “The Star You Wished Upon Last Night” b/w “You Don’t Know What Love Is”. . . . In St. Louis, local artist, with a new label, Fair-X, busy visiting with her waxing of “I’m Crossing My Fingers”. . . Jeri Southern due to bow at Mr. Kelly’s on November 1st. Jeri got a fine new album on Decca . . . Betty Johnson, known well for her singing talent, surprised us at the Variety’s “Modern Romance” show. Betty’s new big release, “I Dreamed”, featured on the show. . . . Mort Hillman vacated his position as Midwest rep for E. R. Marks Music Corp. to become president and general manager of Salem Records, Inc., newly formed Chi LP firm. . . . The Four Aces showed their faces here for a one night. Busy boys . . . Bob Martin leaving by promotion and relocation of Brad McQueen. Bob’s from Texas, so big vacancies are nothing new to him. (Keep up the good work, Bob.)

HOLLYWOOD:

Don Blocker is the new promotion man for Al Bennett’s Hart Distributing. Don starts his job with a big hit in Jim Lowe’s Dot recording of “Green Door” which is getting top play by the local jockeys . . . Dick Courtney settling in Southern California and starts a show on KFWB this Monday . . . Gene Webster now writing and producing the Gil Henry Records studio show on CBS. Bobbi Dieterle hosted a cocktail party for the press and deejays at the Beverly Hilton before she left for New York . . . Kitty White currently ate the pop jockey’s Keyboard . . . Herb Jeffries “The Heart Of A Woman” recording on the Mace label getting a big play from all the local jockeys . . . The Sabres finishing recording on their album for RCA Victor and held over at the Topper Club . . . Freddy Morgan Bow into town from his Las Vegas date with Spike Jones to do a Jack Benny TV show . . . Jack Lyman has joined Zephyr Records as public relations director. . . . "DAY DOLLY" and Joe Adams’ playing of the new “Porgy and Bess” LP in its entirety on his Sunday show the past three weeks has resulted in Bethlehem selling out the album in many of L.A.’s record shops . . . Key Records now pressing in Canada, Australia, and England will have a total of eight albums ready for the Christmas market.

Mike Kurlan, Coral Records distributor driving around in a Coral pink Cadillac . . . Capitol’s Vic Rowland sent Tom Sarnoff of NBC a note when Sarnoff’s son Daniel Jay was born. With the records went the note, “Here are some presents for your new D. Jay—from Vic (forland, not RCA). . . . The new Ray Anthony Show bowed on ABC-TV last week. Those who attended the premiere were treated to a preview of the new Plymouth.
The Feeling is MUTUAL
Everybody Agrees
It’s a HIT!

Teresa Brewer

sings

“MUTUAL ADMIRATION SOCIETY”

(from the forthcoming B’way Musical “Happy Hunting” starring Ethel Merman)

CORAL 61737; 9-61737
b/w
“Crazy With Love”

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

8/w CARAVAN X/4X-0226

This Week's Best Buys

GARDEN OF EDEN (Republic, BMI) - Joe Valino - Vik 0226 - This disk, which starred Valino a Billboard Talent "Spotlight" pick, has recently been catapulting the young singer into the limelight. Boston, Philadelphia, Baltimore, Buffalo and Cleveland are just a few of the cities that are racking up big sales. Its chart possibilities are excellent. Flip is "Caravan" (Mills, ASCAP).

Sure Shots

"GARDEN OF EDEN" The Cash Box Best Bet 9/8
Joe Valino Vik 0226; 4X-0226

"It's What's in THE CASH BOX That Counts"
RCA VICTOR prides most independent-label discs that hit the top...yet it costs no more

It's up to you whether your next disc strikes gold—or strikes out. Why take chances, when RCA Victor custom service gives you all these "bonus extras" at no extra cost!

- brilliant sound engineering—fifty years' experience!
- vast facilities—newest equipment to service every need!
- individual attention for all clients—big or small!
- strategically located plants—East, Midwest, and West—to assure fast deliveries plus drop-shipping and warehousing.

Got a hit in the offing? Make it sure! Call RCA Victor Custom Record Sales—today!

RCA VICTOR CUSTOM RECORD SALES
125 East 55th Street, New York 22, N.Y. (New York, Chicago, Los Angeles, Atlanta, Philadelphia)
COPENHAGEN, DENMARK—England is not alone when it comes to Rock And Roll. Here in Copenhagen, Bill Haley, Elvis Presley and their top R & R exportes of the U.K. and America have captured the teenagers just as much as they have anywhere in the U.S.A.

Here in little Denmark, one of the most fascinating countries of Europe and one just as American as America, a hit parade is considered a sale of from 30,000 to 50,000 disks.

The artist here gets 4% of gross sales as royalties. Louis Armstrong, Benny Goodman, Glenn Miller and others would be amazed at the number of fans they have from among the 4 million or so Danes.

There are record retail stores everywhere. Sometimes one and three to a block. Buster Larsen proved a sensation with a bunch of wax entitled "My Uncle From Minnesota". They're still grinding this one to bits. Caterina Valente is considered a "big hit" here. They love the chip.

The two big disceries here are constantly searching for local talent. Young Blood is what they seek. They'll take chances, gamble, even on native recording possibilities.

Most disks here are 78 rpm. Because the people think it's a larger bargain getting so much record leading music people here claim.

They're trying to popularize 45's, even to the extent of making up special colored containers. Strauss, 45 5's are a click. They sell swell.

There are only about 400 or so juke boxes in Denmark. There'll be many more. Juke box disgris are here and treasured with orders. Local factory produces 12 to 15 per day. It could sell three times that number.

Radio stations are few and far between. Record firms here put out their own free catalogs. Decca-Polydor has a booklet called "LAS OG LGT". This means "Look And Listen".

"The Cash Box" charts are tops here, just as they are everywhere else. All top diskers use them to complete advantage.

HAMBURG, GERMANY—Any henh Deutscheteenager can roll off the atest disks of top U.S. rock titles, and, in addition, tell all about the European artists and the hits they've made.

90 percent of the disks featured here are of German manufacture. Top discers are as well known here as in the U.S. But more and more American records are being imported and gradually, it is believed American artists will lead the parade.

Juke box ops get their top ten by saving "request boxes" in all of their locations so patrons can write out the ones they want to appear on the screens. To this they add a study of European artists who click.

But, most of all, juke box ops here, as well as in the U.S. and other European countries, use the Cash Box to program their phonos.

Says A. W. Adick, head of Neva, his city, "The Cash Box is absolutely invaluable for programming all our juke boxes. We cut in the cash box because of 'The Cash Box'."

NEW YORK—Art Mooney's latest MGM release "Giant", is the subject of one of the most diversified promotional campaigns ever given a single disk.

In cooperation with the Texas state Highway Commission, 2,000 maps and a story about Texas' highways were sent to disk jockeys all over the country. Each mailing pluged Mooney's rendition of the title song from the smash Warner film. In cooperation with Eastern Air Lines, records were shipped to all the key stations in Texas and were delivered by airline hostesses to each jockey.

MGM has sent out five barrages of boxes of 2,000 pieces each, to ops, djs, one-stops and distributors.

Jack Terry, WRUL, the jay whose program is heard around the world, working with Henry Okan, Mooney's promotion rep, devised a portion of his program to James Dean songs featuring "Giant". Okan also arranged with Pocket Books, Inc., publishers of Edith Ferber's novel "Giant" to give 2,560 copies of the book to disc jays. In addition, Mooney's office sent out almost 2,000 hand-written letters promoting the single disk and Mooney's EP including four songs from "Giant".

"It's What's in THE CASH BOX That Counts"
Fisher To Promote “Bundle of Joy” Score

NEW YORK—Eddie Fisher flew in from the coast, last week, for top level conferences with RKO Lamas Records attorney and executive, Marty Macht, regarding the score of Fisher’s first RKO film, “Bundle of Joy.” The film contains six songs, written by Al McKeen and Mack Gordon, and RKO Lamas is handling the score in a joint venture with Eddie’s new firm, Randoff Music.

Macht reports that top priority has been given the score for worldwide promotion and exploitation. Fisher will take an active hand in the promotion of the score which is slated to have numerous recordings by top stars.

On the strength of Fisher’s excellent performance in “Bundle of Joy,” he has been contracted by RKO to make three more pictures. His first venture also stars his wife, Debbie Reynolds, and veteran actor Adolph Menjou. The film is scheduled to open at the Capitol Theatre in New York on Christmas Eve.

Mort Hillman To Head Salem Records

CHICAGO—Mort Hillman, Midwest rep for E. B. Marks Music, has announced his resignation from the firm this week in order to head a new Chicago-based company, Salem Records. Hillman, who will serve as President and general manager, stated that the new company has been set up to release only LP’s, but he added: “Should any tune from an album break out on its own, Salem will release it as a single.”

Upon interview, Hillman added: “I am entering into a new kind of business, but it is well established in the sense that the people behind the firm have a wide and thorough knowledge of the entire field.” He went on to say: “Salem is aware of, and will do everything in its power to ease the problems of its distributors, and dealers throughout the country.”

As the Fall college semester gets into full swing, Victor releases three volumes of campus favorites by Tony Carab and the crk. And speaking of campus favorites, Carab hits the relaying in a wild way, bringing the crk. college criers into instrumental focus. Each volume presents a particular area (i.e. East, Midwest) and includes material from colleges in the vicinity. Thus all the major schools in the pack ages. A cute “co-ed” and college flags adorn each cover. The college crowd picks swing fans off campus year after year sales pieces.

Klein In Victor’s Overseas Dept.

NEW YORK—Arnold Klein, former field manager for Columbia Records in New York, Philadelphia and New- ard, has joined RCA Victor’s overseas operation as manager of the recording and merchandising department in Europe. Klein will operate out of Geneva, Switzerland and will work with RCA Victor’s associated companies on the Continent. The move is another step forward in Vic- tor’s overseas expansion program which has been blossoming ever since label’s reciprocal distribution agreement was consummated with the English Decca.

Earlier this year, S. I. Rady joined Victor to supervise the talent and repor- ture department in Europe.

“Only those records best suited for commercial use are reviewed by THE CASH BOX.”
"HEEBY-JEEBIES"

Little Richard

No. 584

Specialty Records

8508 Sunset Blvd.

Hollywood

Colif.

On The Charts!!

TOGETHER AGAIN . . . ON GROOVE!

JACK DUPREE

MR. BEAR

AND THEY'RE OUT WALKIN' AGAIN . . . WITH . . .

TWO HILARIOUS HIT SIDES!

"LONELY ROAD BLUES"

"WHEN I GOT MARRIED"

America's Leading ONE STOP Record Service

LESLIE DISTRIBUTORS

639 TENTH AVE., 2231 FIRST AVE. 377 WOODSTOCK

NEWARK, N.J.

PLANET 1-9777

GREAT 1-3622

JACKSON 5-1477

BIGelow 3-1155

It's What's in THE CASH BOX That Counts
NEW YORK—The Eleventh Annual Juke Box Operator Poll, sponsored and conducted by The Cash Box in behalf of the Automatic Music Industry, is under way. The results of the poll will determine the top money making records and artists in the popular, rhythm & blues and country fields during the year 1956, and will also determine which new artists the operators consider the most promising.

Voting is limited to juke box operators and is tallied on the basis of one vote for each machine or wall box an operator owns. Voting will cover a seven week span—the results being announced in the December 8th issue. To all the top in voting, an alphabetically arranged list of 1956's top favorites is shown below. To cast your vote, simply fill out the special card in this issue.

Top Popular Song Favorites of 1956

A Tear Fell
Allegro Moon
Angels In The Sky

"TWO DIFFERENT WORLDS" by
ROGER WILLIAMS
with JANE MORGAN
K #161

NEXT WEEK
LINCOLN CHASE
In A Great New Release

THE CASH BOX' 11th ANNUAL OPERATOR POLL UNDER WAY

Band Of Gold
Be-Bop-A-Lula
Blueberry Hill
Blue Suede Shoes
Born To Be With You
Can You Find It In Your Heart
Canadian Sunset
Chain Gang
Cindy, Oh Cindy
Don't Be Cruel
Dungaree Doi
Eddie My Love
Flying Saucer
Friendly Persuasion
Glenadora
Graduation Day
Great Pretender
Green Door
Happy Whistler
Heartbreak Hotel
Hunky Tonk
Hound Dog
I Almost Lost My Mind
I Want You, I Need You, I Love You
I Want You To Be My Girl
I'll Be Home
I'm In Love Again
I'm Not Right
It's Only For A Little While
It's Almost Tomorrow
Juke Box Baby
Just Walking In The Rain
Lisbon Antigua
Long Tall Sally
Love And Marriage
Love Me Tender
Music Touch
Main Title (Man With The Golden Arm)
Memories Are Made Of This
Moonlight And Flowers
More
My Prayer
No Not Much
Penny
Poor People Of Paris
Rock And Roll Waltz
Rock Island Line
See You Later, Alligator
Sixteen Tons
Soft Summer Breeze
Song For A Summer Night
Standing On The Corner
Stranded In The Jungle
Sweet Old Fashioned Girl
Teen Age Prayer
The Fool
Three Penny Opera Theme
Tonight You Belong To Me
Transfusion
Treasure Of Love
True Love
Wayward Wind
Whatever Will Be, Will Be
When The White Li'l Men Are Thorn Again
Why Do Fools Fall In Love
You Don't Know Me
You'll Never, Never Know I Care

Top Rhythm & Blues Favorites of 1956

A Casual Look
ABC's Of Love
Ain't That Lovin' You Baby
Bad Luck
Blueberry Hill
Blue Suede Shoes
Bo Weevil
Canadian Sunset
Candy
Church Bell's May Ring
Corrine Corrina
Devil Or Angel
Don't Be Cruel
Don't Go No Farther
Down In Mexico
Drum In My Own Tears
Eddie My Love
Feel So Good
Fever
Flying Saucer
Forty Days And Forty Nights
Hallelujah, I Love Her So
Hands Off
Heartbreak Hotel
Heeby Jeebies
Honky Tonk
Hound Dog
I Can't Help Myself, You Should Know
I Gotta Get Myself A Woman
I Hear You Knocking
I Promise To Remember
I Want You To Be My Girl
I'll Be Home
I'm In Love Again
In The Still Of The Night
It's Too Late
Ivy Tower
Jivin' Around
Ka-Dong Dung
Let The Good Times Roll
Lilac Of Mine
Long Tall Sally
Lost Dreams
Magic Touch
My Flag Is Up
My Prayer
Need You So Bad
Only One
Please, Please, Please
Poor Me
Ready Teddy
Rip It Up
Roll Out
See Saws
Seven Days
Slippin' And Slidin'
So Long
Seduction
Stranded In The Jungle
The Great Pretender
Too Much Monkey Business
Treasure Of Love
Tuxedo Twist
Up On A Mountain
We Go Together
When My Dreamboat Comes Home
Why Do Fools Fall In Love
Witchcraft

Top Country Favorites of 1956

Any Old Time
Beautiful Lies
Be-Bop-A-Lula
Blackboard O' My Heart
Blue Suede Shoes
'Cause I Love You
Cassie, I'm Goin' Crazy
Crazy Arms
Dance The Blues
Don't Take It On Me
Eat, Drink And Be Merry
Foolish Prison Blues
For Rent
Heartbreak Hotel
Hunky Tonk Man
Hoping That You're Hoping
Hound Dog
I Don't Believe You've Met My Baby
I Feel Like Cryin'
I Forgot To Remember
I Told The Story
I Told The Truth
I Walk The Line
I Want To Be Loved
I Want You, I Need You, I Love You
I Was The One
If You Were Me
I'm A One Woman Man
I'm So In Love With You
It's A Great Life
I've Got Five Dollars
Just Call Me Lonesome
Little Rose
Lonely Side Of Town
Love, Love, Love
Love Me Tender
My Lips Are Sealed
Searching
Singing The Blues
Sixteen Ton
So Dignified Lonesome
Sweet Dreams
These Hands
What Would You Do (If Jesus Came To Your House)
When Baby, Why
Yes, I Know Why
You And Me
You Are The One
You're Free To Go
You're Still Mine

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
Lester Sims Named GPM of Bourne Firm

NEW YORK—S. H. Bourne, proxy of Bourne, Inc., announced this week that Lester Sims had joined Bourne, Inc. as general professional manager and assistant to S. H. Bourne. The appointment highlights a major expansion move in the House of Bourne that will witness the reactivation of Bourne's affiliated firms ABC Music, Bogat Music and the formation of a new firm, Beebe Music.

Sims joins Bourne after a tenure of 15 years with the Big Three firms where he was general professional manager of Miller Music. Prior to his association with the Big Three, he was a top-flight arranger and pianist accompanying many of the top stars, past and present.

Sol Bourne also announced that Dick Gray, who has been with the Hollywood office of Bourne for the past year-and-a-half, was coming east this week to take over as GPM of one or more of the affiliated firms ABC, Bogat, and Beebe Music.

In the near future, Bourne will appoint a top flight music man who will devote all of his time to the exploitation of the wealth of material in the Bourne catalog for use in long playing albums. The Bourne catalog includes many standards formerly published by Irving Berlin, Inc.

Under the expanded operation, the Bourne firm will add country music and Latin American music to its fields of interest, devoting more time to the acquisition of such material.

Victor Presents "Talent Showcase"

NEW YORK—"Talent Showcase", the first in a series of regular additions of young talent from the rosters of RCA Victor Records and its subsidiaries, Vik and Groove, was staged last week at the intimate Johnny Victor Theatre before an audience made up of the leading talent buyers in the video, night club and theatrical field.

Performing on this first attraction were Ann Gilbert, Diannah Carroll, Martha Carson, Dick Lee, Tony Scott and Bob Corley. Corley headed the entertainment.

The entire production and program was developed and presented by Bernie Miller.

Decca Signs Jerry Lewis

NEW YORK—Decca Records, Inc., has announced that it has signed Jerry Lewis to an exclusive contract. Lewis, who just recently split with his long-time partner Dean Martin, has always been known only as a comedian. Decca, however, plans to utilize his talents as a straight vocalist. His first release, "Come Rain Or Come Shine" and "Rock-A-Bye Your Baby," is in this serious vocal vein.

Sherlock Joins Mike Conner

HOLLYWOOD—George Sherlock, western promotion manager for Decca Records for the past five years, has left the label and will be associated with the Mike Conner office. Conner recently left Decca to head up his own personal management and record promotion office on the West Coast. In his new position, Sherlock will handle record promotion for clients of the new office.

Album

Sure Shots

"ELLA AND LOUIS"
Ella Fitzgerald
Louis Armstrong
(Verve MGU-4003)

"ROCKIN' AND ROLLIN'"
Fats Domino
(Imperial 9009)

"MOMENTS TO REMEMBER"
Connee Weck
(Coral CRL 57068; EC 82029)

Starring the...

ELVIS PRESLEY
CHARM BRACELET

EVERY ROCK 'N ROLL FAN WILL WANT ONE!

This beautiful 14-karat gold-plated charm looks far more expensive than its tiny price. Comes complete with a miniature framed picture of Elvis . . . his guitar . . . a heart-break heart . . . and the hound dog. Attractively carded and packaged in clear plastic.

Strike while the iron is hot! All you need do is show it. This personally designed keepsake sells on site!

The Halogene Corporation, 1028 Broad Street, Newark 2, New Jersey

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

Carltan & Bullock To Europe

NEW YORK—RCA Victor's plans for the global promotion of pop single records were tipped this week by the revelation that Joe Carlton, head of A&R, and Bill Bullock, general manager of the pop single department, would leave November 1 for a 12-country tour of Europe. They expect to be gone five to six weeks.

Not only will they survey the single picture all over the continent, but they will make arrangements for RCA Victor's tie in with British Decca which takes place this spring.
“November Is Wake To Music Month” Features 34 Recording Stars

Headed For No. 1
Pat Boone
“Friendly Persuasion” #15490
DOT RECORDS
Sunset and Vine, Hollywood, Calif.
HO 3-4181

Ed Ferland (WHEC-Rochester, N. Y.) guested Eileen Rodgers on his “Teen Time” show recently and tried to keep the kids off the program, getting autographs and asking questions as he did in having her on the program. . . . Gerry Myers (CKOY-Ottawa, Canada) attended the Oct. 6th wedding of Jimmy Arnold (a member of the Four Freshmen) and Joanie Caron (of Ottawa). Gerry reports that the Rock ‘n Roll show there is due Oct. 29th and will feature such stars as Bill Haley and The Platters. . . . Chuck Brinkman (WJER-Dover, Ohio) leaves for the East late this month as he landed a position with WELI in New Haven, Conn.

Frosty Mitchell (KWWL-Waterloo & Cedar Falls, Iowa) and his wife Joanie journeyed into Chicago a few weeks ago to catch the Tony Bennett show at the Chez Paree. Frosty thought Tony had quite an act there. . . . Scott Muni has moved from WDOM-New Orleans, to WAKIN-AM, Akron, Ohio, and would like to hear from old music friends in his new location. . . . Paul Howard (WCU-E-Akron, Ohio) greatly aided Jim Lowe’s (of Dot) smash of “Green Door” in Akron by running a contest labeled “What’s That Song?” Green Door.” Paul received an excellent card and letter response. . . . Murri Barber, of the WMGM, N. Y. Record Library, is back from a short trip to Atlantic City, N. J. . . . Dick Dean’s (WKGTK-Nashville) record, “The Record With Richard” has been extended in time. The program features a panel of four teenagers reviewing five new releases each week, giving ratings and opinions. The show “The Green Door” is in the time slot 2 to 6 P.M. Monday through Friday. . . . Eddie Math (WHEC-Rochester, N. Y.) celebrated his 6th year as owner of the WHEC’s “Musical Clock” (6:15-9:30 A.M.) and 2 M’s on its own. The plotter gets daily exposure for another week. Dick reports that Chuck Brinkman (WJER-Dover, Ohio) leaves for the East late this month as he landed a position with WELI in New Haven, Conn.

Decca Gold Label Issues Classical Sets

NEW YORK—As part of the previously announced expansion program of its rapidly growing Gold Label Division, Decca Records has just announced the release on October 22nd of twenty classical albums, giving the dealers a chance to stock up early on Christmas merchandise. This is the company’s biggest classical release to date. It is prompted by the Gold Label’s reception on the market and its stepped-up sales, and is one of the most Decca Gold Label artists, conductors and ensembles.

Soprano Maria Stader and Rita Streich; pianist Wilhelm Kempff and the Four Luts Egidia; Mozart and Wolfgang Schoder; the London String Orchestra; the Royal Philharmonic Orchestra; the RIAS Symphony; and the conductors Egon Petri, Heinrichs, Leins and Markovitch, respectively.

The release is highlighted by such items as “Maria Stader Sings Mozart”; a record premiere of two symphonies by Fritz Reiner; conducted by Igor Markevich; the Denver Violin Concerto with Johanna Marthy as soloist; Beethoven’s “war horse” piano sonatas (Pathétique; Moonlight; Appassionata; No. 1; No. 2) and Goyescas; No. 3; No. 4); the “Eroica” Symphony, conducted by Egon Joechler; Stravinsky’s Ballet Suite from “Le Baiser de la Fee,” under the direction of Ferenc Fricsay, etc. Included in the (12-inch singles) popular classical releases are: “A Wagner Program”; “Mozart Overtures”; “Popular Overtures”; a record entitled, “Orchestral Brilliance of the 20th Century”; and others.

Female Vocalists

“November Is Wake To Music Month” Features 34 Recording Stars

Headed For No. 1
Pat Boone
“Friendly Persuasion” #15490
DOT RECORDS
Sunset and Vine, Hollywood, Calif.
HO 3-4181

NEW YORK—Larry Uttal, Monument Music, who this week returned from his first trip to the Midwest and West, is planning an extensive promotion on his “Everytime,” by Pat Ben, released that September 17, is the anniversary of his first year in the publishing business. Uttal reports the results of the trip were most gratifying and Jack Ockley reaction to the record, and in number of new contacts made.

Birthday Present

NEW YORK—Larry Uttal, Monument Music, who this week returned from his first trip to the Midwest and West, is planning an extensive promotion on his “Everytime,” by Pat Ben, released that September 17, is the anniversary of his first year in the publishing business. Uttal reports the results of the trip were most gratifying and Jack Ockley reaction to the record, and in number of new contacts made.

Watch This Record Grow
WERLY FAIRBURN
New Rock-Billy Star on Savoy 1503
“ALL THE TIME”
“I M A FOOL ABOUT YOUR LOVE”

The Melody Record Barr in Winnipeg, Canada, was opened recently by the appearance of the Four Lads. One of the Waxie King recording factors was located at the store, and an exclusive interview of the “Lads,” with Michael Hopkins (CKY, Winnipeg, Canada), the store’s deejay owner was aired at the time. A $100 entrant for the first 10 show dates at the store. Perfec. Michael’s wife, Edna, manages the store. . . . Don Bell (KSTP-Des Moines, Iowa) says that Bill Halye’s new move is tentatively titled “Don’t Knock The Rock.” . . . Herb Anderson (WWDG-Minneapolis, Minn.) runs a “Nice Guy Of The Week” contest on his early morning show. Herb receives hundreds of letters each week telling why friends deserve to be chosen as “Nice Guy.” The deejay selects the winner and that person receives a $25 savings bond and a “gold trophy.”

“Only those records best suited for commercial use are reviewed by THE CASH BOX”
Betty Johnson's TV Acting Debut Promotes New Disk

CHICAGO—Jimmy Hilliard, president of Bally Records and Wilbur Stark and Jerry Layton, heads of the television production firm of the same name, have worked out an intensive promotion of a new record.

The star selected for the promotion by both Hilliard and the TV execs was Betty Johnson, since Betty's last releases without TV exposure of any kind. These were "Clay Idol" and "Please Tell Me Why". Both records did well over 100,000 and made the lower sections of many charts, as well as top ten in a number of territorial charts.

The tune which Betty will do on the show and which she has recorded for Bally is "I Dreamed". It was written by Charles Green and Marvin Moore, and is published by Trinity Music, Inc. Betty will play a featured role in the Stark-Layton network TV serial "Modern Romances" the entire week of October 22 through October 26. She plays the role of Addy, a talented girl who chooses to stand by the man she loves in the small town in which they live rather than pursue a career. She sings "I Dreamed", live, on three of the five days during which the serial runs, and the actual Bally Record of Betty singing "I Dreamed" is played on two of the five days.

At the end of the fifth day in the serial, the day on which the story reaches its conclusion, screen star Martha Scott, who is the story editor of the "Modern Romances" series, closes the show with these words:

"Well, Jeanne has gone on to a brilliant career as an actress, and Stephen and Addy are married and raising a family. As for the song, Addy kept her recording date, and as Betty Johnson, which is her real name, you can hear her sing 'I Dreamed' on Bally Records. It's on sale now at your favorite record shop."

This promotion marks Betty's debut as a television actress altho she has done winging guest shots on many top TV and radio shows, and is regularly featured on the Bob & Kaye Show on WBNQ-TV five days a week, as well as star girl singer on the Don McNeil Breakfast Club on the ABC Radio Network, Mondays through Friday's. Betty is also featured singer in "Eddy Arnold Time", syndicated half hour TV film series now showing in over 100 markets.

Following the "Modern Romances" show, Betty returns to Chicago to cut a kine for a new network TV show, and then embarks on a one-week disk jockey promotion tour. McNeil has given her a leave of absence from the Breakfast Club, so as have Bob & Kaye, from the TV show to work on the record.

Bally is backing up the record with heavy tradepaper advertising and other promotion.

"It's Never Too Late"
BILL NORMAN

"The Heart Of A Woman"
HERB JEFFRIES

Coming Up Hi-Fi EP By PAGE CAYNAUGA

It's A Pop Hit!
# 5410
Bob Winn
"GOIN' HOME"
and
"HOW IT HURTS ME"

Imperial
Records

GENE VINCENT

"Race With The Devil"
CAPITOL # 1330

The Oldest
All Labels
ONE-STOP
All Hits
Record Service

45 RPM 55c
78 RPM 60c
Single EPs 91c

NO EXTRA CHARGES
FREE TITLE STRIP SERVICE
No order too large or too small
Save Time! Save Money!

STORE BUSINESS WELCOME
No C.O.D. Send check with order
including postage.

The Musical Sales Co.
SEBURG DISTRIBUTORS
140 W. Mount Royal Ave.
Baltimore 1, Maryland
Vernon 7-5755

The Chordettes' Latest!
"LAY DOWN YOUR ARMS"

"TEENAGE GOODNIGHT"

Cadence 2-1399

43 EAST 45TH ST., NEW YORK 17, N. Y.
NEW YORK.—Friday, October 12, 1956. Joe Wander’s Asteria Shadow Cast was Alan Freed Day. Almost every d.j. and record pusher, and porch personage who was in New York attended.

This was the second party hosted by Freed since he arrived in New York from Cleveland, the purpose of which, Freed explained, was to get all his music friends together in a festive atmosphere away from the pressures of business.

A more elaborate affair than the first held at Al and Dick’s Restaurant last year; this one had the added attraction of Alan Freed’s big band and a short but powerful show. Participating in the show were Arthur Prysock, Marie Knight, Clyde McPhatter and Bo Didier.

Among those were attended were Herb Abramson, Ahmet and Nesuhi Ertegun, Jerry Wexler, Miriam Abramson, Herman Lubinsky, Fred Mendelson, Leonard and Phil Chess, Henry Glover, Johnny Halona, Harry Apostolides, Bob Pare, Joe Grippo, Elliott Blaine, Marty Patlz, Bill Darrell, Lou Boorstein, Bill Shocket, Al Leiber, Jerry Wimstein, Bob Rotstein, Herman Diaz, Mary Holtzman, Bob Cole, Bob Shol, Buddy Friedsheller, Arnold Meyers, Archie and Janet Biyong, Bob Kornberger, Sid Feller, Sam Clark, Joe Ull, Tony DeOlone, George and Irwin Finca, Monte Bruce, George Goldner, Joe Kolcheck, Charles Gruenberg (New York Post writer of the recent rock and roll series), Hy and Sam Weiss, Fredy Biesenstock, Frank Abramson, Earl Fine, Herb Dexter, Larry Newton, Dave Rapp, Morty Craft, Hal Weidman and Jack Angel.

NEW YORK, N. Y.—The career he always wanted to be was recorded artists, and a recording career came swiftly to Eddie Dave, 21-year-old Philadelphian.

Less than a year ago Eddie was working as a window cleaner at RCA Victor’s New York headquarters. During the company’s annual Christmas party, Eddie was called on to sing.

The voice so impressed Victor executives that they urged him to take singing lessons and try for some singing jobs at resort hotels. He did both. A few weeks ago executives of VIK, RCA Victor Subsidiary label, listened to Eddie once more. They decided that he was ready for his record debut. This week, VIK is releasing his first LP, "The Last Colette," (with "My Last Night in Rome." Herman Dana, artists and repertoire chief for VIK, is convinced that both the record and Eddie have a tremendous potential.

Dana pointed out that Eddie comes from the same city which has been the success springboard for such RCA Victor singers as Eddie Fisher, Marie Lanza, Joe Valino and Frankie Leteri.

As a matter of fact, Eddie Dave also comes from Eddie Fisher’s own neighborhood and was a school chum of Fisher’s kid brother.

AMERICA’S MOST COMPLETE ONE-STOP THE MUSIC BOX
1301 W. 79th STREET CHICAGO 20, ILL.
LP’s 30¢ Off List
(All Phonos: Allbrook 4-3600) Sc Above Cost
ORDER SHIPPED SAME DAY RECEIVED—FREE TITLE STIPS

RONNIE DEXTER SINGS ! ! !
"IT’S GONNA BE, TO BE IN TEXAS"

and
"THE MYTH OF JOE SMITH" (MECCA No. 102)

with Bob Berry and his Orchestra
NOW APPEARING AT
FRANK MARTINELLI’S ADOBE CREEK LODGE

2909 9th Street Ph. Hanlock 1-3131
San Francisco, California

Sensational Sales—The Original ! ! !
"COPS AND ROBBERS"

b/w
"Clothes Line" (Wrap It Up)
BOOGALOO AND HIS GALLANT CREW
CREST RECORD # 1030
Order Today From Your Distributor

HOLLYWOOD RECORD SALES
1242 S. Berendo
Los Angeles, Cal.

ATTENTION DEEJAYS, PROGRAM DIRECTORS, LIBRARIANS—Please keep us constantly informed of any changes in artists or title.

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

#### “SINGING THE BLUES”
Guy Mitchell
Columbia 40769; 4-40769

Marty Robbins
Columbia 21545; 4-21545

#### “NIGHT LIGHTS”
Nat “King” Cole
RCA Victor 20/47-6670

#### “FIRST BORN”
Tenness Ernie Ford
Capitol 5533; 45-5535

#### “RUDY’S ROCK”
Bill Haley & Comets
Decca 30085; 9-30085

#### “BUCHANAN & GOODMAN ON TRIAL”
Buchanan & Goodman
Lunivers 102; 45-102

#### “ONLY WHEN”
written by Sheri Polans
recorded by TOMMY DURDEN & THE FOUR VOICES

**HOLIDAY RECORDS**

**ATTENTION DEJAEWS, PROGRAM DIRECTORS, LIBRARIANS—** Please keep us constantly informed of any changes in call letters or title.

“*It’s What’s In THE CASH BOX That Counts*”

**The Four Voices**
**THE TIES THAT BIND**

**A Product of Flair Records**
**FLAIR RECORDS, INC.**

**Sure Shots**

**The Cash Box**
**Best Bets**

**The Cash Box**
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**“The Ties That Bind”**

**A Product of Flair Records**

**Flair Records, Inc.**

**Flair Records, Inc.**

**American Music, Inc.**

**109 Sunset Blvd. Hollywood, Calif.**

www.americanradiohistory.com
Detroit, Mich. — The development of an "echo high fidelity" new sound, and its application to the record business were revealed here this week with the formation of a new independent label, Echoic Records.

Spearheaded by Albert (Gabriel) Leigh who developed the unusual echo sound after 12 years of research, the company, a subsidiary of Super Sound Motion Picture Productions, is already stepping up activity on several fronts. Combo leader Jesse Taylor and vocalist Bob Starrett, formerly with the Stylists and Charlie Barnett have been signed to term recording contracts and have already echoed their first singles for the firm. Distribution is currently being set by Leigh with Arc Distributing Co. handling the label for Michigan and Northern Ohio.

Taylor's first disk couples "Town Special" and "Are You An Angel In Disguise." He is supported by his Imperial Rock & Roll Sextet.

Joe Mooney Signs With Atlantic

New York—Atlantic Records has announced the signing of famous Jazz accordionist-plantist-singer Joe Mooney to an exclusive recording contract. Mooney, who has been running his own nightclub in Miami Beach, Florida, with great success, is now preparing the material for his initial LP release on Atlantic. He will cut his first sides very shortly.

Mooney's signing with Atlantic marks the return to an active recording career of one of the most talented and original musicians of recent years.

New Distributor For Los Angeles

Los Angeles, Calif.—Milton Phono Records Co., a new independent record distributing firm, has been formed by Milt Weiss in Los Angeles. Weiss, formerly West Coast manager for King Records, announced that the new firm would start in business with the following independent lines: Duke, Peacock, Chart, Empire, Spry, Pelvis, Deb, Aries, and R-Dell.

Paul Levy Forms Lamar Distributing in St. Louis

St. Louis, Mo.—Paul Levy, president of Midwest Distributing Company, St. Louis, has announced the formation of a new record distributing company to be known as Lamar Distributing Company, with headquarters at 2642 Olive St., St. Louis. Mr. Lamar will start operation with the following labels: ABC-Paramount, Mickey Mouse Club, and Roost.

days, a promotion man, and a staff of inside personnel have already been employed by the new organization.

"The new company is made possible by the outstanding sales success of Midwest Distributing Company," says Mr. Levy, "and through application of the same sales and promotional techniques, I am confident that the Lamar Distributing Company will enjoy rapid growth."

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

1. HONKY TONK - Bill Doggett (King 4950)
2. OH WHAT A NIGHT - Dot (Vee-Jay 204)
3. LET THE GOOD TIMES ROLL - Shirley & Lee (Aladdin 3325)
4. BLUEBERRY HILL - Fats Domino (Imperial 5407)
5. DON'T BE CRUEL - Elvis Presley (RCA Victor 20-6640)
6. HEEBY-JEEBIES - Little Richard (Specialty 584)
7. TOO MUCH - Chuck Berry (Chess 1635)
8. SEE SAW - King (Chess 1629)
9. CANADIAN SUNSET - Hugo Winterhalter (RCA Victor 20-6537)
10. THE CHICKEN - Royce Gordon (Flip 237)

**Los Angeles**

1. HONKY TONK - Bill Doggett (King 4950)
2. BLUEBERRY HILL - Fats Domino (Imperial 5407)
3. CONFIDENTIAL - Elvis Presley (Viva 137)
4. DON'T BE CRUEL - Elvis Presley (RCA Victor 20-6640)
5. I REMEMBER (In The Still Of The Night) - Five Satins (Ember 1005)
7. LET THE GOOD TIMES ROLL - Shirley & Lee (Aladdin 3325)
8. BAD LUCK - B. B. King (RPM 468)
9. CINDY, OH CINDY - Vince Martin (Glory 247)
10. HOUND DOG - Elvis Presley (RCA Victor 20-6640)

**Cleveland**

1. HONKY TONK - Bill Doggett (King 4950)
2. BLUEBERRY HILL - Fats Domino (Imperial 5407)
3. I REMEMBER (In The Still Of The Night) - Five Satins (Ember 1005)
4. I CAN'T CARE - You Enough - Laverne Baker (Atlantic 1104)
5. LET THE GOOD TIMES ROLL - Shirley & Lee (Aladdin 3325)
6. LONELAY AVENUE - Roy Charles (Atlantic 1108)
7. BROTHER IN-LAW BLUES - Little Jr. Parker (Duke 157)
8. I CAN'T QUIT YOU BABY - Otis Rush (Cabora 5000)
9. I CAN'T LOVE YOU ENOUGH - Laverne Baker (Atlantic 1104)
10. LONELAY AVENUE - Roy Charles (Atlantic 1108)

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**Detroit**

1. LET THE GOOD TIMES ROLL - Shirley & Lee (Aladdin 3325)
2. HONKY TONK - Bill Doggett (King 4950)
3. BAD LUCK - B. B. King (RPM 468)
4. DON'T GO NO FARTHER - Muddy Waters (Chess 1638)
5. I CAN'T LOVE YOU ENOUGH - Laverne Baker (Atlantic 1104)
6. I GOTTA GET MYSELF A WOMAN - Dottie & Duane (Atlantic 1101)
7. I CAN'T QUIT YOU BABY - Otis Rush (Cabora 5000)
8. DON'T BE CRUEL - Elvis Presley (RCA Victor 20-6640)
9. LONELAY AVENUE - Roy Charles (Atlantic 1108)
10. BLUEBERRY HILL - Fats Domino (Imperial 5407)

**Pittsburgh**

1. HONKY TONK - Bill Doggett (King 4950)
2. BLUEBERRY HILL - Fats Domino (Imperial 5407)
3. SEE SAW - King (Chess 1629)
4. BILLY'S BLUES - Billy Stewart (Chess 1629)
5. OUT OF SIGHT - OUT OF MIND - Five Keys (Capitol 3905)
6. I CAN'T LOVE YOU ENOUGH - Laverne Baker (Atlantic 1104)
7. LONELAY AVENUE - Roy Charles (Atlantic 1108)
8. I REMEMBER (In The Still Of The Night) - Five Satins (Ember 1005)
9. FROM THE BOTTOM OF MY HEART - Elvis Presley (Atlantic 1107)
10. ABC'S OF LOVE - Love (Gee 1022)

**Memphis**

1. HONKY TONK - Bill Doggett (King 4950)
2. MOTHER-IN-LAW BLUES - Little Jr. Parker (Duke 157)
3. I CAN'T QUIT YOU BABY - Otis Rush (Cabora 5000)
4. DON'T GO NO FARTHER - Muddy Waters (Chess 1630)
5. I REMEMBER (In The Still Of The Night) - Five Satins (Ember 1005)
6. LONELAY AVENUE - Roy Charles (Atlantic 1108)
7. BROTHER IN-LAW BLUES - Little Jr. Parker (Duke 157)
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9. LONELAY AVENUE - Roy Charles (Atlantic 1108)
10. BAD LUCK - B. B. King (RPM 468)

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**R & B Sure Shots**

1. THE CLOSER YOU ARE - The Channels (Whirlin' Disc 100)
2. "GREEN DOOR" - Jim Lowe (Dot 15486)
3. "MEAN TO ME" - Big Maybelle (Savoy 1500)
4. "KEEP IT TO YOURSELF" - Sonny Boy Williamson (Checker 847)

---

**Another Smash!**

The Satins

"WONDERFUL GIRL"

and

"Weeping Willow"
**The Cash Box**

**Awards of the Week**

**“SUFFERING WITH THE BLUES” (2:26)**

[Jay & Cee BMI—Conyers, Pemberton]

“I’VE BEEN AROUND” (2:16)

[Jay & Cee BMI—Jack Hammer]

LITTLE WILLIE JOHN

(King 5899)

“Nerves”, with a complete change-about that focuses the spotlight on his diverse talents. Little Willie wafts a slow beat mood prettily, “Smooth With The Blues”, and turns in an emotional bit of wispy, bluesy singing that has all the earmarks of hit. You feel his despondency, his torment. The tune has that quality that will see it emerge again and again over the years. Watch this side carefully. The flip, “I’ve Been Around”, is a middle beat rhythm side done well and it could take off. We prefer “Suffering With The Blues”,

LITTLE WILLIE JOHN

*Little Willie John follows*

**“JUANITA” (2:31)**

[Progressive BMI—Stone, Willis]

“WHATCHA’ GONNA DO WHEN YOUR BABY LEAVES YOU” (2:36)

[Rush BMI—Wills]

CHUCK WILLIS

(Atlantic 1112)

two-sider that gives him two solid shots at the elusive chart listing. Wills sings a slow, rhythmic party love tune, “Juanita”, digging into the meat of it and lends it a feeling of reading. Delightful and moving. We loved “Juanita”—but then we turned it over and heard “What’cha’ Gonna Do (When Your Baby Leaves You)”. In “What’cha’ Wills has a rhythmic middle beat pulsator that he wails to a fine-threepwell. Deck bounces with stirring excitement. Like both decks so strong we can’t make a choice. Be sure to give both a good long listen.

CHUCK WILLIS

*Chuck Willis has a powerhouse*

**“SMOOTH OPERATOR” (2:39)**

[Progressive BMI]

“I STILL LOVE YOU” (2:37)

[Ruth BMI]

RUTH BROWN

(Atlantic 1113)

Ruth Brown turns in two solid performances with a jumping “Smooth Operator” and a rhythmic slow beat shuffle, “I Still Love You”. To these ears, Miss Brown can do no wrong, and her newest releases do nothing to change the situation. She’s sultry and pleasing as she sings the slow paced torch, “I Still Love You”. She’s infectious, panting, and precious as she rocks “Smooth Operator”. Top decks, and we look for solid action from both.

RUTH BROWN

*Chick Brown*

**The Cash Box**

**R & B Best Bets**

**“GOODNIGHT MY LOVE” (2:59)**

[Quintet Music, House of Fortune BMI—Motola, Narracaceo] Jessie Belvin handles a tender ballad about a delicate bit of talking. It is a fragile, melancholy offering that comes off in a manner that beckons spines and sales. Watch this one very carefully.

JESSIE BELVIN

(Modern 1905)

**“YOU DON’T KNOW ME” (2:49)**

[Hill & Range BMI—Walker, Arnold] The Four Fellows treat the croon that’s so lovely to an a & b reading in a delightful melodic offering that got a good sales reaction. It is a strong possibility and it will make it all the way.

*The Four Fellows*

(Glory 248)

**“HIT THE BOLT” (2:59)**

[Quintet Music, House of Fortune BMI] The Four Fellows treat the croon that’s so lovely to an a & b reading in a delightful melodic offering that got a good sales reaction. It is a strong possibility and it will make it all the way.

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*The Four Fellows*

(Glory 248)
"LONELY ROAD BLUES" (2:25) [Monument Music BMI—L. Dupree]

"WHEN I GOT MARRIED" (2:25) [A. D. T. BMI—Jack Dupree]

JACK DUPREE

(Groove 4G-0171)

• Dupree and Bear are together again and they have what could be another "Walking Blues" in their newest, "Lonely Road Blues". The pair amble along at their tarttulike pace exchanging super-

lardinal pearls of wisdom. The deck is not hilarious. It is warm and endearing— a mental picture of two skittles croons stuffing aim-

lessly down a dark road talking seriously about nothing. It is a pow-

erful change of pace for the jockeys and should get a solid sales

response. The flip, "When I Got Married", has Dupree doing a mon-

olog on his mixed up marriage ceremony. It doesn't have the same

appeal that is embroidered into "Lonely Road Blues".

"CONFIDENTIAL" (1:55) [Prestige ASCAP—Morgan]

"JAIL BIRD" (2:24) [Guild BMI—Morgan]

SONNY KNIGHT

(Dot 15507)

• Originally on the Vital label, Sonny Knight now makes his bow

via the Dot Record Company who purchased the master. The moving,

slowly moving romance has been stirred up lots of action out on the

coast and it looks like the future is mapped. It is a good bet to be-

come a strong national seller in the next few months. The Sonny

Knight effort will be sold on both the Vital and Dot labels. In view of

what has already happened to

the number, Charles Brown rushed out a cover on Aladdin. It is an

excellent version and will probably be Brown's biggest success in the

same time. Both music and other items. Sonny Knight sings a quick

best novelty "Jailbird", on the flip that is an infectious effort, but not

the side. Brown has a slow beat beat love that is moving in tale

and spirit of the vocal. A strong side that may be the one if jockeys
decide to give it a try.

B  "LOVE AT FIRST SIGHT" (2:40) [Met BMI—Campbell, Leslie] Similar material with a similar sound for the same southern markets.

RAY JOHNSON

(Debb 346)

B+ "NO STONE UNTURNED" (2:27) [Penn Music BMI—Joe Lubin] Ray Johnson charts a slow, tender love song, with feeling. A strong lyric and melodic tone make this good pop material. A powerful story telling of his efforts to find the girl he once let go. Good deck that could be a sleeper hit.

B+ "LOVE A LA MODE" (2:10) [Atlantic Music BMI—Leslie Johnson] Johnson knocks out a quick beat bouncer novelty that is for the teenagers, idea that will appeal to the adolescents.

"It's What's In The CASH BOX That Counts"
Starland Makes Deal For Australian & New Zealand
Manufacture & Distribution

LOS ANGELES, CAL.—Don Pierce and Harold "Pappy" Daily of the Starland Record Company, have announced that an agreement has been reached with James N. Parks of Manchester, New Hampshire, representing the W. and G. Record Processing Company of Melbourne, Australia, whereby the W. and G. firm will have exclusive rights to manufacture and distribute Starland Records in Australia and New Zealand.

First releases include eight sides by George Jones, one of the top country artists, who recently joined the staff at Grand Ole Opry. These represent the first Country releases for the W. and G. record catalogue, and an all out promotional effort in Australia and New Zealand is planned. Many American Country artists have been standard sellers in Australia for years, therefore, W. and G. Records is making a major effort to establish Starland artists as regular sellers in the down-under territory.

The Starland firm also reports that it has completed a deal with the Japan Sales Company for distribution of Starland records in Japan, Okinawa and Formosa. Starland is represented in Canada by Spartan.

Columbia Assigns Literary Aids To A & R Departments

NEW YORK—In a move aimed at further integrating creative activities surrounding photograph record product, Columbia Records has appointed Literary Editors George Dale and Charles Burr to the company's Artists and Repertoire operations. Dale will now work within the Pop Album Department and will report to Stan Karen, Coordinator of that operation. Burr will work with the Masterworks Artists and Repertoire Department reporting to its Director, David Oppenheim. In addition to writing liner notes, the Literary Editors will assist A&R personnel in the important functions assigned to them.

Country Best Sellers

IN RETAIL OUTLETS

1. DON'T BE CRUEL
Elvis Presley
(RCA Victor 20-6604; 47-6640)
2. CRAZY ARMS
Ray Price (Columbia 21510; 4-21510)
3. I WALK THE LINE
Johnny Cash
(Sun 241; 45-241)
4. SINGING THE BLUES
Marty Robbins
(Columbia 21545; 4-21545)
5. HOUND DOG
Elvis Presley
(RCA Victor 20-6604; 47-6640)
6. SWEET DREAMS
Faron Young
(Capitol 3442; F3443)
7. SEARCHING
Kitty Wells
(Decca 29956; 9-29956)
8. CONSCIENCE, I'M GUILTY
Hank Snow
(RCA Victor 20-6578; 47-6578)
9. POOR MAN'S RICHES
Benny Barnes
(Starday 262; 45-262)
10. LOVE ME TENDER
Elvis Presley
(RCA Victor 20-6643; 47-6643)

The Country Records Disk Jockeys Played Most

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

1. CRAZY ARMS
Ray Price
(Columbia)
2. SINGING THE BLUES
Johnny Cash
(Columbia)
3. ACCORDING TO MY HEART
Jim Reeves (RCA Victor)
4. SWEET DREAMS
Faron Young (Capitol)
5. DON'T BE CRUEL
Elvis Presley
(RCA Victor)
6. SEARCHING
Kitty Wells
(Decca)
7. I'M A ONE WOMAN MAN
Hank Snow
(Columbia)
8. YOU'RE THE ONE
Johnny Horton (Columbia)
9. CONSCIENCE, I'M GUILTY
Hank Snow
(RCA Victor)
10. LOVE ME TENDER
Elvis Presley
(RCA Victor 20-6643; 47-6643)

Wanda Jackson
"Silver Threads And Golden Needles"
CAPITOL © 1958

Jimmie Williams
Sings on MGM
"DRIFTING FARFTER APART"
White Oak Music — BLUE
Cincinnati, Ohio

“How Much”
Hank Locklin
Victor 20-6672
Fairway Music Corp.
6365 SELMA AVE.
HOLLYWOOD CALIF

"WOND'R'RING 'BOUT YOU"
and
"ARKANSAS MOUNTAINS"
(Somewhere In The)
by the
HOUZE BROTHERS QUARTET

State Calla Records
2033 Burnett Way
Sacramento, California

Walt Terry
ROUGHNECK BLUES"
MIDWEST

“...top caliber job...”
from THE CASH BOX BULLSEYE

“THANK YOU JUST THE SAME”
by Jean Shepard
CAPITOL 3141
pub. by VALLEY PUBLISHERS, INC.
Knoxville, Tenn.
Mrs. Grace C. Raine (Cincinnati voice teacher) who started Doris Day on the road to fame died here (Oct. 23) at her home after a brief illness. She was 87 years old. The beautiful soprano, who began her singing career with the Miss Day, Jane Froman, The Mills Brothers, The Ink Spots, Charities, Moderns, Janette Davis, Joe St. Clair, and Andy Williams. For many years she was associated with radio station WLV, where a great many of her students got their start. Mr. and Mrs. Raine, (George and Marilu Case) have resumed their Saturday morning shows over WSAI as a result of many requests from listeners. Rex Dale of WCYE will conduct a course in jazz for eight weeks on Thursday evenings at Xavier University. Betty Anne Blake is now appearing with Burl Ives in Las Vegas. Locally and while appearing at Coney Island she was billed under Betty Anm Baldric. Larry Vincent sends along a new tune in the mail which looks like it has all the earmarks of a hit. The tune called “True Love, False Love” was written by two men from Texas and is being published by Larry who plays a lot of piano in Beverly Hills.... A big party was given by Columbia records for Doris Day who was in town for the premiere called “Julie”. Just about everybody in town who is in the music business was there. The 1957 edition of Hillbilly and Western Scrapbook as edited by Thurston Moore will be out this month. Thurston writes us that he closed out Verde Lake Ranch for the season with 250 people turning out for a wonderful time. News from Wheeling’s WWVA “World’s Original Jamboree”. Jimmie Williams (MGM) has returned to the road and he is being called “Traveling My Life Away” and “We’re Drifting Farther Apart”.... Rusty and Doug (Hickory) have a real contender for the hit parade in their latest recording called “Missouri Moist” and “Heart Of An Old Horse.” The Osborne Brothers and Red Allen who have their first release out on MCM called “Ruby” were guest stars on the Jamboree and will become part of the “Rolling Thunder” show with Mac and Wilma Lee (Hickory) are off to Nashville for another session. Their record “Cheated Too” is still high on the charts.... Recent guest on the “Cincinnati Lookout” were Mac and Grady Guye of radio station WDNE of Elkins, W. Va. 

Send all news items for Cincinnati to the Cincinnati Lookout, Chevrot Ed., Cincinnati, Ohio.

“Smoke Signals” by Whitman

CINCINNATI CUT-UP

“LITTLE” JEALOUS “LONESOME” LAUGHING CALIF.
delicious, jazz a October Stoney.
now.

ROYD DEE (Dec 3008; 9-30095).

CARSON ROBINSON ASCAP—Robison Another amusing novelty bouncer gets treated to Robinson's fetching vocal stylings.

MILLER BONDS (2:49; 45-501)"

"I WOULDN'T KNOW WHERE TO BEGIN"
(2:16)

[St. Nicholas ASCAP—J. Markes]. "THE BALLAD OF WES TAN CRED" (3:08) [Mills ASCAP—Hard]

EDDY EARLY (2:16; 12-6969)
• Eddy Arnold, who always does a great job on wax, comes up with another wonderful pop-country two-tender that has top money-making ingredients notched to over especially guitar grooves of the record. On one side Eddy very prettily wraps up an ultra−lovely, jacked-up sounding music of this ballad tagged I "Wouldn't Know Where To Begin". The chanters' warm, sincere tones set against a soft, subdued chordal instrumental backdrop makes for 20 minute listening enjoyment. On the flip Arnold expressively renders the hillbilly country bar−to−bar songsters that are still draining the 'Tender'. Wes Tancred] the tune from the famous RKO flick "Tension At Table Rock.

"BIG HIE LOVE" (2:10) [Gil BMI—D. Lumberg, J. Cleveland] "We Go Away With You" (2:40) [Lowery BMI—D. Welch]

WILBURN BEO. (Dec 3008; 9-30087). When Warren Brothers are suddenly, quickly clicking with their charming rendition of "I'm So In Love With You", look as though they've gonna have another pair of chart−riders with both ends of their latest couple. On one half the boys, Doyle and Teddy are in a happy frame of mind as they delicately run through a most appealing, easy−on−the−ears, quick−beat romantic ditty that is an old−fashioned style as the murmur being as one on the other half, they tenderly plead with the gal to forget her past problems as they ask her "To Go Away With Me." The songsters have two more winners, back−to−back. Watch 'em both.

"CURTAIN OF TEARS" (2:17) [Commodore BMI—H. Carter, J. Davis]. [Fairway BMI—J. Evans]

SLIM WHITMAN (Imperial 3808; XL008)
• Slim Whitman, one of the few country artists who has acquired fame both here and abroad, has in his latest release a potent pair of tunes that could skyrocket his name once to the best selling charts once again. And as before, Whitman immediately grabs the spot−tender, middle beat romantic− stylings as he warms a heartbreak−tinged, tempo−lilter labeled "Curtain Of Tears". On the lower half, the songwriter informs his gal of his love for her by sending out "Smoke Signals." It's a captivating, change of pace, quick beat novelty that is looking good in appealing style, Top notch instrumental as−set on double−decker with big hot possibilities.

TERRY (Hickory 1056; 45-1056)
B [Acoustic Rose BMI—B. Terry]. "ALropriate But BREAK THE WALL ALL OVER THE TOWN" (2:40) [Trails End BMI—McAlpin, Duke, Plante]. This tune is a perfect middle beat lover's tale that Roy Duke sells with as much fervor as he can gal not to believe what she hears since the truth gets knocked around to a point later through.

MILLER BONDS (2:49; 45-501) [Jimmie Rodgers BMI—I. Tomerlin]. Terry's smooth tunes come across in an appealing fashion on this pretty, middle beat lover's ballad. Strong double−decker.

CARSON ROBINSON ASCAP—Robison Another amusing novelty bouncer gets treated to Robinson's fetching vocal stylings.

MILLER BONDS (2:49; 45-501)"

"KEEP A LIGHT IN THE WINDOW FOR ME" (2:19) [Joy & Carson BMI]. "CARSON ROBINSON" (2:38) [Old Homestead ASCAP—Robison] Carson Robison engagingly tells how confused he is by all this election talk on this cute, little−hearted ditty.

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"COME BACK WHIRL I COME FROM" (2:48) [Bob Milton ASCAP—Robison Another amusing novelty bouncer gets treated to Robison's fetching vocal stylings.

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From the minor leagues of baseball to the big leagues of country music, it's Jimmie Reeves' story in a nutshell as spotlighted in Ben. A. Green's "It Happened at the Grand," the Oct. 6th edition of the Nashville Banner. The story tells how an accident in Jim's pitching career prevented him from becoming a big league pitcher, but eventually helped make him the recording artist as well as a star of the "Grand Ole Opry." Jim, who currently has 2 big hits riding for him, "My Lips Are Sealed" and "According To My Heart," is managed by Herbert L. Schueher.

Mac Boren on Austin, manager for "The Singing Ranger," Hank Snow, notes that Hank's schedule takes him from Tennessee to Minnesota, Minn., Des Moines, Iowa, La Crosse, Wisc., Fargo, S.D., either Sioux Falls or Morehead, Sioux City or Moline and Waterloo, Iowa through the 26th. From Nov. 9th through the 20th Hank will be traveling to Canada, flattening in Vancouver, B.C. on the 14th, then to Washington, Oregon, Calif., Arizona and finishing up in Lubbock, Tex., on the 30th. The Hammonds, also presented by Connel Enterprises, featured Hank, The Rainbow Ranch Boys, Mother Maybelle and Tollie Teasly, entering, to Minneapolis, Minn., Des Moines, Iowa on Dec. 1st.

Nashville microphones of grammed, Nashville, Tenn., are awaiting the latest from the star of the "Jamboree." Although unable to perform, the following are the names of the many acts scheduled for the first release will be out under the Round-Up label, with the show being produced by local挖掘者, Vokes. Dallas Duke & Jeffery Nalls first Mercury recording seems to be really catching on fast and could well be a big one. The tunes are "I'm a Little Wild Mama," and "Rock & Roll Blues." DJs that haven't received their records can write to Volans Music-New Kensington, Pa. Keve-Indianapolis, Minn., disk jockey and country singer "Texas Bill" strength is spending a few days away from his record spinning chores on a well earned local hunting trip in Montana, Johnny T. and Vern Shepard are holding down the fort while he is away.

Jerry Reec—Capitol recording star from Atlanta, Georgia centered on all the heave-y all shows with Shepard, Johnny T. and "Texas Bill" strength last week. This was Jerry's second appearance in the twin cities. Also appearing was Deece's Gary Bryant from the "Louisiana Hayride." Justin Tubbs also made a return appearance to Minneapolis last week. Jack Turner due out soon with the Hickory release tagged "My Foolish Pride" and "Lookin' For Love," Jack, who was formerly with RCA Victor, created a heap of noise with his initial Hickory waffle, "Everybody's Rockin' But Me." Turner notes that his current single "He Done Done Me Wrong" is doing well in Birmingham, Ala., at an annual event Oct. 20th and adds that he'll be at the DJ conventions in Des Moines, Ia., Tues. and Thurs., on WSFA-TV-Montgomery and sings and on the "Alabama Jubilee" every Mon. nite. Recent guests on Turner's shows included Swede, Bill Monroe, Roy Acuff, and Dock Boggs. One who recorded for the "X" label and MGM's Fred Wambie. Lefty Frizzell just returned from one of his most successful tours of the Northwest and left October 12th for San Diego, Calif. This date started another tour with DJ Dave at the National Convention. After the convention he is dated in Minneapolis, completing the tour in Detroit, Mich., November 17th. He will return to the Fibber McGee and Molly show in California.

Johnny Hart's new record "Drink Up and Go Home" is creating terrific excitement on the West Coast, Freddie will be at the Dick Jockey Convention and will do a week in Minneapolis, Minn., beginning November 15th.

The Blackwood Brother's Oct. personal appearance schedule has included the Lonesome Valley, Ohio, Ind., Ill., Tenn., Mo., Minn., Ark., Texas, Ala., N.C. and Georgia.

"Cuz'n" Larry Lane-WEBR-Tampa, Fla., type that RCA Victor's Buddy Thompson scored heavily in a hometown appearance at a recent show selecting for the station.

Lonnie Barron, WDGO-Marine City, Mich., deejay pens that on Mon., Oct. 6th, Lonnie was on the air drawing a steady following with his service from the majors. On Oct. 1st Jim Wilson and his band appeared at Lonnie's "White Eagle" Dance Hall in Richmond, Mich. where Barron and his band play every Sat. nite. On the 6th Lonnie appeared with Rusty & Dave on Cleveland's Circle Theatre and on the 12th and 13th guested on WWVA Wheeling, W. Va.'s "Jamboree." Barron's latest release on the Sage & Sand label is "Please Be Mine" and "Teenage Queen.

WSM welcomed a Texan to its personnel, Tom Perryman, one of the foremost country music jockeys in the nation has come to Nashville to broadcast WSM's new all night country record music show six nights a week from midnight until 5:00 a.m.

A long time country music enthusiast, Tom has become one of its greatest promoters. For the past eight years, he has been a country music jockey over KSJL in Glendale, Texas and for the past several years he has been a member of the Board of Directors of the Country Music Disk Jockey Association.

Harriman Moore, Director of Public Relations at WSM, states that the station's novelty situation promises to be a wide awake musical show with top records by Opry stars and other country artists and frequent guest appearances by country entertainers. Tom will promote personal appearances of the "Opry" stars in the coming weeks, as well as television and week road shows all over the nation.

"The Big M. G. M. Show," makes a real bid for DJ attention with its brand new single "One More Big Money," and "I Must Turn My Face To The Wall." Paul is receiving congratulations aplenty in the Nashville Press for his show and being a newcomer in country music, is anxious to meet all deejays at the coming convention and supply them with his new record.

Decays Joe Allison, John Boven, and Jerry Killen have 4 hour daily shows over the all new C&W station, KKRD-Los Angeles, Calif.

Attention: Please address any information concerning Country music and talent to Ivan Howard, Country Editor, The Cash Box, 26 West 47th Street, New York, N. Y.
proper programming is the answer to greater operating profits in EVERY LOCATION

The Seeburg V-200 permits programming Singles (HIT TUNES) at one price and E.P.'s (STANDARDS AND SHOW TUNES) at a proportionately higher price.

IT'S THE WORLD'S FIRST DUAL MUSIC SYSTEM

America's finest and most complete music systems

"It's What's in THE CASH BOX That Counts"
NEW YORK—The Small Business Administration, in its August issue of "Small Marketers Aid," featured an article called "Appraising The Market For The Services You Offer." This analysis stated: "In any one of our larger, more prosperous cities, businessmen can cite cases of small service firms which deserved to succeed, but which had to go out of business. In many cases it would be found that they were located where scores of people passed their doors every day. Yet these concerns disappeared. Victims of floods, fires, or other disasters? Not at all. The answer is that too few people went in to buy the services they offered. The most important person to the owner of any small service firm is the customer who buys his service. Without them, there are no sales, and without sales there can be no profits.

(Ed. note: We are interested in the above report as it stresses the fact that advertisers, too, can spend their money in publications which may have scores of people buying their magazine, but who "passed their doors," as they are not interested in the services or products offered. The Cash Box serves its advertisers 100%. Everyone who reads it is a potential buyer. No reader passes by the advertisements of The Cash Box advertisers.)

WASHINGTON, D. C.—Studying reports from every conceivable source, the financial newspapers are heading stories about "increasing costs." Of course, these costs must be passed along to the consumer. Every indication points to still higher prices for general commodities. How about juke box operators, who have been absorbing these steady increases over the many years, and still haven't increased their price to the public?

NEW YORK—Fire Prevention Week, October 1 to 13, brought out some appalling statistics. The National Board of Fire Underwriters reported that 11,000 persons died last year as a result of home fire, and during this period the fire loss ran close to a billion dollars. Major causes of fires in homes are smoking and matches. Misuse of electricity is the second major cause of fire. So—please be careful.

DETROIT, Mich.—How tough can conditions really get? James M. Roche, general sales manager of the Cadillac Motor Car Division of General Motors reports that the firm has a backlog of 50,000 orders for new 1957 model cars, even before public showing. A sale of somewhere between 155,000 and 160,000 1957 model Cadillacs is predicted, surpassing the record set for the 1956 model.

HOW IMPORTANT ARE GAMES?

The other day a well known manufacturer phoned to ask,

"Say, tell me, how are the games manufacturers doing?"

He wasn't a games manufacturer himself.

But, like most manufacturers not in the games field, he has learned that much of his forthcoming sales potential can be tied into how well the games are going.

He, like many others, realizes that when games are going good, his equipment will be paid for on time, and that the operators of his type of machines will be happy and contented.

It's a well known fact that almost all equipment, regardless of its classification, is tied deeply into the success being enjoyed by the amusements division of the industry.

When the games are clicking on locations, not only does it mean that the players are out in force, but, it means much more to the manufacturer in any other division of the industry.

It means that the intake from the games will help carry the freight for products that amortize themselves at a slower pace and over a longer period of time.

It means that the operators can afford to invest more in other equipment, to diversify their routes, as long as they find the income from their amusements at a mark sufficiently high to carry them along.

It means that the entire industry can be assured of better sales as long as the games are going ahead at a rapid pace and are creating new profit marks for the operators.

From every standpoint, then, better games mean bigger profits for all the industry, every division of the field, every man engaged in this business.

Good games routes have created great music and vending machine routes.

Games are mighty important to the industry. Their speedy action, their faster intake, their quicker amortization, their continued high powered action are definitely part and parcel for the complete success of all divisions of the field.

Games will continue among the most important of all business stimulators.

The economy of the entertainment these offer, plus the fact that they capture and hold the crowds, assures other coin operated equipment better action.

From every standpoint all the field should be interested in the progress of the games division for the benefit of all concerned.
Gottlieb Presents New 4-Player 5-Ball “Register”

American Shufflade Makes Unusual Financing Deal Possible

UNION CITY, N. J.—The American Shufflade Company, this city, has just completed arrangements with a national financial institution, for a time-payment plan which can be used on a national basis, in order to introduce the sale of modern table shufflade models and related equipment to coin machine operators, it was announced this week.

The plan is unique, and should prove to be of extraordinary value to operators. Nicholas Melone, sales manager for the firm, explained that under the newly developed plan time and payment terms have been arranged so as to fit the particular needs of the operator, and that it can be put into effect anywhere in the continental United States.

"Under the agreement," said Mr. Meloni, "operators now have available the decided advantage of a revolving payment plan that will permit them to take possession of the latest shufflade models, future equipped with new electronic scoreboards, our exclusive Climatic Adjusters, table lights, full playing kit, etc., and which can be paid for over an extended period of time. It should be understood that the unusual feature and advantage of this plan to the operator lies in the fact that the new 'game-pullling' equipment can be selected by the operator, and with full advantage to the operator. The nominal down payment is merely $50, with payment of the balance extended over a 20-month period, as follows: $50 paid at time of delivery, the balance to be paid in equal monthly installments of $25 each. After 6 months, the installation is completed and the operator can use the equipment purchased."

Effectivey used, Melone pointed out, the plan opens up a wide range of practically unlimited possibilities for a progressive and aggressive operator, to use the plan functions smoothly, and with full advantage to the operator. The nominal down payment is a mere $50, with payment of the balance extended over a 20-month period, as follows:

During the first 10 months, a payment of $54 per month is made. This is the equivalent of $129 per week.

During the second 10 months, payment is reduced to only $35 per month, which is the equivalent of $87.50 per week.

"Since the take from modern, up-to-date equipment invariably and greatly exceeds these figures," stated Melone, "the operator clearly is in a position of advantage, with nothing to lose and gain."
German Ops Win Big Tax Case

North Rhine-Westphalia Votes Down 36% Yearly Tax on Initial Cost of Music and Amuse Games To 6% Per Year
When Nova of Hamburg Calls Together Ops and Organizes Opposition

Bally Announces New Novelty Game—"Balls-A-Poppin"—

CHICAGO—Production schedules of Bally Manufacturing Company, this week, announced new novelty-games, as well as the firm's specialty, in-line games, according to announcement by Bill Allison, sales manager.

First Bally novelty-game in the new schedule is "Balls-A-Poppin" with a mechanism marked as a novelty feature by what is termed a "shot" of wild balls similar to six extra balls are simultaneously ejected onto or off the playfield and returning to and forth across the playfield, bombarding, poppers, breakers and rollovers, like a ball on a pinball. The question? Does the player relieve this frenzied stampede of 'Wild Balls'? First, 'Wild Balls' are advanced on the back glass in a manner similar to ordinary "bombs" and with skill-shots across advance buttons, four of which dot the playfield, or against two advance rails at the back of the field. Then a skill-shot into a 'Kick-Out Saucer' pocket in center of playfield automatically releases the number of balls credited, and "Wild Balls" are automatically ejected from a 'Wild Balls Bazooka' to roll down the playfield, hitting bumpers right and left, hitting back and forth between 'Slingshot-Kickers', 'Flipper'-flipped back up the field, skyrockets, aiming arrows, arrows to sudden success, 'Wild Balls' in action, not build up the score, but actually pile up as additional "Wild Balls", resulting in a continuous avalanche of 'Wild Balls'. And, because the final ball-shot by a player may be the trigger-shot that excludes the 'Wild Balls Bazoika', 'Balls-A-Poppin' gives players the greatest ball suspense in years. Results is repeat-play as fast and ferocious as the machine-gun action of "Wild Balls".

Scoring—Targets on playfield of "Balls-A-Poppin" include four 'Pop-Eye' or "Ball-Eye" pockets, each scoring 1 point, 10 points when lit, 'Pop-Bumpers' are lit by ringing "Bumper-Light-Bumper", which also scores 10. "Bumper-Light-Bumper" in left-center of playfield gives player second chance to light "Pop-Bumpers", side-to-side ball-action in middle 4 'Slingshot-Kickers' ran near along sides of playfield, each scoring 1 point, 10 points when lit. Kicker is hit by hitting "Kicker-Light-Bumper", which is located directly below "Bumper-Light-Bumper" and which scores 1 point. "Kicker-Light-Bumper" in right-center of field gives second chance to light "Kicker".

Other scoring-targets are 2 'Roll-Overs-Lanes', each scoring 5; 2 'Roll-Overs-Lanes', each scoring 10; 2 'Roll-Overs-Lanes', each scoring 1; 4 'Roll-Overs-Lanes', each scoring 1; 2 'Roll-Overs-Lanes', each scoring 1; 3 'Roll-Overs-Lanes', each scoring 1; 1 'Roll-Overs-Lanes', each scoring 1. Flippers' on side of cabinet permit player to operate 2 "Power-Flippers", 2 "Power-Flippers", thus, skill-controlling balls-forcing "Wild Balls" down to final few inches of field.

Housed in a new style cabinet, "Balls-A-Poppin" is equipped with coin-chute that permits a single player to pay for one coin, 2 players for 25 cents, 3 players for 35 cents, and 4 players for a dollar, available with nickel or dime mechanism. Replay-register may be used or not used, as required.

AMI Appoints Sams

CHICAGO—E. L. (Ed) Ratasjek, sales manager of AMI Corporation, Grand Rapids, Michigan, has announced the appointment of Tom Sams, Western district sales representative of Jimmy and Ray Music Service, as AMI distributors for the territory of Hawaii.

Principals of the new distributorship are Jimmy Suniyma and Raymond C. L. Cheong. Both men are well known in the area and have been active in the music machine business for many years.

Jimmy and Ray Music Service will cover the seven islands of Hawaii, Kauai, Molokai, Maui, Lollani, Molokai, Hawaii, Okolani, Niihau and Kusohaa.

New model "G" phonographs are on display at the firm's headquarters in Honolulu, where complete service facilities are also maintained.

DUSSELDORF, W. GERMANY—A strike, which was won here in the capital of the North Rhine-Westphalian Parliament when, at almost the same time, the Rhine-Geleschaft of Hamburg discovered there was a bill to pass through the Parliament that would tax operators of music and amusement games 3% per month of the initial cost of the equipment they owned.

This would mean that a machine imposing a charge of $100 per month on the initial cost of $1,000 would be taxed at the rate of $30 per month or $360 per year or a total rate of $360 per year for the life of the machine whether it was in a machine or an amusement machine.

The North Rhine-Westphalian Parliament acts for what is the largest state in Western Germany. Such cities as Cologne, Essen and the capital, Dusseldorf, host a part of this state of about 50 million people. There are estimated to be over 1,000,000 hokes boxes in this area. This is actually two states governed by one parliament.

On the recommendation of various bills being introduced, Nova of Hamburg discovered this bill and learned that, in just a few days it would be presented for vote to the Parliament. Nova of Hamburg was also advised that the bill had been hanging fire for about seven months. There was no one from the industry that had come around to oppose it.

Very quickly, the leaders of Nova called together area and organized opposition to the bill.

A complete and concise explanation by the industry resulted in the bill being changed from 3% to 1% of the initial cost of the machine as tax. But this tax from 3% per year to 6% annually.

The operators are now watching carefully with more proper and timely guidance will see to it that bills of this nature are not only quickly opposed but defeated in the future.

It is also hoped that even this 6% per year tax will again be cut for it is not only excessive but extremely inequitable.

If the initial bill would have passed it would, most definitely, have meant the end of exports into this country.

With men like Alfred W. Adickes, president of Nova Apparate Gesellschaft of Hamburg, who has over 25 years of experience in the industry, the importing manufacturers and distributors in the U.S. have a definite protecting factor in their favor.

It's What's In THE CASH BOX That Counts
THE CASH BOX
WORLD FAMOUS
QUARTERLY EXPORT EDITION
A COMPLETE REPORT OF THE THIRD QUARTER OF 1956 PUBLISHED IN
SPANISH, FRENCH, GERMAN, ENGLISH
COVERING THE ENTIRE COIN MACHINE WORLD

Bringing closer together the international coin machines trade. Creating better understanding of all modern coin operated equipment as featured in "The Cash Box Price Lists" that are officially accepted worldwide. A remarkable and outstanding opportunity for all advertisers to expand more deeply into the world’s markets and, thereby, enlarge their sales potentials and scope of operations while achieving marketing leadership.

$15,238,897.00 WORTH OF COIN MACHINES EXPORTED DURING 1955 AS REPORTED BY THE U.S. DEPARTMENT OF COMMERCE

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

FINAL CLOSING DATE FOR ALL ADVERTISING
Thursday, OCTOBER 25

("The Cash Box' Quarterly Export Edition" November 3rd Issue)

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“IT’S WHAT’S IN THE CASH BOX THAT COUNTS”
Through The Coin Chute
NEW ORLEANS NOTES

New Orleans distrbs were all quite pleased with the way fall business has begun. At Lynch and Zander we spotted quite a bit of activity. They were the first to open the "Jungle Hunt" and the operators were excited at the birds' singing; the bears', lions' and tigers' growls; and the monkeys' squeals. They are also selling a large number of the Sedbury phonographs. At Crown Nov'ly, Nick Carbalaj was showing the J. H. Keeney "Super Big Tent" to an enthusiastic audience of operators. Nick says the machine has so many new features built in that it will hold the player for a long time. Nick also reports Bally's "Big Show" was a winner with the ops all over the state. He tells us that pool tables are picking up on the routes but have been asking for more pool tables. Many, who had removed the pool tables from location when the last weather set in, are now getting them back in the same spots. Wherever this has been done, reports Carbalaj, the take has jumped immediately. Carbalaj's floor was well stocked with Bally, J. H. Keeney, United and Chicago Coliseum and Keeney was out working the state of Mississippi. . . . At Huffman Distributors they were anxiously awaiting the new Rock-Ola "2000". . . . At Dixie Coin Ed Hollifield, with a big grin, says, "We've increased our AMI business this year three times that of last." . . . Natural Dist. Co. also was a beehive of activity with a well stocked floor displaying the Rolly binocular and a complete stock of used games and phonographs. The arcades are all doing nicely in New Orleans. Lou Boarsberg's, the whining rage in New Orleans, is doing well day and night. Ditto Eddie Centi's several throughout the city. . . . Elia Lucas, well known New Orleans operator, has sold it's routes to B. E. King, and is off for a three month vacation with his family. . . . Frank Kries spotted having trouble with his trucker. . . . Louis Riccobono looking as neat as the proverbial pin. Pete Lakash, in restful report, while Charles Pace was working like mad to get out one more machine. . . . Emile Kall learning more about what makes those machines tick. . . . Cleve Fernandez feeding the service days with the fact they keep right on working on his gun to get it into shape. . . . Frank Gordano's trucks loaded with Bally's "Big Show". . . . J. H. Lynch talking of guns. . . . Gabriel Dias making the rounds. . . . Ges Lambert, selling a big line for Al Aracil, it looks like a boloney sandwich as Teddy Giegerman looks hungry on. . . . Al Dargis wants bigger cash box. . . . Harry Corum hangers in the machines. Al says they break and the coins are all over the bottom of the machines. Nick Carbalaj, the thinker, sits back taking it all in, saying nothing. . . . Buster DeCourt selling the truck. . . . Old timer Ott Odder, just brought one of the largest eating places from 80 years ago. . . . The new Convention Causeway. Oder rebuild it and it looks deluxe. Beautiful crystal chandeliers, wrought iron tables and chairs in antique white, a huge fireplace, peacock feathers adorn the walls, and the entire building is set in a beautiful pine grove. The food is of the finest quality. It will be known as The Tender Age. In the Spring, Oder plans to build a swimming pool and set up a court of twenty or thirty cabins. . . . Out of town kommen seen on the row: Tredy, Houston, Texas, buying panoramas; S. A. (Snokey) Atevedo, Biloxi, Miss.; Harry Gaston, Long Beach, Miss.; Ed Thoress, Biloxi, La.; Ted Ingrassia and wife, Gulfport, Miss.; John Evans, Gulfport Miss.; Jerry Juanico, Biloxi, Miss.; A. L. Lide, John Trueloe, Biloxi, Miss.; J. Antonio, Honduras; G.; Frank Gordano.

Chicago Phono Bowling League News

CHICAGO—Oonmens Sons started off the evening by winning 2 games from Atlas. Johnny Oomen scored 471 for his team. Vic Jaccino was high for Atlas with 499. . . . Mercury Records took two from Coven Music. Irv Troplein's 464 was high for Mercury and Chuck Myers' 476 was high for Coven. . . . M.S. Distrib. tied for the lead by taking 3 from Coral Records. Ralph Kick's score of 566, besides being high for M.S., was high for men and the highest score to date in the current season. Rudy Zeina came through for Coral with 509. . . . ABC No. 1 came through with 2 games from Star Music. Harry Schreiber was high for ABC with 406. Hank Sochacki's 471 was high for Star. . . . Galgano Distrib. triumphed over B & B Novelly by winning all three games. Ed Teske's 500 was high score for Galgano. Fred Dries was high for B & B with 532. . . . Paschke Phone swept three games from Singer One-Stop. Bob Gallet was high for Paschke with a 520 score. Carol Preble's 479 was also high for Paschke as well as high for men. Harry Julian's 506 was high for Singer. . . . Gillette Distrib. won two from Deec Records. Warren Partridge came out high for Gillette with 597. Tony Ignoz's 433 was high for Deec. . . . ABC No. 2 swept three from Western Automatic. Les Taylor was high for ABC with 517. Bill Nyland came through for Western with 435.

Chicago—October 27, 1956

Through The Coin Chute
HOUSTON HAPPENINGS

Sun Refinishing & Manufacturing Co., leading local specialty firm in refinishing and renewing phonograph cabinets, just took another forward step by easing into kiddle ride production. Stepping ahead has been a habit of this concern, owned and operated by Gus Sundman and wife Mary, since its beginning early last year. Organized mainly to refinish cabinets for distributors the outfit, with more shop space and added modern equipment, is now offering phonograph refinishing service to music operators anywhere. Gus has been in some phase of music cabinet work since 1926. . . . Medium sized retail record stores, with an average of 60 in the new Odd Fellows building on Park Place Blvd. George M. Warriner Jr. is owner and manager. . . . C. R. (Charlie) Sage was recently appointed sales representative for Eastern Electric cigarette machines in States of Texas, Louisiana, Mississipoll, and Alabama. . . . Local operator B. G. Gentry boldly entered seeking info from The Cash Box record report section that might help him pick proper platters to pull more patrons. . . . Billsex (a wrestling fans apelinity) at 85 and $2.00 a throw greeted Elvis Presley at his two show appearance in San Houston Coliseum Oct. 13. . . . Mr. and Mrs. Leon Redin jointly proud of their son Billy Bob, a second year medical student at Baylor University. Redin and Jesse Herrera are joint owners of the H. & L. Music Co. in Pasadena. . . . Early in October Stoney Paige closed his record shop on Telephone Rd. and moved all stock to the store on Jensen.

"It's What's in THE CASH BOX That Counts"
NEW ENGLAND NIBBLES

Indian Summer, with temperatures running up to the 80's, has hit the area and brought coin machine ops into Boston from the northern New England states on buying trips. The good weather has resulted in many of the salesmen for Boston districts taking to the road for sales trips. Bisa is reported on the upswing with the fine weather holding. Music reported heading for all-time high this season with juice box plays of disks becoming more and more important in every segment of the trade. . . . Rosemary Clooney was hosted by WNAC-TV and Allied Distributors, Columbia records, at a party at Hotel Sherman in Boston Tuesday, Oct. 11, to introduce her new song. Highs of the thrush's numbers were presented to the vip guests and City Greeter Jack Brown presented Miss Clooney with the key to the city and an illustrated brochure of historic Boston.

J Redd Distributing Co., (Wurlitzer), Bob Jones, sales mgr., reports biggest orders ever in for new Wurlitzer model “2000.” Says ops are doing handsprings over the new 50¢ coin chute, which is nabbing big takes everywhere. New games coming in are exciting ops here. . . . At Atlas Distributors (AMJ), Louis and Barney Blatt greeting incoming N. E. ops shopping for full merchandise. Color engineered AMI hitting big steady pace here. . . . At Associated Amusements (Rock-Ola), date being formulated for forthcoming unveiling of the new Rock-Ola 200 and arrangements for gala party for N. E. ops being made. . . . Irwin Margold, Trimount (Seeburg) reports sales of Seeburg phones has surmonted past week or so. Also shipments to foreign countries keeps firm at fever pitch.

Ops in visiting with distribs this week included; Louis Zeldman, Portsmouth, N. H.; Al Dovins, Hyannis; Matt Ferrara, New Bedford; Adolph Dugas, Webster; Ralph Ridgeway, Springfield; Paul Doberty, Al Cashel, Ray Shea, Worcester; Sol Robinson, Newton; Al Requier, Willimantic, Conn.; D. J. Halle, Berlin, N. H.; Sol Taube, Manchester, N. H.; Martin Oliver, Portland, Me.; Bill O'Brien, Newport, R. I.; Ralph Lackey, West Roxbury; Jim Chat, Norwalk, Conn.; Del Frechette, Lewiston, Me.; Bill Hamel, Concord, N. H.; John Clemens, Providence, R. I.; Connie Pocus, South Boston; Bill Lang, Fairlee, Vt.; Louis Stevens, Southbridge; Dave Baker, Arlington; Luke Levine, Brockline; Tony Grazioso, Springfield; Walter Lavy, Worcester; Leo Van Dale, Spencer, N. H.; Henry Levine, Milton; O. E. Gilbert, Middleboro, Mass.; Ralph Moulthrop, Island Pond, Vt.; George Chapoulis, Malden; Marty Cook, Brockline; Pete Suma, Bristol Conn.; and Bill Arrison, Chester, Vt. . . . Disk jock Truman Taylor, WBOB, married Camille Dennison and couple are just back from honeymoon in Berkshires. . . . Don Sherman, WBOB, organizing James Dean Memorial Fan Club.

Through The Coin Chute

WEST TEXAS TINGLES

Reported that Cn Snyder has been ill in San Antonio, he hopes he's better now. . . . Gene Turnbow, Stamford, is contemplating ten cent music as are several other operators in this area, including Bert Alcott, Seymour, and Vernie Feemester, Knoxville. It is a little early for a progress report but these operators are investigating. . . . Terry Holt, Snyder, all set up and doing a good business in his new building. Doc Davis has his office with Terry. . . . Josie Wynn, Post, reporting the crops around are not going to be too good this year. . . . John Beard, Brownfield, working hard trying to get his cotton gathered. He has had to import a load of Mexican nationals in to gather it. . . . J. D. Harding and J. C. Lewallen, Levelland, have moved their office to part of a store and Plymouth Builders Supply, Art Jentzen, Clovis, and his boys cleaning their shop of equipment. . . . F. W. Haf, Lovington, laid up in bed with a pain in his side. Hope to see him up and around soon. . . . George New, Hobbs, rushing Shorty Mareen and Glenn Stanfield around so he could slip off to the Texas-Oklahoma football game. Shorty and Glynn say they have to do all the work around there now. . . . Steve Payne, Kermit, getting his wife's washer all fixed so she can wash his shirts again. . . . E. J. Bishop, Wink, talking about his route doing well now. . . . George Green, Odessa, drinking coffee with his wife and a salesmen. . . . Bill Sheffield, Odessa, working day and night checking his route. . . . Elmo Pinkerton, Big Spring, sending in his new company's office. Sure is. . . . T. Red, Colorado City, making service calls late at night. . . . The Harp Brothers, Mel and Pee Wee, Sweetwater, have converted to ten cent music and report that they are amazed with the results. They wouldn't have it any other way. . . . Talmadge Craig, Ranger, trying to figure out how he fouled up his title strips in a machine on which he was changing records.
More Reports On Phono Survey Arriving at The Cash Box Offices

Survey Will Help to Determine Number of Phonos on Locations Thruout the United States

CHICAGO—The Cash Box survey to help determine the number of music machines on location thruout the United States has now completed its third week and reports are starting to arrive in larger quantities. It is gratifying that so many operators have taken the time and trouble to fill out the form, reproduced below, in a project that will aid the entire music machine business. The final total will be unavailable for several months yet.

This survey is the result of the controversy at this time regarding whether there are 550,000 or 600,000 or more phonos on locations in the U. S.

The last time The Cash Box surveyed the field a figure of 550,000 phonos was set for the U. S.

Since then, many are of the firm belief that the industry has grown right along with the increased number of retail locations, shopping centers as well as population growth.

These men are of the opinion that 600,000 music instruments on locations, these include phonos, hideaway and telephone shells, would be closer to correct than the old 550,000 figure.

To settle this, The Cash Box has again started a survey. This will take some months to complete.

Those who feel they would like to join in the survey, prior to receiving material to fill out, can send in the number of Juke boxes they know to be in their city, their county and in their state.

All individual reports will be kept strictly confidential.

**HOW MANY PHONOS ON LOCATIONS**

**IN YOUR CITY?**

**IN YOUR COUNTY?**

**IN YOUR STATE?**

[PLEASE INSERT NUMBER OF PHONOS IN ABOVE SPACES ACCORDING TO YOUR PRESENT FIGURES]

**THIS IS IMPORTANT**

Your estimates will be kept strictly confidential. Reports are to the effect that there are now about 600,000 automatic phonos on locations in the U.S.A. This would show a very definite growth for the industry. Therefore your complete cooperation is requested in this very important matter. Please fill out completely and mail today!

**SIGNED**

**FIRM**

**ADDRESS**

**CITY**

**ZONE**

**STATE**

**MAIL TODAY TO:**

The Cash Box, 32 W. Randolph St., Chicago 1

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

MOOSIC, PA.—Seen above is a picture taken recently at the Veteran's Hospital in Wilkes-Barre, Pa., when Benjamin Sterling, Jr., Sterling Service, this city, presented several games for the veteran's game room. Sterling, Jr., can be seen at the extreme right.
Well, ya’ll, I’m going to make one important suggestion. When you make your itinerary for your very first trip to Europe, make London your initial stop. The fact that everyone still speaks English makes the start of your trip delightful.

You’ll love the great courtesy and the service you’ll receive wherever you go. Just come with an open mind.

And forget about all the scary stories you hear, such as lack of tissues and soap, etc. You can buy as much as your little hearts desire. Reasonably priced. Just in the U.S.

Remember, too, that you’ll have one real advantage over other tourists. The fact that you are a member of this industry is like being part of an international sorority.

The wires of coinmen in London are just like you and me. Charming, well dressed and so helpful. All will hand you for tea. (Everyone hands out tea at 4 P.M.) All will want to help you with your shopping. And, definitely, you must spend at least one evening in a British home. You’re sure to be invited. We did and we loved it. If you are watching your avoidance—forget about it when you come to Europe. The biscuits (Cookies) and sweets in London are just fabulous. In restaurants and in homes you’ll be offered the most entrancing and delicious variety you’ve ever seen.

The Strand, Piccadilly Circus, Soho, Chelsea, even Petticoat Lane, well, they’re all fascinating. But, you’ll still feel at home, because everyone understands you and you understand everyone else.

There was an awful lump in my throat when we flew out of London. We’d met so many charming and delightful people. The wives of the men in our business had made my stay here just absolutely delightful.

We’re now in very fascinating Copenhagen. Most of the businessmen here, especially those in our business, still speak English. But here and there, questioning for a street—we, can’t speak Danish.

But don’t let that stop you from coming to Copenhagen. This is one country that loves and welcomes Americans. I’ll write more about it. Right now we’re preparing to fly to the international city of Hamburg.
Some columns in this windy city have been saying, "Business is good, but business is tough." They report higher sales volume, but no rise in profits. Others admit getting both, and seem to be picking up plenty steam for new growth and growth several months ahead. The more progressive boys here fight harder to keep inventories up. Then use every sales and promotional tool available to stimulate sales of new and used products. All admit new releases are faster, better, more action-packed. . . Bill and Cisie Gerh, reporting last week from Copenhagen, Denmark, say coin buffs from city to city. All want U.S. machines, but dollar problem makes licenses difficult to obtain. Only thing cheaper in Europe, they declare, is tipping. Bill and Cisie will visit with A. J. Apple in a few days in Hamburg, Germany. Then on to Brussels, Paris and Geneva. Joe Maszone, Miami, in town this past week, telling Dave Gottlieb that multiple player games going exceptionally well. . . Flash to all Gottlieb distros--"Flipper" man. They're checked, overhauled, refinished, and she's rarin' to sail the seas. Which has Dave, Nate, Alvin and Sol Gottlieb looking head to taking turns as hosts and fishermen. . . That entertainin' man Bill O'Donnell was out on the town with Milt Marmor from Chicago. . .

Cinci. Bill says Bally's "Big Show" is "real, plain old Chicago." What an itinerary for John Casola: Atlanta, Charlotte, Jacksonville, Pensacola, N'Orleans, Corpus Christi. Spreading goodwill and the good word for long-planned new products really has Johny on the go. Out of all those conferences going on between Axven Genebus, Ralph Sheffield and the boys at Genoa, comes the rumor that "something big is about to break." Al Wierman reports out East, moving around fast and doing good with D. C. (Dave Crockett). "Traffic's so heavy at First," says John Kline and Wally Finkl. "He's only contemplating installing electric-eye doors that open automatically." Sam Kolber, Fred Kline and Marvin Rosen seen dispensing the famous First hospitality to the steady stream of customers. Joe Sherry, Dave B. and George Jenkins, Bally, "fine as silk and busy as can be." Bill DeSelm, entertaining Sam Taran of Miami at the friendly United plant, put it short and sweet when he said, "Everything's just dandy." Al Theolke starts a jaunt from Milw. to Omaha, with many a stop in between, promoting United games and holding service schools. . . Paul Hueseb, Keeney's general sales mgr., working like inspired on new games. Making sure they're perfect before release. Nods approvingly as Leo Gary hires additional engineers for games division. Bill Canan reported working with John Bulk, Midwest Distributors, K. C. Working on the new combination hot chocolate and hot coffee vendor. M. Alberts, meantime, roams through northern parts of Miss. and Ark., after his swing around southern section of the country. . . Stan Levin and Vince Shay at All-State cut it pretty close last week. "Twas a 30-game report and only 10 ready. Last games on the order finally arrived at last minute. So the boys worked overtime. And the shipment went out in time to make the boat.

Sam Wolber, Sam Genebus and Ed Levin reported to be highly enthused at the way ChiCoin's new "Miami Shuffle" has taken hold. Says Ed, "Nice repeated business coming in keeping us all busy." Mort Secore, on trip thru the Midwest and South, advises he gets wonderful reception wherever he goes. . . From Dave Rockola comes word that his sales and engineering dept., scheduled to move into new, beautiful, spacious offices. Kurt Kleiser, Wayne "Brad" Bradfield and Les Rieck happy to have more elbow-room to accomplish more than ever. Ed Ristau, Rockola's director of sales, thru a week's trip to find his new office all set up for him. . . Art Garvey in town this past week, moving right ahead with those Bally games. . . At busy, busy World Wide, Fred Skor asserts they have big game upsets in the works this past week. Len Micon said to be trying desperately to break 72 on the golf course before the snow starts. No news available from Joel (V.V.) Stern except he's still honeymooning. . . Mac Brier, Donan, claims he set some kind of record one day last week, calling from coast to coast and border to border to locate pinballs. . . John Frantz advises "Lots of demand from southern states for 'ATB Challengers', with 'Ricker & Catcher' a close second."

Art Weinand, Williams, elated and smiling as shipments surge for firm's new 5-ball game, "Fun House." "A lot of them labeled for overseas," says he. Queued concerning future products, Art merely shrugs in mysterious, hinting at "something new, different and revolutionary." . . . Joe Robbins, Empire, advises Jack Burns traveling in Illinois this week, Michigan next week, LeRoy "Dusty" Rothein looking at road maps. Clarence Schrage of Games, Inc., prideself shows prospect mechanical simplicity of new game, "Skoot Shoot." Said Clarence, "Production jumped tremendously since last week, with customers suddenly upping orders for equipment." . . . Ted Rubenstein, Marvel, smiles with satisfaction as plastics and parts for 111,111,111,111 machines go out as fast as Plantsville assemblies. Estelle (Gal Friday) Bye says, "Everything is just dandy." So what she was worried about did not happen at all. . . Tom Callaghan at the Bally plant doing his share of phonecalling and entertaining.

Harel Schwartz and Nate Feinstein say they prefer to keep "keystones" at a reasonably small number to allow better personal instruction. Opa represented at last Atlas Weekly Service School were: Ailed Amuse., Apex Amuse., Music Vendors, Gary, B & G Amuse., Bluebird Phon., Chicago Music, Town Country Music, Coalplay Amuse., McDonald Merchandising, Ottawa, Northern Ill. Music. . . Sam Lewis at Exhibit very pleased to advise "being driven out of my mind with production and shipping details as the new gun game, 'Jungle Hunt', wins tremendous orders from distros." Equally hard at work is Frank Metzler as he sets the pace for Exhibit's engineers. . . Joe Collins, district sales rep. for AMI, writes to inform he has moved to 50 Biscayne Drive N.W., Atlanta, Ga., "the better to service the 7 southern states."

Vending op was buying charms from Jack Nelson, Jr. at Logan. Saw a new item barely visible on the desk. Said op, "I'll take a barrel of these." Observed Jack after op left, "I've got 100 new charm items, but if it's half-concealed or hard to get, they want it all the more." . . . Marie Hopp, Purveyor, had all 5 phones ringing at one and the same time. This naturally happens right after Herb Perkins steps out the door.


WORTH REPEATING: The fellow who owns his own home is always coming out of a hardware store.
Used equipment of all types, and the many new record releases were sparking business along Pico last week. The demand for used equipment has hit a new high this past year and looks like it will continue into next year. The record companies have found that many records by the major companies are used up and coming recording companies has the one-stop operators, their hair  trying to keep up with all the records. Louis Scobek, head of single record promotion for Capital, notes that New York, and art Groh, District branch manager, paid a visit to Norty's Music Center and complimented Norty Berke on the new charts and record racks covering the top titles in all four fields. Richard Barrientos, of the Latin Record Department, has formed an instrumental group called The Latinos that has played a number of local spots. The group is complete arrangements for a recording during the last month. Reports that Patti Page's "Throw Mama From The Train" on Mercury has started to take off with the operators. Phil Robinson says that Chicago Co.'s new "Miami Shuffle" game has proven popular with operators throughout the area. Phil and his wife are spending a few days in Las Vegas soaking up the sun. MILITARY MUSIC Co. held "Service School" in San Diego and Long Beach and Hank Tronick, Jack LaRue and Matt Norberg reported almost 100% attendance and great enthusiasm for the new model phonographs from all attending. Bert Kidder, former operator in Monterey, visiting his many friends along Pico and receiving congratulations on the success he is enjoying with his miniature golf course in Ontario. Gabe Orland was doing double duty at California Music Company during Sammy Rick's absence. Sammy and his wife, "Bucky," made a trip to El Paso to visit their son, Ronnie, who is stationed at Fort Bliss. Gabe announced that the big move into the new building will finally commence the first of November. Elba Delgado believes that Robert Sherwood's version of "Mary Lou" on Decca should take off big. Eileen Bloomer and Frank Today of Music Mart made one of their infrequent visits to the store last week and were welcomed by their many friends. Jack Simon and Sonny Loemer made a trip to Las Vegas and left John Freeman in charge at Simon Distributing Company. Sonny returned early and found John up to his usual orders for used equipment. Genco's new "Davy Crockett" rifle gallery has just been received at Badger Sales Company, Inc., and Marshall says that it is causing quite a stir with the operators. Marshall says the operators are very enthusiastic about the game because of its appeal to the pre-teen and teen market. Bill Hengel's many orders for the new AMI "G200" phonograph from Don Ames in the San Diego area. Though a lot of customers at Livernois's Bar last week installing new shelves to take care of their new record stock, mail orders and LP section. Ray Solle has posted The Cash Box's Best Selling Pop Albums listing easy on the section for quick and easy order filling. Mill Weiss was playing the new release of "All About Elvis" on the Fulvis label, and he started telling her that it had started "The" Claire Solle predicts that "Petticoats of Porten" by Billy Vaughn on Dot will become a hit and Mary and Kay picked Bill Haley's "Rocky Road" on Decca. Mary and Kay Wilkes and Don Peterman, Inc., after attending the Rock-Ola "Service School" in San Francisco. They have nothing but raves for the new Rock-Ola "200" phonograph and say that everyone attending had the same feeling. Lucille and Paul Laxen have made all arrangements for the showing of the new "200" phonograph and will send out announcements the moment they receive word of their first shipment. At Sierra Distributors, Ed Wiser walked in and handed Wayne Copeland a handful of orders for the Wurlitzer model "200" phonograph that he had received from San Bernardino area. A shipment of "200" has been received at Sierra which will take care of the many orders. Leonard Hicks, manager of the Parts and Accessories Department, reports that sales have continued to increase in his department. Frank Davis reports that the success of the Pool Table Conversion Kit has kept everyone busy shipping since its release. The kit is an excellent business and it is maintaining its high in sales. Al Hettelman reports that they have had to re-order United's "Super Blues" baseball game because the demand from the operators and the shipment should arrive momentarily. Charley Robinson is looking forward to the arrival of United's new "Pirate Gun" rifle gallery which should be in the showroom soon.

**Through The Coin Chute**

**CALIFORNIA CLIPS**

**Through The Coin Chute**

**DALLAS DOINGS**

Commercial Music Co. expected a number of Oklahoma visitors to be in town for the Texas-Oklahoma game. Elvis Presley had a record turnout for his one-night appearance at the Cotton Bowl. A large fence was erected around the field to hold back his cheering admirers. George Green of Oklahoma certainly knows his taste for entertainment and had him the big Bowl game. Mrs. Jimmy Roiden of Modern Music in Lubbock visited at S. H. Lynch and Co. with her new daughter, Shannon. Mrs. Roiden was formerly with the company. Tommy Daniel was over to downtown Dallas as he is travelling in northeast Texas. An outstanding number of out-of-towners here to visit the West, as well as almost the Dallas market. Visitors included B. Y. Byford of McGregor; W. C. Starke, Gainesville; R. J. Brown, Wichita Falls; Keith Price, Stanton; H. H. Harper, San Antonio; Henry Wilson, Waco; E. R. In, Encon representative for Eastern Electric; J. W. Dunn stark is the new owner of the Top-10 Record shop. H. W. Dailey, John Bethany Oil Co. representative for eastern Electric; E. E. Brown, Toy Bins. Mr. Clarence Walker is on leave from Certain Music Company to wait his baby and Miss Faye Bell Wilkinson is the new secretary. . Mr. and Mrs. Dwayne C. Attwell from Springhill, La., in town for the Fair and to pick up new equipment. We were glad to hear from Bob De Priest that his daughter and son-in-law were doing well in their new home in Colorado.

**It's What's in THE CASH BOX That Counts**
Juke Box Rock and Roll Contest

JACKSONVILLE, FLA.—Joe Barton, manager of Bush Distributing Company, this city, reported that the recent “Rock and Roll” contest held in this area proved most successful, with some two thousand people in attendance.

“Contrary to the trend in some parts of the country,” said Barton, “the high schools in this area allowed themselves to be represented by the wins’ team.”

Pictured here are some of the finalists as they participated on the Arcades Theatre, Friday, September 28. Music for the dancers was provided by records in a Wurlitzer model “2000” phonograph.

LOWEST PRICES IN THE INDUSTRY!
3/4" REPLACEMENT SLATE TOPS FOR REGULATION SIZE POOL TABLES
GIAN'T SIZE BUMPERS • LIVE RUBBER BUMPERS BEST QUALITY RUBBER-BACKED BILLIARD CLOTH DISTRIBUTORSHIPS STILL AVAILABLE
Write, Wire or Phone GEORGE PONSER, Sales Manager
EASTERN NOVELTY DISTRIBUTORS, INC.
123 West Runyon Street Bigelow 3-7422 Newark 5, New Jersey

Juke Box Featured On Skelton TV Show

Mention “Dime” Play

HOLLYWOOD, CALIF. — Red Skelton, world famous entertainer, on his Tuesday night TV nationally aired show, gave the music trade quite a good break.

A Rock-Ola phonograph was the center of a skit, with the camera panning up and down a number of times. The best plug given the music op was when Skelton referred to “putting a dime” in the juke box.

ARCADE SPECIALS!

Genco Sky Rocket Gun $275
Genco Rifle Gallery 165
Genco 2 Player Basketball 175
Exh. Wild West Gun 75
Touchdown 55
Galoo 55
A-1 RE CONDITIONED

ALL-STATE COIN MACH. EXCH.
4407 W. Fullerton Ave., Chicago 39, Ill. (All Phones: Belmont 4-1757)

"It's What's in THE CASH BOX That Counts"
Empire Installs Steam Cleaning Equipment

CHICAGO—Gil Kitt, Empire Coin Machine Exchange, this city, announced this past week that the firm has installed a booth which will house steam cleaning equipment for all phonographs and games. The booth, made of sheet metal and specially constructed, is placed in the shop.

“We are always on the lookout,” stated Kitt, “for latest techniques and modern efficient methods. Regardless of initial cost, we felt that a complete and thorough steam cleaning of phonographs and games will benefit the customer tremendously.

“Our increasing volume of business on phonos decided us to go the way with this installation of the most efficient steam cleaner available.

“Not only will customers get the very cleanest of coin operated equipment, for which Empire is already famous throughout the world, but they will also benefit from faster deliveries and better values.”

Steam cleaning is now Empire’s first step in reconditioning any game or phonograph. Mechanics then check the mechanism, replacing worn parts and doing all that is necessary to restore it to first class condition.

The equipment then goes to a separate paint spray booth to restore original flash and color to cabinets.

“When additional methods for faster service, better quality and cleaner equipment present themselves,” concluded Kitt, “Empire will be sure to have them.”

Bill Gersh, publisher of “The Cash Box”, who is traveling throughout Europe, has been sending in reports of the coin machine conditions and trends in various countries. These reports will be published in the November 3 issue, “The Cash Box’ Quarterly Export Edition”.

BE SURE TO READ ALL ABOUT EUROPEAN CONDITIONS AND TRENDS—as reported by the foremost writer in the coin machine industry.

The Cash Box
26 WEST 47th STREET
NEW YORK, N.Y.

CHICAGO — HOLLYWOOD — BOSTON — LONDON

“IT'S WHAT'S IN THE CASH BOX THAT COUNTS”
Clergy Honors Parkoff and Bodkin

NEW YORK—The music machine industry and the men connected with it were honored by the Clergy and United States service “brass” on Sunday, October 14, when two of its leaders were hailed at a Communion Breakfast held by the National Catholic Community Service.

"Senator" Al Bodkin and Meyer Parkoff were the common praised for their combined contribution of a juke box for the recreation room of this organization. The National Catholic Community Service conducts a lounge for Army, Navy and Air Force personnel who are in the big city and need relaxation and recreation, serving some 17,000 each month.

It was pointed out that servicemen from all over the nation attend the Community Service and the juke box makes them feel right at home, as these machines are an established fixture at every restaurant, tavern and soda spot in their own home towns.

Stimulated by this high praise, and recognizing the tremendous good-will this type of contribution affords, Parkoff and Bodkin are formulating plans for a public relations program along these lines. Complete details will be available soon.

A.B.T. RIFLE SPORT
3 and 6 Gun Models

Have You Seen Chicago coin's FIRST Novelty Pin Game In Years!

Have You Seen Chicago coin's FIRST Novelty Pin Game In Years!

NEW Attractive Colorful Anodized Pucks!

NEW Player "participation" Scoring!

NEW Simple Fool-Proof Mechanism!

NEW * In-Line Scoring • Double Scoring • Double-Double Scoring .

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NEW Attractive Colorful Anodized Pucks!

NEW Player "participation" Scoring!

NEW Simple Fool-Proof Mechanism!
WANT—Kiddie Rides and Arcade Machines. Must Be In A-I Shape. State Price and Condition in first letter. RELIABLE COIN MACHINE CO., INC., 184 VINDSOR STREET, HARRITON, CONN. (Tel.: Clapo 9-6356).

WANT—Photographs records made before 1946, Dealers or Jake box stock. I will pay the highest price. Some labels wanted are Brunswick, Vocalion, Paramount, Gennett, Melotone, JACOB S. SCHNEIDER, 109 WEST 33RD ST., NEW YORK, N. Y. (Tel.: TRafalgar 7-9147).


WANT—Mutoscope Drive Mobiles, All Types. Arcade Equipment—Types, Quantity and Best Price. J. ROSENFIELD CO., 4701 WASH. BLVD., ST. LOUIS 8, MO. (Tel.: FOREST 7-6730).

WANT—Seeburg 100-A's, C & C's. All 11100's, 11500's etc. As is. No quantity too large. CABLE SYSTEM, 240 E. MERRICK ROAD, FREEPORT, L. L. N. Y. (Tel.: Mayfair 3-2174, 3-4).

WANT—Used Records. Highest prices paid for 78's and 45's. No quantity too small. We buy brand new LP's (33-1/3 R.P.M.) in quantities of 50 or more. FIDELITY DISTRIBUTORS, 666 10TH AVE., NEW YORK 36, N. Y. Tel.: JUdson 6-4656.

WANT—Music: Seeburg 100-A's, BL'S, CA's; Bally: Watling 1700's, 1800's. Pinball, all late Gottlieb, Arcade and Bally Bingos. Write stating price and quantity in first letter. Bally Amusement Equipment Co., PARNY, LTD., 3216 TYSON AVE., PHILADELPHIA 49, PA. (Tel.: DEVONSHIRE 8-6935).

WANT—AMI 80 & 120 Selection Wall Bingos. Also Watling & Watling Newark Distributing Co., 42 FAIRBANKS ST., N. W., GRAND RAPIDS, 2, MICH. (Tel.: 9-8632—9-6047).

WANT—Literature on any type of coin machine—Mechanizing, Amusement, Skill, Rides, Music—anything you want. Our sole purpose. WITHAM ENTERPRISES and ASSOCIATES, 22-22 CUNN. AVENUE, GLENS FALLS, N. Y.

WANT—United Regulations and Bally Bingos for cash or wire. We buy for Bings or Pool Tables. CLEVELAND COIN MACHINE EXCHANGE, INC., 630 W. CLEVELAND 15, OHIO. (Tel.: Twer 1-6777).

WANT—Music and Game Route. Also Kiddie Rides and Used Records. Box 356, c/o THE CASH BOX, 26 W. 47TH ST., NEW YORK, N. Y.

WANT—Route wanted. Will pay cash for large route—music—games—rides—gadget movies. All information strictly confidential! POST OFFICE BOX # 364, c/o THE CASH BOX, 26 W. 47TH ST., NEW YORK, N. Y.

WANT—Used regulation Pool Tables. State quantity and price in first letter. GEORGE PONSON COMPANY, 123 W. RUNKIN ST., LAND O' LAKES, WIS. (Tel.: BIsgard 3-7422).


FOR SALE—Slate Tops for Pool Tables; Fibre Glass Cue Sticks; "300" Shuffle Alleys with authentic scoring. Also factory reconditioned Shuffle Alleys, Income Producer. Temple Kite; Gun; Arcade Equipment. Write for lowest prices. WEST SIDE DIST. CORP., 612 TENTH AVE., NEW YORK, N. Y.

FOR SALE—Used machines of all models, as is or shopped and ready for distribution. AUTOMATIC COIN MACHINE DISTRIBUTORS, INC., 900 NORTH WESTERN, OKLAHOMA CITY 6, OKLA. (Tel.: FOREST 3-4565).

FOR SALE—Non-warp Ply-Flex custom built Fibre-Glass Cues. Precision molded one piece construction giving accuracy, indestructibility. Won't warp, shatter, snap. Guaranteed for one year. Workmanship, defective materials, breakdown in normal use for one year. SEACOAST DISTRIBUTORS, INC., 1200 N. AVE., ELIZABETH, N. J. (Tel.: BISGARD 3-3243).

FOR SALE—Records!!! Se over whole sale, any label. Free title strips. 1200 hands in stock. New accounts take deposit with order. We also purchase surplus records new unused only. Breakage, misprints, etc., at 70% to 90% of retail. SEACOAST DISTRIBUTORS, INC., 1200 N. AVE., ELIZABETH, N. J. (Tel.: BISGARD 8-3243).

FOR SALE—Bally Yacht Clubs, $60; Beach Clubs, $85; Ice Frolles, $85; Surf Club, $95; Variety, $125; Gayety, $125; Miami Beach, $235; Underwood, $300; Chicago, $50; Manhattan, $150; Games, Inc. HISTORIC COIN MACHINE & DISTRIBUTOR. 314 EAST 11TH ST., ERIE, PA. (Tel.: 7-5799).


FOR SALE—If you can afford 92¢ per week to get ahead and stay ahead of all competition? For just 92¢ per week you can have a 40-word ad in this section for one full year's (52 weeks) subscription in THE CASH BOX, "The Bible of the Coin Machine Industry." Send your Check for $48 today plus your first 40¢, P. O. BOX 2685, 26 W. 47TH ST., NEW YORK 36, N. Y. (Phone: J 6-2640).

FOR SALE—Bally, 20¢ games, all paid or open. WE BUY BEACON SHOPS, 231 MAIN ST., BUFFALO, N. Y. (Tel.: 3-5428).

FOR SALE—Mutoscope, Carrousel, $125; Arrow, $225; Hollywood, $265; Temple, $325; Pins, Super Jumbo, $350; Arcade, $275; Tall Juke, $265; Lulu, $195; Japboy, $65; Big Time, $295; Caravan, $395; Miscellaneous, England and England Exhibit Co., 237 WASHINGTON AVE., BUFFALO, N. Y. (Tel.: DEcatur 1-1500).

FOR SALE—10 Miami Beach's, $230 ea. All have been shopped and are in A-1 condition. LEWIS & FOLEY, LEFT MUSIC CO., 180 SOUTH HOWARD ST., SPOKANE, WASH. (Tel.: MA 5853).

FOR SALE—Ready For Location. Starlet, $425; Caravan, $495; Gayety, $180; SIZZLE, $95; Palm Springs, $125; Miami Beach, $295; Hawaii, $75; Singapore, $150; Seeburg Maine Coin Feature, $225; Chicago Coin Crib, $175; Juke, $350; Chicago Coin Triple Score, $150; Bally Champ, $250; Bally Jet, $225; Kenney Century, $300; Arcade, $400; Mixers: United All Models. Write for price. Headquarters for Kiddie Rides, AS-SOLLER'S MUS. CORP., 500 RUGG DR., BOSTON, ALLSTON STATE, MASS. (Tel.: Stadium 2-4010-11-12).

FOR SALE—It's Mike Munroes Corporation for outstanding, able, reliable coverage of the Arcades Field. A single machine. A complete arcade. Provided for your Munroes MUNROES CORPORATION, 577 TENNENT AVENUE, NEW YORK 36, N. Y. (Tel.: Bily 6-6677).

FOR SALE—If you don't like wall-boxes—if you are dissatisfied with the small return they bring, then you can buy this "Jukebox". It's something new. Every music operator should find out about our "Jukebox". Your name and address on a post card will bring full information. Our "Jukebox" is available soon through your local distributor. We can afford to pay you up to the profit potential with our "Jukebox" auxiliary music control. Franchises available, distributors' inquiries welcome. SHELDON SALES, INC., 885 MAIN STREET, BUFFALO 3, NEW YORK.
FOR SALE—The best buy in used Bally Bingo Games. Just buy one and you will see why you pay a little more and be glad you did. Your money will buy you 250% more. For details, call Tele. WHEELING 2472.

FOR SALE—All types used AMI, Wurlitzer, Seeburg, Chicago, and others, complete and ready for location. UNITED DISTRIBUTORS, INC., 902 W. SECOND, WICHITA, KANSAS (Tel.: H-4111-4-3504).

FOR SALE—Southern Belle, $185; Gypsy Queen, $165; Happy Days, $65; Twin Bill, $175; Duette, $215; Stage Coach, $155; Chinatown, $55; Shindig, $90; Miami Beach, $210. STARK NOVELTY CO., 1815 FULTON RD., N.W., CANTON, O. H.

FOR SALE—Comeo—Extended Range Speakers and Baffles. Quantity at modest prices. Engineered for heavy duty use. Satisfaction guaranteed or money will be refunded. Finished in Light Oak. 1813 FULL TOWN RD., N.W., CANTON, O. H.

FOR SALE—Chicago Coin Flash, $110; Used Yankee, $120; Chief, $85; Clover, $45; Bally Myst, $95; Gold Medal, $60; Seeburg 100, $85; Carnival Gun, $175. MOHAWK SKILL GAMES CO., 66 SWAGGERTY RD., SCHENECTADY, N. Y.

FOR SALE—America's finest recreation machines and music. Everyone of our reconditioned machines guaranteed beautiful condition regardless of price. Tell us what you need, Get our prices before you buy. ANGOTT DISTRIBUTING CO., INC., 216 PU HITAAN AVENUE, DETROIT 21, MICH. Tel.: University 4-0773.

FOR SALE—We have a large stock of reconditioned Five Ball, Shuffle Games, and music. WESTERHAUS CORPORATION, 1725 KESSEN AVENUE, CINCINNATI, OHIO. (Tel.: Moutana 5000-1-3).

FOR SALE—Seeburg M 100 R $65; Seeburg M 100 G, $595; Seeburg M 100 C, $495; 100 Selection Chrome Seeburg Wall Boxes, $55. AMI Model C, $85. LEW JONES DISTRIBUTING CO., 1301 N. MAIN AVENUE, INDIANAPOLIS 2, IND. (Tel.: MElrose 5-1953).

FOR SALE—Wurlitzer 1500's Ready for location or "As Is". Write for low prices. YOUNG DISTRIBUTING, INC., 75 11th AVENUE, NEW YORK 36, N. Y. (Tel.: Chicker 4-5590).

FOR SALE—Reconditioned, Guaranteed, Wurlitzer 24 Record Haloway Cellar Units, complete with Packard Adaptors, price $80. Wallboxes, clean, $8. Wurlitzer 1000's, $75. FEIDOR MUSIC CO., c/o GEORGE THAYER & CO., STATE ST., BINGHAMTON, N. Y.

FOR SALE—Comet, $160; Deluxe 5th inning, $200, Leader, $150; Manhattan, $135; Targette, $150; Marx, $250; Lighting, $250; Triple Play, $225, AMI 78, $85, AMI 60, 78, 225, AMI E-120, $495, AMI A, $45, $25, AMI D-80, $75, AMI F-80, $350, Distributors for AMI, United and Williams. Write for price list, write or phone. CENTRAL DISTRIBUTORS, INC. 2315 OLIVE ST., ST. LOUIS, MO. (Tel.: Main 5-1511) or 2005 Main ST., KAN. SAS CITY, MO. (Tel.: Harrison 1-4747).

FOR SALE—1 Rock-Ola Comet 1438, $400; 1 AMI 120 Wall Boxes, ca. 1957, $200; 1 AMI 120 800, $120; 1 AMI Stepper, $50; 100 Seeburg 100 Chrome Wall Boxes, ca. 1957. For location or 1/3 deposit, balance cash, AMI NOVELTY CO., 620 4TH STREET, NEW YORK 36, N. Y. (Tel.: CRee 6-8939).


FOR SALE—I Geneo Sky Rocket Rifle at $300; 1 Chicago Coin Blinker Bowler and 1 Chicago Coin Bulbseye Bowler at $235 ca. SALINA MUSIC AND AMUSEMENT CO., 121 NORTH SEVENTH ST., SALINA, KANSAS.

FOR SALE—Complete line of used Phonographs, Shuffle Games, Cigarette machines and various types of all other games and equipment. Lowest prices. Best merchandise. One letter, wire or phone call will convince you. We are factory representatives for United, Williams, Bally, DeGrenier and Geneo, TARC DISTRIBUTING INC., 3401 W. 36th ST., MIAMI, FLA. (Tel.: Newton 5-2531).

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

FOR SALE—Seeburg M 1100-A, $250; M 100-G, $600; M 100-G, $750; M 100-W, $725; M 100-R, $825; 3W Chrome, $67.50; Wurlitzer 1800, like new, $750; 1400, $225; 1250, $150; 1100, $85; AMI E-30, $450; D-80, $350. MUSICAL SALES, 2334 E 60 STREET, ST. LOUIS 3, MO. (Tel.: CH 1-8561).

FOR SALE—Model 1438 120 Selection 45 RPM Rock-Ola "Comets" Phonographs, $465; Model 1546 120 Selection Chrome Rock-Ola Wall Boxes, $50; AMI Model E120, $125; Wurlitzer Wall Boxes; Model 3020, $75. Model 4820, $12.50. Model 4851, $15. O'CONNOR DISTRIBUTING INC. 2420 N. MAIN STREET, PHILADELPHIA 2, PA. (Tel.: York 6-3564).

FOR SALE—Model—Grand Slam, $95; King Arthur, $85; Bowling Champ, $85; Century I, $350; Century II, $350, $29.50 ca. 10 Bright Spots, $49.50 ca. 10 3-4 Ss, $24.50ca. WANT—Pixies, NOBO NOVELTY CO., 1447 N. MAIN ST., SAN FRANCISCO 3, CALIF. (Tel.: Market 1-6538).

FOR SALE—Close-out! Brand New " Booster Pools " and all makes electric Pool Tables. Make an offer. Also Wurlitzer 1400's, 1500's and 1700's. No reasonable offer refused. RYNON SALES CO., 693 TENTH AVE., NEW YORK, N. Y., or 22 FRELINGHUYSEN AVENUE, NEWARK, N. J.

FOR SALE—Lowest prices Thunderbolt, Lightning, $229.50 ca. Hollywood Bowlers, $265.90; Chicago Coin Super Home Run, $179.50; Bingo, Pool Tables, trade for Kiddie Rider, Arcade Equipment or write best cash offer. Ready for location, ALLIED DISTRIBUTING CO., 5676 W. MICHILE C-container, I. L. (Tel.: Canal 6-0293-45).

FOR SALE—Stage Coach, $165; Genco, Champion Baseball, $295; Genco, Super Big Top, $395; Sky Rocket, $295; Rifle Gallery, $200; Seeburg, Shoot The Bear, $75; Sidewalk Engineer, $100. UNIVERSITY COLLEGE MACHINE EXCHANGE, 536 N. HIGH ST., COLUMBUS 8, OHIO (Tel.: XAmmiter 4-3529).

FOR SALE—Large stock of Bings, Shuffle Alleys, Pool Games; Phonographs you don't have what you want, we will make an honest effort to get it. Distributed for United, Exhibit, Rock-Ola and Williams. Write for jobber's discount. DAN STEWART CO., 110 EAST 2ND SOUTH, SALT LAKE CITY 11, UTAH (Tel.: Davis 2-2473).

FOR SALE—Rotation Balls Numbered 1-100, $18.50 set; Numbers 1-5 Red and 1-5 White, $18 set; 25 2" Cue Balls, $2; Cue Sticks, $1.49, $16.50 DOZ. Write for free Rotation Pool Instructions. CHAMPION DISTRIBUTING CO., 510 DIVISION ST., CHICAGO, ILL.


FOR SALE—Bally Double Header, $500; Bally Paradise, $400; Bally Broadway, $345; Bally Beach Beaut, $300; Bally Miami Beach, $200; Bally Gaytime, $165; Bally Crosswords, $295; Bally Beach Club, $75; Bally Atlantic City, $53.50; United States, $280. NASTASI DISTRIBUTING CO., 2116 ST. DIAS, NEW ORLEANS 12, LA. (Tel.: MA 7-4549).

FOR SALE—Seeburg Model H 114 R. C. Special, $75; Seeburg Model 116 Phonograph, $65, W. B. DISTRIBUTORS, INC., 1012 MARKET STREET, ST. LOUIS 1, MO. (Tel.: Central 1-9292).

FOR SALE—German Record—Used 45" for 30/50. U. S. Records 45" Used (No Blues) Exchange to Allied, KRAMER, ILL. — OBERSTEIN, G. I. RY.
MISCELLANEOUS

NOTICE—Louisiana & Southern Mississippi Operators. Your authorized Rock-Ola Distributor is HUEY DISTRIBUTING Co. Write, wire or call 3760 AIRLINE HIGHWAY, NEW ORLEANS 20, La. (Tel.: VErnon 5-7976).

NOTICE—Interested in dealership for penny, nickel machines guaranteed a 1000 a year. Interested in buying 1000 stands for penny machines. PENNSYLVANIA VENDING CORP., 1822 CARSON ST., PITTSBURGH 3, PA. (Tel.: HEmlock 1-9900).

NOTICE—Let me convert your United Yankee, Speedy Eleven Frame, and all United games after that, into a 300 Scoring Bowler. For particulars write or call DAVE LOWY, 592 TENTH AVE., NEW YORK, N. Y. (Tel.: Checkering 4-5100).

NOTICE—These 3 telephone numbers are important to you: The Cash Box, New York City, 26-240; The Cash Box, Chicago, Ill., DEarborn 2-0045; The Cash Box, Hollywood, Calif., Hollywood 5-2129.

NOTICE—Will Trade, 2 Photomats, $300, will trade for late model Bowlers. Bally Booster Pools—will trade for late model Bowlers or United Comet Tables. LIEBERMAN MUSIC CO., 257 PRINCE AVE., N., MINNEAPOLIS 11, MINN. (Tel.: FE 9-0831).

NOTICE—Texas operators—write or phone your Rock-Ola Distributor, PHONO-VEDN OF TEXAS, 1023 BASSE ROAD, SAN ANTONIO, TEXAS. (Tel.: PElmwood 7-7977) for genuine factory parts. Also extra clean 1556 Fireballs and other reconditioned phonographs priced right.

NOTICE—That idea you have can become a new coin operated device. Contact Bob Young for Development and Engineering advice. BOB YOUNG'S SERVICE, 3417 THE LOMOND PL., LOS ANGELES 27, CALIF. (Tel.: NO 2-3254).

THE CASH BOX
The Industry's Market Place

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

WANT FOR SALE

CHECK OFF WHICH YOU DESIRE

CLASSIFIED AD RATE 10 CENTS PER WORD

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

Notice to holders of Special (445) Subscription: You are entitled to a free Classified ad in each week's issue containing no more than 45 words, which includes your firm name, address and telephone number. All words over 45 will be charged to you at the regular rate of 10c per word. Please count words carefully.

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

Use This Convenient Form For Your Classified Ad

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TELEPHONE NUMBER

ENCLOSE YOUR CHECK—AIRMAIL TO:

THE CASH BOX
26 WEST 47TH STREET, NEW YORK 36, N. Y.
"It's AMI 6 to 1 For Dependability"

Says Serviceman Buster Railey,
Deale Automatic Music Company, Miami, Florida

Railey should know! His company has been in the music business since 1928. He says:

"Less than 1 out of every 6 of our service calls is made because of an AMI juke box, and there's more to it than that. We know to the dollar how much each box costs to operate. Our figures prove that service costs are minor for AMI boxes.

"We have some pretty tough operating conditions down here and I guess the main reason I like AMI juke boxes is that they're dependable."

Why not ask your serviceman (and your bookkeeper) about how other juke boxes compare with AMI? You might check up on how much you have tied up in obsolete parts, too. AMI can save you a lot there, also. Ask your distributor!

Music that makes more money for you

AMI
1500 Union Avenue, S. E., Grand Rapids 2, Michigan

Originator of the automatic selective juke box in 1927—ahead then, ahead now.

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

"It's What's in THE CASH BOX That Counts"
How To Use

**"THE CASH BOX PRICE LISTS"**

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

FOREWORD: Many times, wide differences appear in the quotation of high and low prices of certain equipment. Like any true reporter "The Price Lists" can only feature the market prices as they are quoted. "The 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 Price Lists," rather than show no price, retain the last known quantity for such equipment so that the subscriber at least has the last known prices as a basis to work with. Prices may be very widely divergent. Some West Coast may find a certain machine worth $1500.00 whereas someone on the East Coast may think it worth but $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 Price Lists" report each quotation exactly as it is made and depends on the subscribing dealer to make average price adjustments to fit the peculiarities of his territory.

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

FOREIGN BUYERS: To cover cost of packing, crating, shipping, etc., figure an additional $20 to $25 on Pin Games—and $25 to $30 on Phonographs.
## Manufacturers New Equipment

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

### AMI, INCORPORATED

**G-200** 200-sel. phonograph.  
**G-120** 120-sel. phonograph.  
**G-80** 80-sel. phonograph.  
**HS-200** Selective Hideaway.  
**HS-120** Selective Hideaway.  
**HS-80** Selective Hideaway.  
**HS-200** Continuous-play Hideaway.  
**HS-120** Continuous-play Hideaway.  
**HS-80** Continuous-play Hideaway.

### BALLY MFG. CO.

**Big Show**  
Final Round Standard (2 x 36" Model)  
(A) Without lights $100.00  
(B) With light-up bumpers $315.00  
(C) With neon lights $315.00  
Senior (58" x 36" Model) $325.00

DeLuxe Arc Bowling  
(without Match Feature)  
Model A-110, 10 a play $700.00  
Model A-125, 3 plays for 25c $700.00  
Congress Bowling  
(with Match Feature)  
Model C-110, 10 a play $805.00  
Model C-325, 3 plays for 25c $825.00  
Ball's Eye Shooting Gallery $95.00  
The Champion  
(with new-antometal cabinet) $750.00

### CHICAGO CINEMA MACHINE CO.

Miami Shuffle  
Capri  
Blondie (3 or 5 Ball, Match and Replay)  
Steam Shovel (Regular Model)  
Steam Shovel (Replay Model)  
Twin Hockey, (Regular Model)  
Twin Hockey, (Match and Replay Model)

### GENCIO MFG. & SALES CO.

**Davy Crockett (Rifle Gallery)** $50.00

### D. GOTTLEB & CO.

Register (144-lb., 8-Ball)  
Single Coin Chute  
Twin Coin Chutes

### ROCK-OLA MFG. CORP.

Model 1150—Playmaster, 126 Sel.  
Model 1152, 50 Selections  
Model 1154, 120 Selections  
Model 1516 Chrome Wall Box, 120 Selections  
Model 1548, 50 Selection Wall Box  
161—Standard Speaker  
1616—DeLuxe Speaker  
Model 1906, Remote Volume Control  
Model 1927, Remote Volume  
Control with Canceled Button

### J. P. SEESEURG CORP.

V-200—Select-O-Matic "200" Phonograph  
V-3A—Wall-O-Matic "200"  
100—Select-O-Matic "100" Phonograph  
JW-1—Wall-O-Matic "100"  
MRVC-2—Master Remote Volume Control  
HFCV-8—High Fidelity Wall Speaker  
HFCV-3—High Fidelity Corner Speaker  
HFCV-12-High Fidelity Recessed Speaker  
PIEZ—Power Supply  
HFAI-L6—Power Amplifier

### UNITED MFG. CO.

Brazil $775.00  
Pirate Gun $615.00  
Select Play Shuffle Alley  
(with Match Feature) $635.00  
Select Play Shuffle Alley  
(with Match Feature) $605.00  
Handicap Shuffle Alley  
(with Match Feature) $700.00  
Single Chute $700.00  
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Star Sagger (Replay) $545.00

### WILLIAMS MFG. CO.

Fun House (4 Player, 8-Ball)  
Single Coin Chute  
Twin Coin Chutes  
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(Single Player, 8-Ball)  
Single Coin Chute  
Twin Coin Chutes  
Crane  
No List Price

### THE RUDOLPH WURLITZER CO.

Model 2000, "Centennial," 200 Selections  
Model 1000, "Centennial," 104 Selections  
Model 5120, Wall Box, 200 Sel.  
Model 5297 Wall Box—104 Selection—3 Wire  
Model 5286 Wall Box—48 Selection—1 Wire  
Model 257 Stepper—104 Selection—3 Wire  
Model 253 Stepper—104 Selection—3 Wire  
Model 240 Stepper—48 Selection—1 Wire  
Model 5117 12" High Fidelity Wall Speaker  
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