## COUNTRY ARTISTS

- Eddy Arnold
- Chet Atkins
- Otto Bash
- Jim Edward, Maxine & Bonnie Brown
- Anita Carter
- Jean Chapel
- Country Gentlemen
- Country Pardners
- Terry Fell
- John Gordy
- Hawkshaw Hawkins
- David Houston
- Homer & Jethro
- Johnnie & Jack
- Carol Johnson
- Pee Wee King
- Hank Locklin
- Shorty Long
- Janis Martin
- 'Nita, Rita, and Ruby
- Dorothy Olsen
- Elvis Presley
- Wade Ray
- Jim Reeves
- Dave Rich
- Rita Robbins
- Hank Snow
- Sons of the Pioneers
- Buddy Thompson
- Porter Wagoner
- Dick Williams
- Del Wood

## SACRED ARTISTS

- Blackwood Brothers Quartet
- Martha Carson
- Stuart Hamblen
- Johnson Family Singers
- Paul Mickelson
- George Beverly Shea
- Tedd Smith
- Speer Family
- Statesmen Quartet

---

America's favorite speed... © 45 RPM RCA VICTOR
Country Music Goes Pop

The big event of the year in the Country music field takes place next week when disk jockeys and record execs from all over the country meet in Nashville for the 5th Annual Disk Jockey Festival which is being held in conjunction with Grand Ole Opry's 31st anniversary.

Over the last several years, this event has taken on greater and greater importance for it draws together in one place at one time almost everyone who is connected or commercially interested in the Country music field.

Particularly at this time is such a meeting meaningful, for there are definite signs that Country music is once more becoming a force in the national pop picture. A few years ago, almost every pop artist was looking for Country songs to cover because their quality somehow reached large audiences and made them buy records. When Rock 'N Roll took over, Country music's influence became somewhat less, not because it had lost any of that appealing quality but mainly because the market was almost completely saturated with the new movement.

Now there is a resurgence of Country music — but with a difference. Whereas before pop artists were covering Country material, now Country artists themselves are making pop hits. It's needless to say that Elvis Presley, the sensation of the year as far as the record and all other entertainment businesses are concerned, started as a Country artist whose disks went pop all the way. But besides Presley there have been other artists who have gone pop such as Tennessee Ernie Ford, Gene Vincent, Slim Whitman, Carl Perkins and Eddy Arnold. Also at the current time there are three Country records which have had definite pop reaction. They are Marty Robbins' "Singing The Blues", Johnny Cash's "I Walk The Line", and Ray Price's "Crazy Arms".

It is fitting therefore that at this time when Country music is once more gaining pop recognition — even to a degree it never had before — that we all get together to pay homage to a program on which it all started. WSM's Grand Ole Opry is the recognized beginning of it all and the annual disk jockey meeting that takes place in conjunction with it has come to be looked upon as a yearly celebration. But in addition it is a yearly business meeting for disk jockeys and music business personnel connected with the Country field.

We know it will be a successful meeting and we wish all the attendants the same good time and effective results which they have enjoyed from all the former meetings.
GREETINGS TO ALL
C & W
DEE JAYS FROM
M-G-M RECORDS

DAVID ROSE
FRIENDLY PERSUASION

ART MOONEY
GIANI

BARRY GORDON
GIANI

SPECIAL RELEASE

BAR CONNIE FRANCIS

LOVE ME AGAIN

DICK HYMAN
SAM THE MAN TAYLOR
BLUE MANAGER

DICK HYMAN
BLUE DANUBE

ROBBIN ROOD

RAY CHARLES

ROBERT MAXWELL

INJURY MUSIC FOR
FOOTBALL GAMES

CUMANA

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT

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

1. DON'T BE CRUEL - ELVIS PRESLEY
   Vi: 20-6640 (47-6654) - Elvis Presley

2. HONKY TONK - BILL DOGGETT
   KI-4950 (45-4950) - Bill Doggett

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

4. JUST WALKING IN THE RAIN - JOHNNIE RAY
   AB-1024 (45-1024) - Johnny Ray

5. PATIENCE & PRUDE - }-
   CJ-67101 (45-67101) - Louis Walk

6. LOVE ME TENDER - ELVIS PRESLEY
   Vi: 20-47-6643 - Elvis Presley

7. CANADIAN SUNSET - HUGO WINTERHALTER ORCH.
   CD-1979 (45-1979) - Andy Williams

8. PAT BOONE - PAT BOONE
   CA-13270 (F-13270) - Pat Boone

9. TRUE LOVE - BING CROSBY & GRACE KELLY, JANE POWELL
   CA-13077 (F-13077) - Bing Crosby

10. WHATEVER WILL BE, WILL BE - DORIS DAY
    CD-40706 (45-40706) - Doris Day

“Only those records best suited for commercial use are reviewed by THE CASH BOX”
america's greatest song salesmen!

The

FOUR Aces

WRITTEN ON
THE WIND

SOMEONE TO LOVE

The Theme Song as sung by The Four Aces in the Universal-International Production "Written on the Wind".

DECCA # 30123; 9-30123

AMERICA'S FASTEST SELLING RECORDS

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

### TOP 50

Best Selling Tunes on Records

COMPILATED BY The Cash Box FROM LEADING RETAIL OUTLETS

### Page 6

November 10, 1956

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<td>50</td>
<td>Love Me Tender</td>
<td>The Clovers</td>
<td>EP-9181</td>
</tr>
</tbody>
</table>

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**CODE:**

- Indicates best selling record or record.
- Tunes are listed in order of their popularity, based on a continuing weekly national survey of leading retail dealers by The Cash Box. Each listing contains the name of the song, record number, artists and tune on the reverse side.
- The numbers underneath the title indicate the positions of the record last week and two weeks ago, respectively.
- * All labels in alphabetical order.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
The Cash Box
Disk of the Week

"BUCHANAN AND GOODMAN ON TRIAL" (2:15) [Luniverse BMI—Buchanan, Goodman]

"CRAZY" (1:31) [Buchanan & Goodman-Maureen BMI—Lee, Weiss]
Buchanan & Goodman (Luniverse 102; 45-102)

Bill Buchanan and Dick Goodman, the two youngsters who had the record shops hopping all summer long with their smash waxing "Flying Saucer," follow-up the king-sized success with another sensational gimmick disk that should follow in the former's footsteps. It's a hilarious jumper titled "Buchanan and Goodman on Trial."

The rapid delivery, many laughs, and clever use of rock and roll gimmicks hold the listener's attention from the opening groove right thru to the conclusion. The kids'll be running to their shops to add this one to their collection. Flip "Crazy" is a high speed instrumental rocker.

ALREADY IN THE "TOP FIFTY" CHARTS
LUNIVERSE RECORD CORP., 1650 BROADWAY, N. Y. C.

AND NOW

BUCHANAN AND GOODMAN PROUDLY PRESENT
their 14-year-old discovery

JOANIE DUNN

singing

"To Johnny B. From Joanie D."

words and music by Buchanan and Goodman

ELDORADO RECORD CORP.

LYRIC DISTRIBUTING CO., Buffalo, N. Y.
M & S DISTRIBUTING CO., Chicago, Ill.
RECORDS, INC., Boston, Mass.
STATE RECORD DISTRIBUTING CO., Cincinnati, Ohio
TICO DISTRIBUTING CO., New York, N. Y.
UNIVERSAL DISTRIBUTING CO., Philadelphia, Pa.

SOUTHERN:
A-1 DISTRIBUTING CO., New Orleans, La.
DIXIE DISTRIBUTING CO., Atlanta, Ga.
P & F ENTERPRISES, INC., Charlotte, N. C.
MERCURY DISTRIBUTORS, Miami, Fla.
MUSIC CITY RECORD DISTRIBUTORS, Nashville, Tenn.
MUSIC SALES, INC., Memphis, Tenn.

WESERN:
A-1 DISTRIBUTING CO., Oklahoma City, Okla.
BIO STATE DISTRIBUTING CO., Dallas, Tex.
CHATTON DISTRIBUTING CO., Oakland, Calif.

COMMERCIAL MUSIC, INC., St. Louis, Mo.
GREAT WESTERN DIST. CO., Salt Lake City, Utah
HEILICHER BROS., INC., Minneapolis, Minn.
M. B. KRUPP, INC., El Paso, Tex.
NORTHWEST TEMPO, INC., Seattle, Wash.
PAN AMERICAN RECORD DIST., Denver, Colo.
RECORD MERCHANDISING, INC., Los Angeles, Calif.
UNITED RECORD DISTRIBUTORS, Houston, Tex.

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

**Disk of the Week**

**“GONNA GET ALONG WITHOUT YA NOW”** (1:32) [Milton Kellem ASCAP—Kellem]

**“THE MONEY TREE”** (2:08) [Frank ASCAP—Mclntyre, Ferre]

---

**MINDY CARSON**

(Columbia 40879; 4-40879)

**“SIXTH FINGER TUNE”** [Emmy ASCAP—Strouse] A contagious, happy-luckey theme used in a recent B-way show, is wonderfully presented by Bobby Sherwood. Pretty music, excellent for any jazz programming. Relaxing bit of listening.

**Bobby Sherwood Orch.**

(2:51; 7-4921)


**SUNNY GALE**

(Decca 30112; 9-30125)


**WORLD SYMPHONY ORCHESTRA.**

(Record 73; 45-733)


**BUDDY WEED**

(Coral 61725; 9-61725)

**“HAVIN’ A PARTY, HAVIN’ A GOOD TIME!”** [Whitcup, Madison, Renouf] Keyboard star Buddy Weed could have a big seller with this easy-listener ditty. The record is used with a solid dance beat. Commercial instrument for most any situation. A very good item.

**C. AFTERGLOW**

(Bregman, Fischer, Gewisseas) This end displays the pianist on a pretty mood item. Solo piano work carries a delightful message.

---

**RICK JONES’ QUARTET**

**“NOW HEAR THIS”** [V. I. P. Music BMI—Jones, Moody] Rick Jones’ band is up in pretty instrumental back-up for Gwen Johnson and the Mad Hatters as they work their way through this number. Inviting number that grows on you with each successive performance.

**C. “SWINGIN’”** [V.I.P. Music BMI—Jones, Moody] This half displays the Jones boys on a smooth-sailing jazz interpretation on a pleasant original.

**T. C. JONES**

(Atlantic 6732; 9-6732)


---

**JOANIE DUNN**

(Decca 30089; 9-30089)

**“TO JOHNNY B. FROM JOANIE”** [Buchanan & Goodman BMI—Buchanan and Goodman] “Flying Supplies” is a brand new label and simultaneously, Joanie Dunn. The thrill is a talented young singer with a unique treatment, and she has some super-commercial material to work with. This excellent song in which the lark asks her favorite bee to play a tune for her boy friend with a dedication from Joanie D. Jockeys will find this deck excellent programming for their teenage audience. The kids'll love it too.


**MORRIS STOLFO ORCHE.**

(Decca 30006; 9-30006)

**“EXACTLY LIKE YOU” AND “WANNABE A FANCY”** [Buchanan & Goodman BMI—Buchanan and Goodman] Big change-of-pace, fields Diesel, Stolfo Morris, who clicks in with a mixed melody recording of “Moochow” and “Pinecone” issues another pretty ditty in which he again is heard as the leader of a new one. Lovely dance item in the same vein. Mercury’sBiz, which has received recent #1 smash.

**B. “YOU CAN’T RUN AWAY FROM IT”** [Columbia Pic. ASCAP—Young, Mclntyre, Pek, Wagner] The song of an up-coming movie is tenderly presented on this side. Inviting mood instrumental.

---

**“Only those records best suited for commercial use are reviewed by THE CASH BOX”**
Star-spangled Wake to Music Promotion Picks Up Sponsors

Disk jockeys and stations promoting *Wake to Music Month* find sponsors are picking up the tab fast! Key to the whole program is the clock-radio that wakes the listener every morning—automatically! More sales of these mean a bigger early morning audience and more holdover listeners throughout the day.

**WAKE-UP PROMOTIONS TESTED BY WELL-KNOWN STATIONS**

**WHDH, Boston, Picks Up 240 Sponsored Spots**

Boston's 50,000 watt WHDH hit gold with their promotion, "Wake Up New England to Music on Clock-Radio."

**Full Newspaper Campaign**

For five weeks WHDH newspaper ads plugged their wake-up theme. Ad sizes ranged from ninety 7-line teaser ads up to eight 1000-line ads. 20,000 lines of newspaper ads went into the build-up.

**Pay-off Begins With Radio Spots**

Following the newspaper barrage, a saturation one-minute spot campaign began. And the sponsor money started rolling in. Using eight spots a day (seven days a week), WHDH picked up 240 sponsored announcements for one month! And every spot concerned itself with the sale of clock-radios in the broadcast area.

**59% Jump in Morning Billing**

WEJL in Scranton, Pa., plugged "Wake Up With Bill Pierce" in spot announcements, full-page newspaper ads and mailing pieces. The result: the listening audience shot up 25%... and billings skyrocketed 39%.

**WACO Gets 46.5% of Morning Listening Homes**

Conlan Report showed WACO, Waco, Texas, with 46.5% of morning listening homes... 45.6% average in a five-station area.

With clock-radios acting as an alarm, WACO gets the listeners before they're out of bed.

To promote the sale of clock-radios it offered a co-op plan which included a 25% discount to dealers on straight radio copy broadcasts. This promotion was backed up with ten spots daily, mailing pieces and store displays.

**Telechron Timers Promote Wake to Music Month**

The makers of Telechron Timers are featuring RCA Victor recording artists in their Nov. 12 *Life* ad. Headlined "Wake to the Music of the Stars with a Clock-Radio," it sells the Wake to Music idea. Telechron Timers are used to turn on clock-radios automatically.

**FREE Merchandising Helps**

Write, wire or phone for details and full information on *Wake to Music Month*, Telechron Timers, Clock and Timer Department, General Electric Co., 16 Homer Ave., Ashland, Mass.
The Cash Box

Sleeper of the Week

"TIL TONIGHT" (2:21) [Melchold ASCAP—Whitstrup, Berman]
"AS FAR AS I'M CONCERNED" (Bill & Range BMI—Parker)

KAREN CHANDLER EDDIE FONTAINE

THE AMES BROTHERS

THE GAME OF LOVE" (2:38)
[Chappell ASCAP—Dudley, Karr]
"I SAW ESAI" (2:17)
[Toone ASCAP—Cohen]

JOHNNY MARDOX

(Out 15509; 4:53-15509)

"NICKELODEON TANGO" (2:05) [Bermson BMI—Blahok]
"SOULITUDE" (2:06)
[American Academy ASCAP—Ellington, DeLange, Mills]

JOHNNY MARDOX

(Out 15509; 4:53-15509)

"WHOO DOODLY BABY"

[Chappell ASCAP—Dudley, Karr]

THE ROVER BOYS

(AB-C-Parkstead 9760; 4:57-9760)

"THE PIANO TUNER" (2:20)
[Irwin-Trojan BMI—Ebb, Klein]
The Rover Boys, (Wray, Slim, Wayne, Spring) This end has the

THE CASH BOX

November 10, 1956

AMUSING-EXCELLENT
[Winneton (2:10)
[Super ASCAP—Graham] The lark falls into a romantic mood here
and glides thru a warm lover ballad with a

MARGARET WHITING

(Capitol 3586; F-3586)

"THE MONEY TREE" (2:10)
[Super ASCAP—Carey, McGreevy, Forey] Maggie Whiting does a
terific job as she introduces a clever novelty about an extremely rich
woman where money grows on a tree. Happy, free-swinging ditty that
could catch in the wind and blow up a storm.

CAROL HUGHES

(Mercury 70986; 70986 x 45)
"MINE" (2:22)
[Winstead BMI—Weiss, Chase] 14-year-old carol Hughes, a youngster
with a beautiful voice, bounces in on Mercury with a wonderful
interpretation of an extremely strong rock and roll song, "MINE".

ALAN DEAN

(Ra-Mc 211; 45-211)
"LIFE IS BUT A DREAM" (2:16)
[Maureen BMI—Gita, Weiss] Alan Dean introduces songwriter with a
beautiful voice, debuts on Ra-Mc with a magnificent new rendition of
a wonderful rock and roll hit that radio is all over. This chart
been around for two years, and a smash since.

HAPPY PIERRE

(EMS 10036; F-10036)
"MY X MINE" (2:15)
[Leo Feist ASCAP—Willkem, Charlot] Happy Pierre, at the
piano, brings back some wonderful memories of music heard in nickelo-
deons during child's life., as he offers a sweet and charming version
of a great oldie. Excellent take ft. with Ray Yack. Production
by Stephen Chappell. Another uproarious keyboard on

MARGARET WHITING

(Capitol 3586; F-3586)

"MINE" (2:22)
[Super ASCAP—Carey, McGreevy, Forey] Maggie Whiting does a
terific job as she introduces a clever novelty about an extremely rich
woman where money grows on a tree. Happy, free-swinging ditty that
could catch in the wind and blow up a storm. A

BILLY TRUESDELL

(Pendragon 321; 45-321)
"SONG OF THE EAGLE" (2:11)
[Super ASCAP—Stalin] A beautiful and stirring ballad that
could catch the hearts of all listeners. A

THE CASH BOX

November 10, 1956

NOTE: only those records best suited for commercial use are reviewed by THE CASH BOX.
The big 1 stands for ABC-Paramount’s first anniversary on records. A year ago today, our initial release hit the counters—and started to move. We’ve been picking up speed ever since—thanks to terrific cooperation from disc jockeys, distributors, dealers and—of course—the ever-lovin’ record-buying public. In short, it’s been one wonderful year for us, a year to cheer! So here’s our thanks, ladies and gentlemen of the trade. With your continued good will, ABC-Paramount swings into Year #2 with ever-expanding expectations…and catalog to match!

“IT’S WHAT’S IN THE CASH BOX THAT COUNTS”
The 1956 Royal Command Performance will take place on Nov. 5th at the London Palladium, and once again a string of big names has been selected with the accent once again on recording stars. Among the artists honored are: David Whitfield, Dickie Valentine, Freddie Folds, Winifred Atwell, Billy Cotton, Sid Millward, Eric DeLaney, and George Metaxacinos. From America: Jerry Colonna, Liberace and his brother George. The comedy will be left to Harry Secombe, Alfred Marks, Dickie Henderson and Chie Murra.

Joe Glaser arrived from the States to negotiate exchange deals for George's booking and Gerry Mulligan with possible British names including Ray Ellington and Malcolm Mitchell.

A 10-inch Abbey was once again a most successful affair at the Dorchester, with star personalities gracing the dance floor all night.

Just returned to Hollywood from a brief visit to this country was Liberace Records' C.I. Warner. Jim Lowe's "Green Door" entered the Best Sellers last week and Johnnie Ray's "Put Walkin' along the Rain" jumped into No. 4 position. Winifred Atwell looks as tho she's going to be the avert hit with her party record on the Decca label.

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

1. Woman In Love — Frankie Laine (Philips)
2. Hound Dog — Elvis Presley (HMV)
3. Lay Down Your Arms — Anne Shelton (Philips)
4. Just Walking In The Rain — Johnnie Ray (Philips)
5. Rock Around The Clock — Bill Haley Comets (Brunswick)
6. Giddy-Up-A-Ding-Dong — Freddy Bell and the Bellboys (Mercury)
7. Kickin' Through The Rain — Bill Haley Comets (Brunswick)
8. When Mexico Gave Up The Ranch — M. Tovar (Brunswick)
9. Whatever Will Be, Will Be — Doris Day (Philips)
10. More — Jimmy Young (Decca)
11. More — Jimmy Young (Decca)
12. Ying Tong Song/Holdonk's Rock And Roll Call — Goons (Decca)
13. Rock With The Cave Man — Tommy Steele (Decca)
14. Great Pretender/Only You — Platters (Mercury)
15. Bring A Little Water Sylvie/Dead Or Alive — L. Donegan (Pye-Nixa)
16. The Time — Platters (Mercury)
17. See You Later, Alligator — Haley Comets (Brunswick)
18. Love Me As Though There Were No Tomorrow — Nat Cole (Capri)
20. Autumn Concerto — Melanchrine (HMV)
21. Razzle Dazzle — Bill Haley Comets (Brunswick)
22. I'm In Love Again — Fats Domino (London)
23. Saints Rock And Roll — Bill Haley Comets (Brunswick)
24. Make It A Party — Atwell (Decca)
25. Woman In Love — Le Blossmes (Brunswick)
26. In The Middle Of The House — Alma Cogan (HMV)
27. Give Your Heart — Jim Love (London)
28. Sweet Old Fashioned Girl — Tower Brewler (Vogue/Coral)
29. House With Love In It — Blue Caps (Decca)
30. Autumn Concerto — Norrie Paramor (Decca)

Stuart Hamilren (RCA Victor 20/47-6714)

B "DESSERT SUNRISE" (2:07) [Hammond Blm — Hammond] Composer-vocalist, Stuart Hamilren displays still another of his talents on this track. He sings to the guitar thru a warm, melodious number. A chorus assists—singing without lyrics. Simple item that could develop into a big seller.

C "THE WHILER'S DREAM" Another pretty Hammond composition with a delightful folk flavor is warmly featured on this track. Whilting takes the spotlight. Pretty coupling with an inviting western air.

The Diamonds (Mercury 70983; 70983 x 45)

B "PUT YOUR HOUSE IN ORDER" (2:06) [Parkdale Hammond] — Friesch, Wayne] The Diamonds came up with a lively side as they sprightly handle a meaningful spiritual. Good side with a beat and handclapping.

B "MY JUDGE AND MY JURY" (2:18) [Maggie Blm — Myers, Knudof, Packard] The rock and roll beat takes over for the group's delivery of a spiritual love tracks. The songster plays with court room terms in telling its story.

Sonny Burke Orch (Decca 30132; 9-30132)

B "WALK TO THE BULL RING" (2:03) [Critieron ASCAP — Roberts] Sonny Burke and his Orchestra hand in a fascinating boro instrument that paints a stirring musical picture of toreros marching into the bull ring. Side opens with only a tambourine and ends up with a dramatic, full orch arrangement. Powerful side reminiscent of Ravel's "Bolero".

C "SIXTH TUNER" (2:09) [Empress ASCAP—Stace — Rapp] Stace has restructured this contagious, light-hearted instrumentally. Colorful melody that sticks.

Clarence Henry (Argo 3255; 43-5239)

B "I'm NEVER GOING HOME" [Arc Blm — Henry] Clarence Henry rocks thru a swinging jumper which is well showcasing territorial action. Solid foot-stomper that could break wide open in the pen and rock & roll fold. Vocal gimmicks are sticky.

C "TROUBLES, TROUBLES" [Arc Blm — Henry, Gayton] The tempo is up on this Decca item and "Frog Man's" interpretation of an amusing blues item.

KIDS FROM CLEVELAND (Whippet 204; 45-204)

B "SOMEONE IN LOVE" (2:45) [Lanor Blm — Vaughn, Taylor] The kids from Cleveland make an impressive debut on Whippet as they churn a touching rock and roll ballad aimed at the teenage set. Female lead has a commercial sound.

B "NIGHT TRAIN" (2:40) [Pam-Inter Blm — Margret] And the kids drive thru a swinging vocal item sporting an enchanting melody. The boys create some delightful effects. Pretty side that could step out. One of the better instrumental offerings to come along in a number of weeks.

B "POSTMARK; VIENNA" (2:59) [Sequence ASCAP—David] An entirely different sound is presented on this song as they trials as a lush jazz and an infectious waltz pretty. Two touching mood items.

Bobby Breen (Cic 1003; 45-1003)

B "IF THE NIGHT COULD TELL YOU" [Monument Blm — Wolf] Bobby Breen, once the peer on the big band stand today, now sports out with an instrumental jump. Excellent dunes staff, Smooth vocal arrangement.

The Three Suns (RCA Victor 20/47-6713)

B "WIND RIVER VALLEY" (2:12) [Sunbeam Blm — Chaves] The Three Suns are at their best here as they drift thru a hauntingly beau- tiful mood item sporting an enchant- ing melody. The boys create some delightful effects. Pretty side that could step out. One of the better instrumental offerings to come along in a number of weeks.

Bobby Breen (Cic 1003; 45-1003)

B "IF THE NIGHT COULD TELL YOU" [Monument Blm — Wolf] Bobby Breen, once the peer on the big band stand today, now sports out with an instrumental jump. Excellent dunes staff, Smooth vocal arrangement.
Thanks D.J.'s Monty

P.S. Perhaps I'll see you during my concert tour of the U.S.A.

Mantovani's Latest... a Smash!

SONG OF SORRENTO

B/W

VALSE COMPESTRE

1698

Exclusively On

LONDON RECORDS

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

The Top Ten Records — City By City

New York, N. Y.
1. Love Me Tender (E. Presley)
2. Don't Be Cruel (E. Presley)
3. Hurky Tank (B. Doggett)
4. Walking In The Rain (J. Ray)
5. Two Different Worlds (Ward, Doggett)
6. True Love (Crosby & Kelly)
7. Blueberry Hill (F. Deming)
8. Green Door (J. Lowe)
9. Canadian Sunset (Winterhalter/Williams)
10. Friendly Persuasion (Boone)

Chicago, Ill.
1. Love Me Tender (E. Presley)
2. Honky Tank (B. Doggett)
3. Green Door (J. Lowe)
4. Don't Be Cruel (E. Presley)
5. Walking In The Rain (J. Ray)
6. Cindy, Oh Cindy (Martin)
7. Friendly Persuasion (Boone)
8. True Love (J. Powell)
9. City Of Angels (Highlights)
10. Blueberry Hill (J. Deming)

Los Angeles, Calif.
1. Love Me Tender (E. Presley)
2. Walking In The Rain (J. Ray)
3. Canadian Sunset (Winterhalter/Williams)
4. Don't Be Cruel (E. Presley)
5. Walking In The Rain (J. Ray)
6. Cindy, Oh Cindy (Martin)
7. Friendly Persuasion (Boone)
8. True Love (J. Powell)
9. City Of Angels (Highlights)
10. Blueberry Hill (J. Deming)

Minneapolis, Minn.
1. Love Me Tender (E. Presley)
2. Green Door (J. Lowe)
3. Singing The Blues (Mitchell)
4. Blueberry Hill (F. Deming)
5. Honky Tank (B. Doggett)
6. Walking In The Rain (J. Ray)
7. True Love (Crosby & Kelly)
8. Whatever Will Be (D. Day)
9. Cindy, Oh Cindy (Martin/Fisher)
10. City Of Angels (Highlights)

Baltimore, Md.
1. Love Me Tender (E. Presley)
2. True Love (Crosby & Kelly)
3. Singing The Blues (Mitchell)
4. Green Door (J. Lowe)
5. Cindy, Oh Cindy (Martin)
6. Don't Be Cruel (E. Presley)
7. Walking In The Rain (J. Ray)
8. Honky Tank (B. Doggett)
9. Lay Down Your Arms (Chordettes)
10. Cindy, Oh Cindy (Martin/Fisher)

San Francisco, Calif.
1. Love Me Tender (E. Presley)
2. Canadian Sunset (Winterhalter/Williams)
3. True Love (Crosby & Kelly)
4. Singing The Blues (Mitchell)
5. Walkin' In The Rain (J. Ray)
6. Green Door (J. Lowe)
7. Honky Tank (B. Doggett)
8. Whatever Will Be (D. Day)
9. True Love (Crosby & Kelly)
10. Home Dog (E. Presley)

Cleveland, Ohio
1. Love Me Tender (E. Presley)
2. Green Door (J. Lowe)
3. Don't Be Cruel (E. Presley)
4. Walking In The Rain (J. Ray)
5. Sining The Blues (G. Mitchell)
6. Cindy, Oh Cindy (Martin/Fisher)
7. Friendly Persuasion (Boone)
8. Don't Be Cruel (E. Presley)
9. Mama From The Train (F. Page)
10. Walking In The Rain (J. Ray)

Buffalo, N. Y.
1. Love Me Tender (E. Presley)
2. Green Door (J. Lowe)
3. Don't Be Cruel (E. Presley)
4. Walking In The Rain (J. Ray)
5. Sining The Blues (G. Mitchell)
6. Cindy, Oh Cindy (Martin/Fisher)
7. Friendly Persuasion (Boone)
8. Don't Be Cruel (E. Presley)
9. Mama From The Train (F. Page)
10. Walking In The Rain (J. Ray)

1. Love Me Tender (E. Presley)
2. Green Door (J. Lowe)
3. Don't Be Cruel (E. Presley)
4. Walking In The Rain (J. Ray)
5. Sining The Blues (G. Mitchell)
6. Cindy, Oh Cindy (Martin/Fisher)
7. Friendly Persuasion (Boone)
8. Don't Be Cruel (E. Presley)
9. Mama From The Train (F. Page)
10. Walking In The Rain (J. Ray)

St. Louis, Mo.
1. Green Door (J. Lowe)
2. Love Me Tender (E. Presley)
3. Singing The Blues (Mitchell)
4. True Love (Crosby & Kelly)
5. Blueberry Hill (F. Deming)
6. It Isn't Right (Platters)
7. Let The Good Times Roll (Sudlow, Doggett)
8. Priscilla (Conley & Dingle)
9. Two Different Worlds (Boone/Williams & Morgan)
10. Walking In The Rain (J. Ray)

Huntington, Tex.
1. Love Me Tender (E. Presley)
2. Singing The Blues (Mitchell)
3. True Love (Crosby & Kelly)
4. Blueberry Hill (F. Deming)
5. Walking In The Rain (J. Ray)
6. Don't Be Cruel (E. Presley)
7. City Of Angeles (Highlights)
8. It Isn't Right (Platters)
9. Rain Dog (Willams/Winterhalter)
10. From The Bottom Of My Heart (Clarke)

Milwaukee, Wis.
1. Green Door (J. Lowe)
2. Love Me Tender (E. Presley)
3. Singing The Blues (Mitchell)
4. True Love (Crosby & Kelly)
5. Blueberry Hill (F. Deming)
6. Don't Be Cruel (E. Presley)
7. Walking In The Rain (J. Ray)
8. Friendly Persuasion (Boone)
9. Mama From The Train (Page)
10. Walking In The Rain (J. Ray)

Pittsburgh, Pa.
1. Love Me Tender (E. Presley)
2. Green Door (J. Lowe)
3. Honky Tank (B. Doggett)
4. Friendly Persuasion (Boone)
5. Cindy, Oh Cindy (V. Martin)
6. Mandal Dog (E. Presley)
7. Out Of Sight, Out Of Mind (Kays)
8. It isn't Right (Platters)
9. True Love (Crosby & Kelly)
10. Don't Be Cruel (E. Presley)

Detroit, Mich.
1. Green Door (J. Lowe)
2. Love Me Tender (E. Presley)
3. Singing The Blues (Mitchell)
4. True Love (Crosby & Kelly)
5. Blueberry Hill (F. Deming)
6. It Isn't Right (Platters)
7. Let The Good Times Roll (Sudlow, Doggett)
8. Priscilla (Conley & Dingle)
9. Blueberry Hill (J. Deming)

Denver, Colo.
1. Love Me Tender (E. Presley)
2. Green Door (J. Lowe)
3. Don't Be Cruel (E. Presley)
4. Walking In The Rain (J. Ray)
5. Sining The Blues (G. Mitchell)
6. Cindy, Oh Cindy (Martin/Fisher)
7. Friendly Persuasion (Boone)
8. Don't Be Cruel (E. Presley)
9. Mama From The Train (F. Page)
10. Walking In The Rain (J. Ray)

Seattle, Wash.
1. Love Me Tender (E. Presley)
2. Green Door (J. Lowe)
3. Don't Be Cruel (E. Presley)
4. Walking In The Rain (J. Ray)
5. Sining The Blues (G. Mitchell)
6. Cindy, Oh Cindy (Martin/Fisher)
7. Friendly Persuasion (Boone)
8. Don't Be Cruel (E. Presley)
9. Mama From The Train (F. Page)
10. Walking In The Rain (J. Ray)

St. Louis, Mo.
1. Green Door (J. Lowe)
2. Love Me Tender (E. Presley)
3. Singing The Blues (Mitchell)
4. True Love (Crosby & Kelly)
5. Blueberry Hill (F. Deming)
6. Don't Be Cruel (E. Presley)
7. City Of Angeles (Highlights)
8. It Isn’t Right (Platters)
9. Rain Dog (Williams/Winterhalter)
10. From The Bottom Of My Heart (Clarke)

Milwaukee, Wis.
1. Green Door (J. Lowe)
2. Love Me Tender (E. Presley)
3. Singing The Blues (Mitchell)
4. True Love (Crosby & Kelly)
5. Honky Tank (B. Doggett)
6. Friendly Persuasion (Boone)
7. Mama From The Train (Page)
8. Walking In The Rain (J. Ray)
9. Two Different Worlds (Boone/Williams & Morgan)
10. Walking In The Rain (J. Ray)

New Orleans, La.
1. Green Door (J. Lowe)
2. Walking In The Rain (J. Ray)
3. Love Me Tender (E. Presley)
4. Blueberry Hill (F. Deming)
5. Honky Tank (B. Doggett)
6. Don't Be Cruel (E. Presley)
7. Singing The Blues (Mitchell)
8. True Love (Crosby & Kelly)
9. Honky Tank (B. Doggett)
10. You Don't Know Me (Vale)

The Cash Box Congratulates
WSM's GRAND OLE OPRY ON ITS 31st ANNIVERSARY

SEE THE SPECIAL COUNTRY DISK JOCKEY SECTION WHICH STARTS ON PAGE 34

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

Teresa Brewer may play the lead in the forthcoming motion picture, *The Lady and the Bandit*, which will be produced by Marty Melcher for his new company, Rainbow Brothers. The songstress Jean Martin has signed a management contract with Manny Greenfield. She checked in at Lenox Hill Hospital last week for a tonsillectomy but will be ready to resume action by early in November. After record breaking dates in Chicago, Pittsburgh and Washington, Erroll Garner and his trio will open a week at the Ridgecrest Inn, Rochester, on November 5th. The lyrics of *I'm Free* which were published in *The Cash Box* last week were run by permission of Veronique Publishing Co., the copyright owners of the song. Salty Serbia Shaw of Bama Records is displaying her vocal talents at the cozy little Greenwich Village nook called Upstairs At The Duplex. The thrash puts on quite a show. Cathy Carr's disk of *Ivy Tower* just made the top of the Australian Hit Parade, three months after it held the same spot in this country. Red Wallace, past president of the Music Operators Association of West Virginia, believes he has a real find in a 15-year-old singer named Mary Jane, Lou Kretz, by the way, in details the girl cut it "Rockabilly". George Lee has signed Jimmy Breland of Capitol Records to a management deal. Mabel Smith, back on the night club circuit, takes her new comedy and instrumental act into the Beverly Hills Club, Newport, Kentucky on February 1st. RKO-Uni is expecting big things from its album of the forthcoming spectacular *Jack And The Beanstalk*. Wally Gingers Orchestra, playing allrooms in the Midwest, scheduled for an engagement at the Melody Mill ballroom in Chicago in December. The Four Voices are currently appearing at the Sands Hotel in Las Vegas.

CHICAGO:

Oklahoma Bobby Christian was just signed by Bally Records, with the first release due out in the middle of November. Bobby is playing college dates in the midwest area. Ginny Scott, new vocalist with new label, Flair-X, round town working on her first disk, *Cross My Fingers*. Ginny excited over report from Dick Osgood, WXZY, Detroit, that waxing doing well in that town. Dell Clark, WJJD staff, took over shows vacated by John McCormick. Eddie Heywood bows out of the London House, November 11, leaving the S's to Marion McFarland who bows in November 14. Eddie was guest of honor at cocktail party given by RCA Victor at the Black Orchid, 11/1. Mike Conner, now heading his own management and promotion firm in L.A., whizzed through town and found time to lunch with old friends and former coworkers at Decca. Selma Seng, Solly Sherk, Shelly Siegner, Don Foreman, Ernie Harper, recently seen on WGN TV's "Spotlight On Talent", currently entertaining the audiences at the Waltons, Note to those who enjoy Audrey Morris at the Chowter Inn: the man with the bass in the trio is Audrey's husband, Stu Genovese. (Sorry, fellas!). Corky Shyne, recording artist for newly-formed Salem Records, visited the Ray Rayner show, Saturday 11/10. Corky is skedded for extensive Midwest and Western promotion trip on his first album for the label. "On The Mood For A Song!". The talent at Mr. Kelly's these nights includes Mercury's Pat Morrisey, pianist-singer Tommy Wolf and the Harry Shoalag Trio. Wolf, up from St. Louis, writes most of his own material; a collection of which can be found in his first Fraternity LP, "Wolf At Your Door!". Bob "Coffeehead" Larson, WEMP, Milwaukee, came down to look at Chi scrutiny and visit friends. The Count, Busie that is, bounced into the Blue Note 11/11 and provided swinging sounds until 11/11.

HOLLYWOOD:

Jerry Lewis visiting the Los Angeles disk jockeys with his new Decca disk. Jerry opens his new single act at the Sands in Las Vegas on the 28th. Mike Kurlan reports that his salesmen are already taking orders from sample dubs of the new Dorothy Collins-Lawrence Welk Christmas single. Carl Barnes back in town after a promotion trip to Vancouver and the Northwest for his Crystallette label. Capitol artist Andy Griffith, who scored a smash success as star of "No Time for Sergeants" on Broadway, this week signed with Warner Bros. to star in the film version of the same vehicle. Lillian Roth, currently at the Ko-Ko Club in Phoenix, opens singing engagement at the Chi Club in Palm Springs next Monday, Nov. 12. Jules Losh doing promotion on the new Freddy Martin instrumental version of "Moonlight Love", the first pop instrumental of "Clair de Lune". Carol Richards recording four new sides for Victor this week. Dave Barry's EP of "Do It Yourself Psychiatry" is turning out to be a real sleeper for his Kelt label. Bill Balance celebrates his twentieth year of broadcasting this week. Balance is heard 2 1/4 hours daily with Balance n. Records over KFBI. Margaret Whiting has what is believed to be her strongest etching this year in her new Capitol disk of "The Money Tree". The Carl Ballou class has a surprise novelty hit in "Suey Canal" which the majors are covering. KBIG's Carl Bailey, hospitalized with a back injury, now recuperating and should be back on the job next week.

A new husband-wife team, using multiple recording technique, are featured on the Dot disk of "Crazy Dream" by Dena. Jazz songstress Ruth Olay getting a great reaction to her new Zephyr LP on promotion trips to San Francisco and San Diego with Bob Bacon.

"It's What's in THE CASH BOX That Counts"
**Little Signer**

NEW YORK — Little Nancy Arno is shown signing her contract with Lee Tully of Flai-X Records. The diminutive singer cut her first session recently for the newly formed discpany. The sides are "The More I Go Out" and "Hello".

**RCA Offers Presley Victrolas And Records In New Promotions**

CAMDEN, N.J.—Two "Elvis Presley Autograph Special" models of RCA Victor's portable "Victrolas" will be offered together with an album of Presley's hit recordings in a special promotion announced last week by Louis J. Collins, Sales Manager, RCA Victor Radio and "Victrola" Division, Radio Corporation of America.

Both new "Victrolas" will feature Presley's autograph stamped in gold on the top cover of strong, scuff-resistant, simulated blue denim cases.

One combination offer includes a 4-speed Portable "Victrola" together with a 45 RPM Extended Play album containing eight of Presley's RCA Victor recordings at a nationally advertised price of $32.95. The other features an automatic 45 RPM Portable "Victrola" with an album of 12 Presley recordings at a nationally advertised price of $44.95.

Collins said the special offer will receive extensive advertising and sales promotion support.

"Network radio and co-op ads will carry the lion's share of the job, with dealers being supplied with newspaper mats and a special spot radio transcription recorded by Presley himself," Collins said. "In addition, dealers will receive special selling aids including streamers, counter cards, posters and handbills."

**Eclipse Records Formed**

NEW YORK — Walt Collins and John Ferenc, New York tunesmiths, have formed a new record company, called Eclipse Records, Inc., located at 1550 Broadway.

The firm has signed Marc Frederick, conductor, arranger, and pianist, to an exclusive contract. Frederick also has been appointed musical director.

The first release for the firm, features Marc Frederick's piano and orchestra, playing the "Blue Jean Raggedy," backed with "The Isle Of Romance."

There are a few territories open to distributors as of this date.

Future plans call for the signing of new artists, and the release of singles and albums.

**Allied Awarded Federal Supply Contract**

HOLLYWOOD — Daken K. Broadhead, President of Allied Record Manufacturing Company, Hollywood, Chairman of the Board of American Sound Corporation, Bellevue, New Jersey, and Sigfried Hart, President of American Sound, announced last week that their company has been awarded the national federal supply contract for recording and transcription services for the period November 1, 1956 to October 31, 1957.

This is the 9th consecutive year that Allied Record Manufacturing Company has been a contractor for all U.S. Government Agencies such as the Armed Forces Radio & TV Service, Adjutant General's Office, U.S. Treasury, U.S. Information Agency (Voice of America) with Navy, Air Force, Marine Corps, Veteran's Administration, Federal Civil Defense and others.

**Eddie Davis Memorial Album Gets Strong National Drive**

NEW YORK — Eddie Davis' "Stepping In Society" Columbia Memorial Album has gotten off to a solid start. Columbia distributors are reported to be already re-ordering.

Back of the album of 27 dance tunes played by the late society bandleader is a strong promotion campaign spearheaded by the American Cancer Society and Hal Davis, advertising executive and Eddie's son. Davis has formed promotion teams the country over, with individual promotions in each area. Additionally, he has already appeared on half-a-dozen radio shows, with additional plugs on such programs as Joe Franklin's "Memory Lane" WABC-TV series, Martin Block, Jane Pickens, Joe Kaseloe, etc.

Doubleduty has given 28 windows to the collection, with its big 52nd street and 5th Avenue store carrying a window display of the Edris puppets, recreating the album cover.

Special placements for the Christmas gift market include writeups in such publications as "Town & Country" and "Gentleman." Part of the proceeds are going to the American Cancer Society, with its shield on an album for the first time.

**Breaking POP... Groove**

"CHARMAINE"

b/w

"I BELIEVE IN YOU"

by Frank Brunson

G/4G-0173
Swiss Kids Give Up Yodelin' For Rock And Rollin'

F. N. E. VA, SWITZERLAND — They’re starting to rock and roll in Swiss yodeling time as this musical craze spreads throughout the beautifully scenic countryside.

But like staunch and loyal fans, the Swiss kids haven’t forsaken their U.S. jazz artists. Louis (Satchmo) Armstrong is still kingpin here. Whether the R & R stars will dethrone him is yet to be seen. But in the meantime Satchmo reigns supreme.

Armstrong has great company here in Count Basie, Lionel Hampton, Shearing and other greats in the U.S. jazz firmament. Swiss kids can rattle off their names and their latest wax faster than they can spell the peaks of the Alps.

In fact, over 40% of the disks being sold in Switzerland are U.S. jazz cuttings. And because of the free trade here, the kids get ’em quick and pay no higher price.

There are still plenty of French, Italian and German records sold where these languages are spoken, but music men here claim that, regardless of the language preference over 90% of the wax in each district is good old U.S. jazz.

And now with rock and roll edging its way into the picture, music experts feel that U.S. wax featured here will hike up to better than 50% in quick time.

Fidelitone Reduces Prices of Diamond Needles

CHICAGO — A new price schedule affecting Fidelitone diamond phonograph needles has been announced by W. E. Anton, General Sales Manager of Perino, Inc., Chicago, Illinois.

In making the announcement, Anton said: “Due to the increasing volume in sales of diamond stylus, Fidelitone is now able to offer their high quality line of diamond replacement phonograph needles at a greatly reduced price. We are happy to pass this saving on to the consumer.”

The new price schedule lists diamond needles at $1.55 and up. This is a reduction of approximately 35% from the generally accepted diamond pricing in the industry.

Congratulations

NEW YORK — Arrow Records president, Herman Pollock, on the right, congratulates Joe Sherman, musical director, after presenting him with shares in the Corporation. Holding the stock certificate is Irene Carroll, who did the vocals on the first sides cut by Joe, for the new label.

Fontaine Assists Leahy

NEW YORK — It was announced this week that Bill Fontaine had been appointed to the post of Assistant to A & R head for Unique Records. He will assist A & R topper Joe Leahy.

Fontaine was formerly an arranger for such TV shows as the Martha Raye Show, the Walter Winchell Show and the Perry Como summer replacement shows.

Bill is a native of Boston (Medford) and started in the music business as a staff arranger for station WLW. He spent twelve years with the Kay Kaiser organization on radio and TV.

AMERICA'S MOST COMPLETE ONE-STOP THE MUSIC BOX
1301 W. 79TH STREET CHICAGO 20, ILL.
LP's 30% Off List
(All Phone: Aberdeen 4-3600)
ORDER SHIPPED SAME DAY RECEIVED—FREE TITLE STRIPS

Honky Tonk

KING 4950

Just Out — A Great Record of

SLOW WALK
BILL DOGGETT
KING 5000

LITTLE WILLIE JOHN
His Latest & Greatest!
I'VE BEEN AROUND
b/w
SUFFERING WITH THE BLUES
KING 4989

Fever

KING 4953

Still on Top!

Bubber Johnson

KING 4988

Confidential

KING 4988

It's What's in THE CASH BOX That Counts!
YOUR VOTES DECIDE THE WINNERS

IN THE 11th ANNUAL POLL OF THE AUTOMATIC MUSIC INDUSTRY OF AMERICA TO CHOOSE THE BEST RECORDS AND RECORDING ARTISTS OF 1956

VOTE TODAY—FILL OUT AND MAIL PREPAID POSTCARD IN THIS ISSUE

Sponsored and Conducted Exclusively by

THE CASH BOX

"The Official Publication of the Automatic Music Industry of America"
Capitol's Boston Preview Party

BOSTON—More than 350 record merchants from all over New England and the region's one-stops were feted at a day long Capitol Records preview in Hotel Statler, recently, which culminated with a cocktail party and dinner in the hotel's State Room at night.

Tom Morgan, Capitol's Boston sales manager, guested the big turnout of disk retailers and one stop operators. It was the national windup session of Capitol's October-November sales campaign. The gala affair, an annual event, began with showings of new albums and records and films at 2 o'clock in the afternoon. The party ended the disk firm's national album preview tour.

The group of guests were entertained by Joe Bushkin on the 88; the Jodimars in swing arrangements; and Martha Lou Harp's chirping. The guest artists toured with the Capitol show in cities across the country.

VIP's passing for the camera are: (front row) The Jodimars; (second row) Joe Mathews, national promotion, N.Y.; Irv Jerome, district sales manager; vocalist Martha Lou Harp; Joe Bushkin; Andy Wiawell, Capitol Eastern A & R; (top row) Manny Keleen, district promotion; Tom Morgan, Boston sales manager; Herb Dale, district promotion; Cameron Dewar, Boston Herald-Traveler.

George Thorn Named Musical Director of Stamford Theatre

NEW YORK—George Thorn, professional manager of the Latin-American Pop Division of Peer International, has been signed as the musical director of the Stamford Theatre, a legitimate house in Stamford, Conn. The first production scheduled to open New Year's Eve is "Oh! Three I Sing," with other musicals scheduled through the 1957 season. Several original pre-Broadway openings will also be presented.

In conjunction with the Stamford theatre, George Thorn has been named as musical director of the new WADB hour long TV show to be called "Casting Tonight," which debuts Fri., Nov. 16 at 11 PM. This TV show will take the years Eve to an actual casting audtion, at which young artists will be selected for secondary lead parts in "Oh Three I Sing." Miko Wallace will be the narrator and MC for the show, and famous guests will sit on the panel. Six finalists will appear on this show, and they will perform solo and duet numbers.

George Thorn is the writer of "I Hear A Rhapsoody," "Sweet And Gentle" and "Symphony Of A Starry Night." His current songs are "The Story Of Love," "Boujour Tristesse," "Sierra Madre" and others.

Madigan Xmas Disk Reissued

NEW YORK—Due to disk jockey response to Betty Madigan's Christmas recording of last year "We're All Kids At Christmas," MGM has decided to reissue the platter for the coming Xmas season and is planning a special promotion campaign for the disk.

MGM asked several hundred jockeys and MGM distributors whether they would like to have last year's disk re-released this year, or whether they would prefer a new Christmas disk from the thrust. The replies were reported to be overwhelmingly in favor of having "We're All Kids At Christmas" reissued.

New Riverside Jazz Sampler

NEW YORK—Riverside Records has just released a 12" modern jazz "sampler" album to retail for a suggested $1.85 price. Titled "The Riverside Modern Jazz Sampler," the disk features Art Blakey, Quincy Dentrick, Kenny Dorham, Kenny Drew, Don Elliott, Matthew Gee, Ernie Henry, Dick Hyman, Mundell Low, Thelonious Monk, Oscar Pettiford, Billy Taylor, Sarah Vaughan, Randy Weston, Joe Wilder and others.

The Cash Box, Music Page 19
November 10, 1956
Welcome To Fresno

FRESNO, CALIF.—Bobbi Dieterle of Cadence Records (left) while on a disk jockey tour of the west coast, dropped in on station KYNO to chat with popular Fresno Jockey Sid Manel (right). Sid has been winning many fans with his 10:00 to 3:00 Monday-Friday show on which he programs standards, music from LP’s, and “good” pops.

Maddox Waxes First Bermudian Music Song

HOLLYWOOD — Hollywood publicist Ronnie Morse and music composer Bruce Blalock recently formed the Bermudian Music Co., Inc., both entering the music publishing business as a side line kick. The two partners were in business more than 20 hours when Blalock’s composition “Nickelodeon Tango” had been accepted by Randy Wood, head of Dot Records, for recording by his top piano stylist Johnny Maddox, who not so long ago hit close to a million sales on “Crazy Otto.”

“Nickelodeon Tango” has been recorded as an instrumental with piano, rhythm section and a chord of mixed voices without lyrics.

D. J. Tour Accessories

More dealers and distributors vote for Recoton’s complete line of carded accessories because they know Recoton is best! Easy-to-stock — easy-to-sell — Recoton phonies — cutting edges — 45 RPM inserts — wipe away dust — F.C.R. — tape — reproducers — all mean BIG BUSINESS for you. Stick with the winner — Recoton — world famous for quality!

New York—Osie Smith, new M-G-M recording personality, visits Martin Block at the WABC “Make-Believe Ballroom” in New York City. Here they listen to Osie’s recent release “Just Kiss Me.” This visit is the wind-up of a D. J. promotional tour for the platter. Among other cities visited by Osie were Cleveland, Pittsburgh, Detroit, Philadelphia, Baltimore, Newark, Boston and Hartford.

“Only those records best suited for commercial use are reviewed by THE CASH BOX!”
### Best Selling Pop Albums

<table>
<thead>
<tr>
<th>Position</th>
<th>Album Title</th>
<th>Artist/Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>CALYPSO</td>
<td>Harry Belafonte (RCA Victor LPM 1248; EPA 1248)</td>
</tr>
<tr>
<td>2</td>
<td>MY FAIR LADY</td>
<td>Broadway Cast (Columbia OL 5090)</td>
</tr>
<tr>
<td>3</td>
<td>THE EDDY DUCHIN STORY</td>
<td>Movie Cast (Decca DL 3283)</td>
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<tr>
<td>4</td>
<td>THE KING AND I</td>
<td>Movie Cast (Capitol W 745; EPA 745)</td>
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<td>5</td>
<td>HIGH SOCIETY</td>
<td>Film Soundtrack (Capitol W 750; EDM 750)</td>
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<tr>
<td>6</td>
<td>ELVIS PRESLEY</td>
<td>Elvis Presley (RCA Victor LPM 1254; EPB 1254)</td>
</tr>
<tr>
<td>7</td>
<td>ELVIS PRESELY</td>
<td>(RCA Victor LPM 1382; EPB 1382)</td>
</tr>
<tr>
<td>8</td>
<td>SONGS FOR SWINGING LOVERS</td>
<td>Frank Sinatra (Capitol W 653; EPA 653)</td>
</tr>
<tr>
<td>9</td>
<td>SAY IT WITH MUSIC</td>
<td>Lawrence Welk (Coral CR 8741; EC 82027)</td>
</tr>
<tr>
<td>10</td>
<td>BELAFONTE</td>
<td>Harry Belafonte (RCA Victor LPM 1150; EPB 1150; EPA 693, 4, 5)</td>
</tr>
<tr>
<td>11</td>
<td>OKLAHOMA</td>
<td>Movie Cast (Capitol 595; SDM 595)</td>
</tr>
</tbody>
</table>

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**Class of Service**
This is a fast message unless its deferred character is indicated by the proper symbol.

The timing shown in the date line on domestic telegrams is STANDARD TIME at point of origin.

**Western Union Telegram**

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NA306 PD=BOSTON MASS 1 335PME=
MORTY PALITZ, JUBILEE AND JOSIE RECORDS=
1650 BROADWAY=
MY OPINION RUDOLPH THE RED-NOSED REINDEER BY THE
CADILLACS JOSIE 807 IS THE BIGGEST CHRISTMAS HIT OF THE
YEAR PLEASE RUSH 15,000 IMMEDIATELY=
CECIL STEEN RECORDS INC BOSTON=
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**Symbols**

- DL=Day Letter
- NL=Night Letter
- UT=International Letter Telegram

**1956 NOV 1 PM 4 26**

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[www.americanradiohistory.com](http://www.americanradiohistory.com)
In New York—The four gentlemen seen above may not look like pioneers, but, in a sense, they fit that billing. They are: Kent Harlan, owner of Caravan Records, disk jockey Lonnie Starr (WNEW); Slimmy D’Amato, owner of The 500 Club in Atlantic City; and disk jockey Bill Carlton (WAAAT). Harlan, a highly successful New Jersey record dealer, personally financed Caravan Records with an eye to developing a renewal of big band excitement. D’Amato, a popular figure amongst the Show Biz hierarchy, is listed as the new diskery’s “Secretary Treasurer.” Starr and Carlton are but two of the many jockeys in the country who are earnestly attempting to “push” the big bands to the peak of prominence they achieved in the 30’s and 40’s. . . Good luck, men!!!
Victor Issues Two Deluxe Packages; Sell For $80 & $50

NEW YORK—In the month of November, RCA Victor is issuing two super deluxe limited edition LP packages, one of which will list for $60.00 and the other for $50.00.

The former features noted pianist Artur Schnabel presenting Beethoven's 32 Piano Sonatas on thirteen 12" LP's. The package is extremely significant because Schnabel was as great a Beethoven teacher and scholar as he was an interpreter. It includes his own authoritative, complete edition of the sonatas and is housed in a brown Dupont Fabrikoid box. The accompanying notes including some from the pianist's widow, Therese Bech Schnabel; a group of notes by Bruno Kollod; and an analysis of the Schnabel interpretations and of the sonatas themselves by musicologist Joseph Braunstein. The recordings were made over a period of years from 1932 to 1935.

The fifty-dollar set, made up of three LP's, is a tribute to the great Austrian composer, Mozart, on the occasion of the 200th Anniversary of his birth. Titled "Herman's Briefing," the album was designed by Alfred Frankfurter and Eleanor C. Munro, editors and associate editors of the influential, Art News. Rare photographs of places associated with Mozart and scenes, as well as portraits and other Mozart memorabilia abound in its 28 pages. The album includes fascinating selection of Mozart arias by many of the greatest singers of our era, the Battistini, Destin, Herzberg, Molyce, Bori, Schipia, Pinza, Lehmann, and Berger. Instrumental works include Lisinska, Menuhin, Backhaus, Tschaikowsky, Brahms and Schallenberg. Conductors include Kretzschmar, Kruspe and Bruno Walter. The latter also performs as soloist in the famous D Minor Piano Concerto.

Broadcast Music Acquires Rights to "Rose & Baby Ruth"

NEW YORK—Julie Sears, general professional manager of Broadcast Music, Inc., announced last week that his company had acquired sole selling agent rights to compositions by "Rose and A Baby Ruth." The firm has also contracted for control of all foreign rights to the songs.

"Rose And A Baby Ruth" was originally recorded by George Hamilton IV on the Colonial label. ABC-PARAMOUNT Records purchased the master recently, and thus its national distribution, sent the record up the hit ladder. The Hamilton recording is currently the 27th national best seller according to The Cash Box List.

REMSSEN LABEL TO BOW

NEW YORK—Alice Remsen, songwriter and music publisher, completes a three-year ambition in late November with the launching of her own disk firm under the label of Remsen Records. The initial universe of the new company couples two original pen names Miss Remsen, "Broken Heart Goodbye" and "Wild Prairie," and will also serve to introduce a new vocal group, the Sparrows, on the platform. A one-time vaudeville favorite, Miss Remsen gives her first release an unbridled touch, having had the Sparrows record one side in rock-and-roll tempo, while "Wild Prairie" was done in Western style.

"It's What's in THE CASH BOX That Counts!"
SAN MIGUEL, MANILA—William J. Suter, Far East Representative of AMI, Inc. gears two leading recording personalities during their recent visits to Manila. Top photo shows Suter (right) with Victor star Perez Prado who is receiving a gold plated disk commemorating his 5000th record sold in Manila during the seven days the artist spent there. Prado took Manila by storm. He jammed the 10,000 seat Rizal Stadium and many customers were turned away. Bottom photo shows Suter warmly welcoming MGM star Joni James. Joni did a hang-up job during the week she spent in the area.

A Cash Box "BEST BET"

"THROWING PEBBLES IN THE POND"

by "HONG KONG"

A Product of:
FLAIR RECORDS, INC.
FL-3000

Original Music from Sound Track of Motion Picture

"FRIENDLY PERSUASION"

 composed and directed by

DIMITRI TIOMKIN

UNIQUE RECORDS a division of RKO TELEVISION PICTURES, INC.

1957 Broadway, N.Y. C.

The Cash Box, November 10, 1956

VITAL STATISTICS: Dick Reynolds, formerly of WHKH-Akron, Ohio, has joined the staff of WCUH-Athens, Ohio... Scott Mami to WAKR-Akron, Ohio from WSNB-New Orleans, La.. .. Ted Crays has moved to KTBS-Shreveport, La. from WLS-Cotton Rouge, La.. .. Bill Bick has moved to Station WBOA-Boston, Mass. from WNEB, Worcester, Mass.. .. After 15 years with KXYK-St. Louis, Bob Guttler is moving over to KMOX, same city... Al McKinley has left KDAR-Lubbock, Texas for KZIP-Amariillo, Texas... Ronnie McCoy named Musical Director of KALL-Salt Lake City, Utah... Bob McKee accepts a post as Program Director and DJ. Perry Allen has been appointed Program Director of KTUL-Denver, Colo... Gary Curtis has left WSKR-Montpelier, Vt. to go to WAKR-Newport, R.I.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
The Records
Disk Jockeys
Played Most

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

LOVE ME TENDER
ELVIS PRESLEY (RCA Victor)
1.

2. THE GREEN DOOR
JIM LOWE (Dot)

3. TRUE LOVE
CROSBY & KELLY (Capitol)

4. FRIENDLY PERSUASION
P. BOONE (Dot)

5. JUST WALKIN' IN THE RAIN
JOHNNIE RAY (Columbia)

6. SINGING THE BLUES
GUY MITCHELL (Columbia)

7. CINDY, OH CINDY
VINCE MARTIN (Capitol)

8. CANADIAN SUNSET
H. WINTERHALTER (RCA Victor)

9. BLUEBERRY HILL
FATS DOMINO (Imperial)

10. DON'T BE CRUEL
ELVIS PRESLEY (RCA Victor)

11. HONKY TONK
BILL DOGGETT (King)

12. TWO DIFFERENT WORLDS
DON RONDO (Jubilee)

13. HEY! JEALOUS LOVER
FRANK SINATRA (Capitol)

14. PETTICOATS OF PORTUGAL
D. JACOBS (Coral)

15. MAMA FROM THE TRAIN
PATTI PAGE (Mercury)

16. TONIGHT YOU BELONG TO ME
PATIENCE & PRUDENCE (Liberty)

17. A ROSE AND A BABY RUTH
GEORGE HAMILTON IV (ABC-Paramount)

18. GARDEN OF EDEN
JOE VALINO (Vik)

19. LAY DOWN YOUR ARMS
CHORDETTES (Cadeace)

20. IT ISN'T RIGHT
PATTERNS (Mercury)

11. SHORELINES
HERB ALPERT & THE TROJANS (RCA Victor)

12. SWEET SARDONYX
MITCH MILLER (RCA Victor)

13. MY DARLING CLEMENTINE
JIMMY DURANTE (Columbia)

14. IF YOU WANT ME TO
PATTI PAGE (Mercury)

15. MISTY
DAVE CLARK 5 (ABC-Paramount)

16. MAMBACITA
DANNY REED (Imperial)

17. OLD LITTLE DIXIE
MINDY (Mercury)

18. LADY BE GOOD
BILL HUNT (Imperial)

19. THE WALKING DEAD
BILL HUNT (Imperial)

20. THE LOST DOG
R. SMITH & THE BLACKWELL BROTHERS (Mercury)

21. NIGHT LIGHTS
22. MIRACLE OF LOVE
23. YOU'LL NEVER NEVER KNOW I CARE
24. WHATEVER WILL BE, WILL BE (QUE SERA, SERA)
25. OUT OF MIND, OUT OF MIND
26. WHEN THE WHITE LILACS BLOOM AGAIN
27. SOFT SUMMER BREEZE
28. NAMLY YOU
29. TO THE ENDS OF THE EARTH
30. AFTER THE LIGHTS GO DOWN LOW
31. GIANT
32. EVERY DAY OF MY LIFE
33. I WALK THE LINE
34. MY PRAYER
35. MUTUAL ADMIRATION SOCIETY
36. I DREAMED
37. MOONLIGHT LOVE
38. CHICHESTER CHORUS
39. A HOUSE WITH LOVE IN IT
40. ITALIAN THEMES
41. STAR YOU WISHED UPON
42. PRISCILLA
43. EARTHBOUND
44. BUS STOP SONG
45. CITY OF ANGELS
46. HOUND DOG
47. YOU'RE IN LOVE
48. IN THE MIDDLE OF THE HOUSE
49. SONG FOR A SUMMER NIGHT
50. YOU DON'T KNOW ME

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

### REGIONAL RECORD REPORTS

<table>
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<th>Time</th>
<th>Network</th>
<th>Callsign</th>
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<td>ABC's</td>
<td>WABC</td>
<td>Live from ABC's</td>
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<tr>
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<td>St.</td>
<td>WABC-1</td>
<td>St. Garden</td>
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<tr>
<td>11:10</td>
<td>You'll</td>
<td>WABC-2</td>
<td>Blueberry</td>
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<td>11:00</td>
<td>Green</td>
<td>WABC-3</td>
<td>St. Martin</td>
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<td>Canadian</td>
<td>WABC-4</td>
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<td>WABC-5</td>
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<td>South African</td>
<td>WABC-8</td>
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<tr>
<td>10:00</td>
<td>Australian</td>
<td>WABC-9</td>
<td>Australian</td>
</tr>
</tbody>
</table>

**ATTENTION DEJAYS, PROGRAM DIRECTORS, LIBRARIANS—**

*Please keep us constantly informed of any changes in call letters or title.*

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### Sure Shots

- **CONFIDENTIAL**
  - Sonny Knight
  - Dot 15507; 45-15507
- **PRISCILLA**
  - Eddie Cooley & Dimples
  - Roost 621; 45-621
  - Julius La Rosa
  - RCA Victor 20/47-6700

**From Los Angeles To Las Vegas**

- **LAS VEGAS**—After appearing in the lounge of the Sahara Hotel for the past ten months, Louis Prima and Keeley Smith opened in the main room of the Vegas hotel. To celebrate the occasion, Louis and Keeley invited several of their disk-jockey friends from Los Angeles to the opening. Shown above are George Crowell, KLJ; Jack Devaney, The Cash Box; Louis Prima; Johnny Grant, KMP; John McShane, KHJ; and, seated, Keeley Smith and Earl McDaniel, KPOP.

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

**The Cash Box, Music**

Page 27  November 10, 1956
NEW YORK:

The forthcoming flicker "Rock, Rock, Rock" will contain a raft of new rock and roll numbers that will probably be released for public sale within a few weeks. A special lp sent to over 600 disk jockeys lists "You Can't Catch Me" by Chuck Berry; "Tra La La" by Tavern Baker; "Baby, Baby" and "I'm Not A Juvenile Delinquent" by Frankie Lymon & Teenagers; "Would I Be Crying" by The Flamingos; "Over & Over Again" and I Knew From The Start by The Moonglows; "Rock N Boogie" and "Right Now, Right Now" by the Alan Freed Orchestra; "We've Gonna Rock Tonight", The Things Your Heart Needs, "Thanks To You", and "Won't You Give Me A Chance" by the Three Chuckles; "Rock, Rock, Rock" and "The Big Beat" by Jimmy Cavallo; "I Never Had A Sweetheart" and "Little Blue" by Cherry Francis; "Lonesome Chan," Johnny Burnett; "Rock Pretty Baby" and "Ever Since I Can Remember", The Bowties. On Saturday, October 19, Alan Freed "World Premiered" the twenty songs on his WINS-New York program. DCA, who is handling the distribution of the LP, will cooperate with any jockey who would like to Premiere the 20 tunes in his city. Pathe and Lou Sprung, over at Glory Records, had a cut item pointed out to them the other day. They office at 2 W. 47 street. The number of their hit "Cindy, Oh Cindy" is 217. Not being the least bit superstitious, Phil and Lou are wondering if they should move to a new number for their next release. . . . Herman Lubinsky talking up his newest, "Eib Joint," by Sam Price and the Texas Blues. Says, "It's the natural follow up to 'Hunky Tonk'. . . ." Sol Rabinowitz, Baton Records, who has been in the r & b business, both selling and manufacturing longer than most, shouldn't get excited about something some one—along with he does. Right now he's working on a couple of Ike's because of his Ann Cole double aided possibility. "Each Day" and "In The Chapel" are getting tremendous reaction for "Cindy". . . . Al Silver of Heral Record's, returned from a cross-country trip late last week. He was elated with the reaction his newly released and some as yet unreleased disks received wherever he stopped. Drees and deejay predilects several hits form the discs Al took with him. Two in particular that were praised were Faye Adams' "The Hammer" and The Satins' "Wonderful Girl." Bob Rosen, Herald, tells us to watch out for "Movin' and Groovin'" by the Davis Clowney Band. A "nice little instrumental" is the way Bob describes it. . . . A 3000 Miles Away" by the Heartbeats on Ralshy looks like it is on the move nationally as reports continue to come in from more and more points. This could become a really big one. . . . Atlantic has two real hits going for them. Ivory Joe Hunter's "Since I Met You Baby" and "Juanita" by Chuck Willis. Jerry Wexler, busy, busy, busy, what with Martin's Dues, the "Brenton" affair of Ahmet Ertegun busy entertaining his family in New York from Turkey, just issued a special release consisting of Laverne Baker's "Tra La La," from the picture "Rock, Rock, Rock" and a new artist, Randy Wright, singing "What My Heart Didn't Know".

CHICAGO:

"Man we just got to move. No more room," stated Eli Toscano excitedly. "Otis Rush's 'I Can't Quit You Baby' moved up so fast we're expanding to make room for new plants from the plant. Our new plant will house our executive offices, pressing plant, and record studios. 'I Keep Coming' concluded. And another chat label makes good. . . . It's a 7 pound, 1 ounce bay. Arthur William, Jr. for Shaw's Chr mgr, Arthur W. Drew and wife, Lynn, Ledauck. . . . Gent Edwards picks an ABC Far disk for top honors on his WRTV, May Show in "A Teen Aplenty" by Johnny Sings The Blues" by Johnny Nash. . . . Over at Checkers disks are going with "Bottles Beat" by The Chocolate, Johnnie and Joe's 'I'll Be Spinning'. "Don't forget to mention that's the ORIGIXAL," cried Len Chess. "Man we're so busy Phil can't get to Skokie, let alone NY," he added. . . . United with a local hit in Tab Smith's "Ya Ya Blues," Eddie Ray, Nall, promotion for Imperial, stopping thru long enough to report that Fats Domino's new "Let's Have A Party" is getting good response in the diskery. Claims Ray, "The Honey Bees" What's forthcoming. . . . George and Erle Beans trying to explain to customers at United Dribbus that the screams they hear from Sawing Jimmy Hawkins' newie "I Put A Spell On You" and not only one running a "spook song" ad. The boys advise us to watch this 'un growing with Halloween here. On the serious side freres Leaener pick R. R. King's "My Way Or Mine" from RHF and Bobby Blue Band's Dukerson "I Don't Believe" as pop-top-tassel smash.

Was that Jay Trompeter programming "Bim Bum" last week as an opener? StRYPTO says, "Tunon covering sessions from Frank's partr East to last week. Local distrib informed us that the crowd wouldn't let the guys off the stage, kept shouting for "Bim Bum" and "Match."" Rarely week introducing new label, El Dorado, and first shellace by thrush, Joanie Dunn. . . . Vick disk catching up with many, many others. Now that Yallino entitled "Garden Of Eden". Reports have A booming to the Vee-Jay firing line Almeier is much delighted with "great activity" he received on moomono spiritual release. Says Ah, "All right, some are selling out.

Local disk 

Vee-Jay presy, Jimmy Bracken (affectionately called Jay), clued over billing on The Dolls' "Oh What A Night" and The Bop Boppers' "Sun Boom" which also made R & R Sleeper Of The Week. 11/3 . . . Gale agency bringing biggest R & R roc to Chi to date informs NY's Bob Astor, Gig includes such great acts as Bill Haley and The Comets, the Flatters, Frankie Lymon and The Teenagers, Eddie McHatter, The Clevelers, Ella Johnson, Shirley and Lee, Shirley Gunter, Chuck Berry, The Flairs, with Buddy Johnson's Orr. Wow. . . . Jimmy Reed writes, he and La Vern Baker doing great throut with sound R & R one-nighter. . . . Spaniels back to Chi for session. . . . Kaiser has an instrument making moderate noise in local area called "Chicago Joe" by Joe Dog. . . . Barbara Hiller, Gaines lucky charm, picks The El Dorado's newie for top honors. . . . Swithings pooping videspenbiznessisbooming!

LOS ANGELES:

Zephyr Records releasing a single record on an Ernie Freeman tune called "Ernie's Journey" from their LP of Rhythm and Blues instrumentals, "Scobby Doo". Orchestra on the record is conducted by Jerry Leiber. . . . Flip record artists, The Six Teens are all back at school, but are playing weekend dates in San Diego. Max Pertig is negotiating for an Eastern date for the group over the Christmas holidays. . . . Imperial artist, Bob Wynn touring the East coast promoting his first release of "Goin' Home". . . . The Cadets new Modern release is an R&B version of the old standard "Fools Rush In" plus a cover of the new tune "I'll Be Spinning" which is barely... 

R & B Ramblings

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

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

- Indicates first appearance on Territorial Tips

AIN'T GOT NO HOME
Clarence Henry (Argo 5259)
A ROARING TIDES AWAY
Heartbeats (Hall 720)
AFTER THE LIGHTS GO DOWN LOW
Little Willie John (Chess 2996)
'FILLY'S BLUES
Billy Stewart (Chess 1625)
'BLANCHE
J. Hendy (Lido 500)
BLUE MOON
Joe Jonec (Dip 116)
BROWN-EYED HANDSOME MAN
Chuck Berry (Chess 1635)
BUBBINS ROCK
Frank & Bill Doggett (King 4954)
BUCHANAN & GOODMAN ON TRIAL
Buchanan & Goodman (Lumiere 190)
CANS TWEETIE MINE
G-Clef (Pilgrim 720)
CINDY, OH CINDY
V'O (Love 247)
CONFIDENTIAL
Sunny Knight (Day 1507)
CONFIDENTIAL (Continued)
Sombrero (Aladdin 3342)
CONGO MAMBO
Guitar Glee (Excello 2086)
CONGO SATIN BEARS
Beaglo (Crest 1306)
'COOL
Jay & Caster Hooper (Jee-205)
DON'T FORGET ME FOR I'M ALMIGHTY
Robbie "Big Al" (Western 996)
FROM THE BOTTOM OF MY HEART
Clares (Atlantic 1197)
GERALDINE
v. Vanes (Green 0710)
'COOL MIDNIGHT LOVE
Jesus Bevin (Modern 1005)
HONEY CLEO
Faye Kinsey (National 5407)
HURT ME
William "??????"
I ASKED FOR WATER
Hawwil' Wall (Chess 1632)
I FEEL GOOD
Shirley & Lee (Adelin 3338)
I LOVE YOU
My First Plex
Jimmy Reed (Jee-209)
I LOVE YOU
Billy Gary (Federal 12645)
'JUANTITA
You're Gonna Do Chuck Willis (Atlantic 1113)
JUST A FEELING
Little Willard (Checker 845)
KEEP IT TO YOURSELF
Seventeen (Checker 847)
LEAVE MY WOMAN ALONE
Ray Charles (Atlantic 1108)
'LET ME WOULP TINO
Lonesome Sundown (Excello 2092)
MEAN TO ME
Big Mashelle (Savoy 1950)
MY HEB
Little Willie John (King 4960)
MOTHER-IN-LAW BLUES
Little Jnr. Parker (Duke 157)
MY NO KNEE KNOWING
Bobby Charles (Chess 1638)
'ON MY WINDS OR HONOR
B. B. King (RPM 479)
OUT OF SIGHT, OUT OF MIND
Pee Wee King (Bオリジナル 2092)
PRETTY LITTLE GIRL
Mama (Holt 101)
PULCILLA
Eddie Coolie & Dimples (Rost 627)
IT'S NOT ME, IT'S THE MAM
Donah Washington (Mercury 1096)
'ROCKHOUSE
Ron & The Jits (Cap 381)
'SINCE I MET YOU BABY
Ivey Joe Hunter (Atlantic 1111)
SLOW WALK
Sil Austin (Mercury 1095)
SOFT SUMMER BREEZE
Edwin Haywood (Mercury 1097)
SOLDIER OF FORTUNE
Drivers (Atlantic 1101)
Seeco Announces Fall-Winter Plans

NEW YORK—Seeco Records this week announced its fall and winter release plans.

The Latin American label will issue a Seeco Gold Series consisting of 10-12 ips featuring Perez Prado, Pipo Campo, Noro Morales, Miguelito Valdes and others.

Two ips will be released in the Celebrity Series. One will feature Cy Coleman, and the other will be titled “I Can’t I Love You” which will contain 80 selections from Paris.

Also in the works is a 12” lp Christmas album.

“Much planning has gone into the release,” said Howard Roffe, national sales manager, “both from the standpoint of musical quality and full color album sleeves.”

Crystal Releases 1st Disk

CHICAGO—Crystal Records, this city, announced its first release is now available and is being met with admirable response locally.

Danny Skord, president, revealed to the Cash Box that Crystal’s “May,” which was in existence for some time, but the label was waiting for the right talent.

“We’ve found exactly what we feel is a great artist with good standard material. We can’t lose,” Skord stated.

The first wax is an organ instrumental by Eddy Osborn, sales dept. Baldwin, Co., Chicago, entitled “Hawaiian War Chant” and backed with an equally well known standard of past years, “Barney Google.”

Locally the record is being distributed by Garman Distrib., Skord announced that a few territories are still open and would be happy to hear from both dealers and distributors nationally.

Appoint Caracas Distribut

CARACAS, VENEZUELA—It was announced this week that Columbia Records of Mexico, manufacturers of records in Mexico, had appointed ACO, S.A., of Caracas as exclusive distributor of the line in Venezuela. The Venezuelan firm has offices in 7 cities throughout the country.

FOR THE BEST IN ROCK & ROLL POP RHYTHM & BLUES CALL ON ALL-STATE RECORD DISTRIBUTING CO. 2033 S. MICHIGAN AVENUE CHICAGO 16, ILLINOIS (Phone: CAlumet 5-0924)

New Hot Release!

Jimmy Thomason
“Now Hear This”

b/w

“BIG WHEEL”

VITA RECORDS

1486 N. Fair Oaks Ave., Pasadena, Calif.

Watch It Hit

The Charts!

IVORY JOE HUNTER

“SINCE I MET YOU BABY”

# 1111

ATLANTA

1 HONKY TONK Bill Duggan (King 4952)
2 BLUEBERRY HILL Fats Domino (Imperial 5407)
3 I’M IN TROUBLE Bill Duggan (King 4952)
4 LET THE GOOD TIMES ROLL Bluesacion (Mill 728)
5 ARC’S OF LOVE “Honey Chile” (Gee 1022)
6 DON’T BE CRUEL Elvis Presley (RCA Victor 26-6640)
7 I REMEMBER (In The Still Of The Night) Elvis Presley (RCA Victor 26-6644)
8 LOVE ME TENDER Elvis Presley (RCA Victor 26-6643)
9 YOU’RE MINE Robert & Johnny (Old Town 1029)
10 OH WHAT A NIGHT Elvis & Johnny (Jazz 5-300)

NEW YORK

1 HONKY TONK Bill Duggan (King 4952)
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NEW ORLEANS

1 HONKY TONK Bill Duggan (King 4952)
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DALLAS

1 HONKY TONK Bill Duggan (King 4952)
2 BLUEBERRY HILL Fats Domino (Imperial 5407)
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ONLY THOSE RECORDS best suited for commercial use are reviewed by THE CASH BOX!
**The Cash Box**

**R & B Sure Shots**

-The Cash Box R&B "Sure Shots" highlight records which reports from retail dealers and juke box operators throughout the nation indicate are either already beginning to sell in quantity or else give every sign of doing so.

"I FEEL GOOD"  
Shirley & Lee  
Atlantic 3338  

"SINCE I MET YOU BABY"  
Ivy Joe Hunter  
Atlantic 1111  

"SLOW WALK"  
Sil Austin  
Mercury 70963  

"JUANITA"  
"WHATCHA GONNA DO"  
Chuck Willis  
Atlantic 1112  

"CONGO MAMBO"  
Guitar Gable  
Excello 2086  

"A THOUSAND MILES AWAY"  
Heartbeats  
Hull 720  

**Here Comes the Big One for '56**

**ELMORE MORRIS**

Sings

"INDEED, I DO" AND "HURTING ALL THE TIME"

No. 1668

**The Cash Box**

**R & B Sleeper of the Week**

- The El Dorados come rocking right into this disk, "Bim Bam Boom", vying not even one note. It is an infectious jump and the El Dorados, without breaking ex-  
  drums, impart the novelty and ex-  
  citation that makes this a crowd pleaser. Handclaps and driving in-  
  strumental support help sustain the  
  excitement. The flip, "There  
  Is The Night", showcases the El  
  Dorados on a melody sugary item.  
  It is softly and tenderly delivered  
  wax that falls pleasantly on the  
  ears. However, it does not have  
  the sales pulling quality that "Bim  
  Bam Boom" seems to have captured.

"BIM BAM BOOM"  
[Tollie BMI—J. Jones]  
11/1/56  

"THERE IN THE NIGHT"  
[Conrad BMI—Moses]  
EL DORADOS  
(Vee-Jay 211)  

WE DON'T WANT TO CAUSE A RIOT  
BUT—THE ORIOLES HAVE A  
SWINGER COMING YOUR WAY ON  

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

R & B Sleeper of the Week

"INDEED I DO" (2:42)
[Lion BMI—Darnell, Scott, Rabey]

"HURTING ALL THE TIME" (2:20)
[Lion BMI—Rabey, Washington, Scott]

ELMORE MORRIS
(Peacock 1668)

- Elmore Morris has a powerful side in "Indeed I Do". The song has a warm and engaging quality, sung with impact by Morris, and contains an infectious beat. Morris handles the different melody with skill. The side is strong pop as well as r. b. Watch it very carefully. The flip, "Hurtig All The Time", is a quick beat ditty with a distinct pop flavor. It has the added quality of being familiar. Ok side that please, but which we feel must bow to "Indeed I Do".

"CAUSE YOU'RE MINE" (2:00)
[Gretha BMI—Jordan, McDermott]

"PLEASE WRITE WHILE I'M AWAY" (2:50)
[Gretha BMI—Jim Raye]

G-CLEFS
(Pajigm 720)

- The G-Clefs follow "Kia-Ding-Dong" with a racing jump, "Cause You're Mine". Tune takes off like a jet and continues its breakneck pace to the final note. The lads handle it smoothly and with zing. A solid follow-up that should go right along in the same hit tracks. Watch it for big action. The flip, "Please Write While I'm Away", is a slow ballad pretty done softly. It is a tender love lyric set to an easy to listen to tune. Pleasing but not as powerful as "Cause You're Mine".

"TOO MUCH FOR GRANTED" (2:01)
[Craft BMI—Towns, Craft]

"QUARTER PAST NINE" (1:55)
[Craft BMI—Sedaka, Greenfield]

ADRIENNE LAWNER
(Rapid 1001)

- A new label and a new artist make a simultaneous bow with a solid piece of material that looks like rock and roll hit stuff. Adrienne Lawner belts a big beat rhythm rock titled, "Too Much For Granted". The gal hits like a pile driver against a very exciting arrangement. The kids should flock to this one. The flip, "Quarter Past Nine", is a swinging jump with a novelty lyric that Miss Lawner sings in front of a Twaddles Dee background. A happy ditty with a real good treatment. Two good sides, but the one with the biggest chance to hit the big time is "Too Much For Granted".

THE SINGING SONS
(Nash 390)

- "GOLD WILL BRING THINGS OUT" (2:45) [Excellence BMI—B. Parks] The Singing Sons deliver a slow beat religious tune with a sensitive treatment that quietly stirs the listener.

- "IF YOU EVER HEADED THE LORD" (2:53) [Excellence BMI—B. Parks] The Singing Sons offer a slow beat rhythm piece with an easy syncopated performance. The staccato backing sets off the strong lead singer effectively.

THE SWAN SILVERTONES
(Nova 22)

- "TRAVELING ON" (2:22) [Tollie BMI—J. Myers] The Swan Silvertones give a shanty reading of an exciting quick beat spiritual tune. Lead shouts with a spirit that makes it hard to control the blood pressure. Enjoyable jukebox wx.

- "WON'T YOU COME" (2:43) [Tollie BMI—J. Jeter] The Swan Silvertones back with a complete change of pace. A slow, tender and lyrical religious offering. Delicately done.

"It's What's in The CASH BOX That Counts"
WELCOME
To The
DISK JOCKEY FESTIVAL

WSM welcomes you to our Fifth Annual National Disk Jockey Festival. From your comments, we feel that the previous festivals have been beneficial to you in your work and we are certainly hopeful that this year’s convention will help you even more. Meetings have been planned in which outstanding figures in the music industry will participate, offering you a wealth of material to add to your own shows throughout the coming year. You will meet top Grand Ole Opry stars and your fellow Disk Jockeys from all across the nation.

You will be entertained at luncheons, parties, and open houses. Of course, we hope the Thirty-First anniversary performance of the Grand Ole Opry will be among the happiest memories of your Festival weekend.

We at WSM extend to you a very warm welcome and an invitation to visit WSM whenever you are in Nashville again. It is our wish that this year’s Disk Jockey Festival will afford you with one of the richest experiences of your professional career.

John H. DeWitt, Jr.
President
WSM, Incorporated

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
THANKS,
C & W DJ's
for your many spins
past - present - and future!
from
DECCA RECORDS
and the Decca C & W Family
of Stars...
WSM's 5th Annual D. J. Festival

**SCHEDULE OF EVENTS**

**Friday, November 9**

10:00 A.M. Welcome and Awards Meeting
   Iris Room
   Hermitage Hotel

12:00 Noon Luncheon
   Ballroom, Andrew Jackson Hotel
   Host: RCA Victor Records

2:00 P.M. Disk Jockey Clinic
   Iris Room
   Hermitage Hotel

6:00 P.M. Open House
   Various Suites, Andrew Jackson Hotel
   Hermitage Hotel

7:00 P.M. Friday Night Frolic
   WSM Studio C

9:00 P.M. Dance
   Ballroom, Andrew Jackson Hotel
   Host: Decca Records

10:15 P.M. Mr. Dee Jay, U. S. A.
   WSM Studios
   Guest Disk Jockeys

11:00 P.M. Eddie Hill Show
   WSM Studios
   Guest Disk Jockeys

12:00 Midnite Tom Perryman Show
   WSM Studios
   Guest Disk Jockeys

**Saturday, November 10**

8:30 A.M. Breakfast at the Opry
   Maxwell House Hotel
   Host: Hill and Range Songs

12:00 Noon Luncheon
   Maxwell House Hotel
   Host: Columbia Records

2:00 P.M. (At this time the Country Music Disk Jockeys Association will hold an official meeting for members only.)

4:30 P.M. Reception and Buffet Dinner
   Maxwell House Hotel
   Host: WSM

7:30 P.M. Anniversary Performance of the Grand Ole Opry
   Ryman Auditorium

10:00 P.M. Midnight Party
   Ballroom, Andrew Jackson Hotel
   Host: Capitol Records

**Sunday, November 11**

8:00 A.M. Coffee Klatsch
   Andrew Jackson Hotel
   Host: Columbia Records

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
**Citation of Achievement 1956**

Awarded to the writers and publishers of the great Country and Western Song Hits of the year

**TO THESE WRITERS**

- Audrey Allison
- Joe Allison
- Jack Anglin
- Jim Anglin
- Hugh Ashley
- Mae Boren Axton
- Otis Blackwell
- Hal Blair
- Boudleaux Bryant
- Johnny Cash
- Ted Daffan
- Tex Davis
- Tommy Durden
- Darrell Edwards
- Charles A. L. Feathers
- Celia Ferguson
- Sandra Ferguson
- Tillman Franks
- Don Gibson
- Betty E. Harrison
- Howard Hausey
- Autry Inman
- Ted Jarrett
- George Jones
- Stanley A. Kesler
- Ira Kosloff
- Jerry Leiber
- "Sonny" James
- Charles Louvin
- Ira Louvin
- Pee Wee Maddox
- Ralph Mooney
- Jack Morrow
- M. Murphy
- Maurice Mysels
- Eddie Noack
- Johnny Norton
- Herman Parker, Jr.
- Pat Patterson
- Bill Peppers
- Carl Lee Perkins
- Sam C. Phillips
- Webb Pierce
- Elvis Presley
- Jim Reeves
- Jack Rhodes
- Jimmy Rodgers
- Charles Seals
- Red Sovine
- Mike Stoller
- Eddie Thorpe
- Merle Travis
- Gene Vincent
- Ben Weisman
- Johnnie Wright
- Faron Young

**TO THESE PUBLISHERS**

- American Music, Inc.
- Acuff-Rose Publications
- Babb Publishing Co., Inc.
- Cedarwood Publishing Co., Inc.
- Central Songs, Inc.
- Copar Music Inc.
- Earl Barton Music Co.
- Elvis Presley Music Inc.
- Hill & Range Songs, Inc.
- Hi-Lo Music
- Lancaster Music Publications, Inc.
- Lion Publishing Co., Inc.
- Lowery Music Co.
- Pamper Music Publisher
- Peer International Corp.
- Shalimar Music, Inc.
- Showcase Music, Inc.
- Singing River Publishing Co.
- Starrite Publishing Co.
- Tree Publishing Co., Inc.
- Vanguard Songs

In recognition of the great national popularity attained by these Country and Western Song Hits

- Any Old Time
- Beautiful Lies
- Be-Bop-A-Lula
- Blue Suede Shoes
- Conscience, I'm Guilty
- Crazy Arms
- Don't Be Cruel
- Eat, Drink and Be Merry
- Folsom Prison Blues
- For Rent
- Heartbreak Hotel
- Honky Tonk Man
- Hoping That You're Hoping
- Hound Dog
- I Don't Believe You've Met My Baby
- I Forgot To Remember To Forget
- I Take The Chance
- I Walk The Line
- I Want You, I Need You, I Love You
- It's A Great Life
- I've Got Five Dollars And It's Saturday Night
- Little Rosa
- Love, Love, Love
- My Lips Are Sealed
- Mystery Train
- The Richest Man
- Searching
- Sixteen Tons
- So Doggone Lonesome
- Sweet Dreams
- These Hands
- What Would You Do (If Jesus Came To Your House)
- Why, Baby, Why
- Yes, I Know Why
- Yonder Comes A Sucker
- You And Me
- You Are The One
- You're Still Mine

**BROADCAST MUSIC, INC.**

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"It's What's in THE CASH BOX That Counts"
SMOKY SMITH
KENT—Des Moines, Iowa
1. I Walk the Line (J. Cash)
2. I Gotta Know (W. Jackson)
3. Singing the Blues (Robbins)
4. Lonesome Friends (P. Perkins)
5. Play the Music Louder (C. Rivers)
6. My Gal Dottie (J. Murphy)
7. Heart's Slightly (Innes)
8. I'm Really glad You Hurt Me (W. Pierce)
9. I Can't Quit (C. Robbins)
10. Pout Man's Blues (Barnes)

BILL MACK
KFLT—Wichita Falls, Texas
1. New Heartache (R. Price)
2. Saco Choo-Choo (Miller)
3. Go Away With Me (Williams)
4. Turn Her Down (T. Young)
5. Really Glad You Hurt Me (W. Pierce)
6. That Made Me Mad (W. Jackson)
7. Live and Let Live (Johnny & Jack)
8. Peace In The Valley (Foley)
9. Sugar Sweet (D. Houston)
10. One Woman Man (J. Horton)

JIMMIE WILLIAMS
WNOX—Napier, Ky.
1. Singing the Blues (Robbins)
2. It Takes A Lot O' Heart (T. Young)
3. Cash On The Barrel Head (Louvins)
4. Mistletoe Love (Rusty & Dupek & W. Barkdull)
5. Highway To Happiness (J. Reeves)
6. I Believed In You (C. Brown)
7. Prisoner's Song (J. Brown)
8. Another Saturday Night (J. Skinner)
9. 10 Point Of No Return (E. Thompson)

DON YEDDER
WLFW—Little Falls, N. Y.
1. Searching (W. Wilkes)
2. Hound Dog (E. Presley)
3. I'm Gonna Sing The Blues (Robbins)
4. I Can't Quit (C. Robbins)
5. I Walk The Line (J. Cash)
6. Crazy Arms (R. Price)
7. Cheated Too (Lee & Cooper)
8. You Are The One (C. Robbins)
9. Indian Blues (C. Weldon)
10. My Lips Are Sealed (Reeves)

JOHNNY RION
KSTL—St. Louis, Mo.
1. It Takes A Lot O' Heart (T. Young)
2. I Gonna Tell You All About The World (J. Newman)
3. Where No One Stands Alone (J. Davis)
4. Lover Of The Town (Martin)

SLIM HARPER
WVNH—Newark, N. J.
1. According To My Heart (J. Reeves)
2. I Take The Chance (Brownie)
3. Will I Ever Forget You (B. Day)
4. Wherever You Are (Lomax)
5. I Gonna Tell You All About The World (Brownie)
6. Piece Of My Heart (C. Brown)
7. Love The Life You Live (Brownie)
8. I'm Gonna Tell You From Somewhere (P. Wagner)
9. I'll Be Satisfied (F. Young)
10. She's Better Than Mine (R. Lecklin)

CLIFF RODGERS
WHKE—Akron, Ohio
1. I Walk The Line (J. Cash)
2. Crazy Arms (R. Price)
3. Singing The Blues (Robbins)
4. You're The One (C. Robbins)
5. Turn Her Down (P. Young)
6. Your Pretty Blue Eyes (D. Rich)
7. Let The Whole World Talk (J. Newman)
8. New Heartache (R. Price)
9. Satisfied With Love (P. Young)
10. I Can't Quit (M. Robbins)

RAMBLIN' LORING
WJGL—Nigro Falls, N. Y.
1. Singing The Blues (Robbins)
2. Crazy Arms (R. Price)
3. Cheated Too (Lee & Cooper)
4. Mother Of A Honeycomb (T. Young)
5. Girl (Reeves & Johnson)
6. I Take The Chance (Brownie)
7. I Gonna Tell You All About The World (Brownie)
8. Any Old Time (W. Pierce)
9. Mistletoe Love (J. Horton)
10. I Gonna Tell You All About The World (J. Newman)

PAPY GIBER BEAVER
WSB—Atlanta, Ga.
1. Singing The Blues (Robbins)
2. New Heartache (R. Price)
3. Wicked Lies (C. Smith)
4. Without Your Love (J. Reeves)
5. I'm A Gonna Tell You All About The World (Brownie)
6. I Gonna Tell You All About The World (Brownie)
7. Turn Her Down (T. Young)
8. I Don't Want No Love (C. Smith)
9. I'm A Gonna Tell You All About The World (Brownie)
10. On My Mind (Fleet & Sonne)

JACKSONSON
KCLU—North Western, Calif.
1. Nervous Neophytes
2. WMOF—Ocala, Fla.
3. Another Love Has Ended (C. Bradford)
4. Living Alone (H. Thomas)
5. Lonesome Man Blues (J. Reeves)
7. What Am I Supposed To Do (W. Pierce)
8. Cash On The Barrel Head (Louvins)
9. No Love Here (T. Collins)
10. Best Years Of Your Life (F. Young)

PAUL SIMPKINS
WRAH—Montgomery, Ala.
1. Singing The Blues (Robbins)
2. Crazy Arms (R. Price)
3. You're The One (C. Robbins)
4. Turn Her Down (P. Young)
5. Your Pretty Blue Eyes (D. Rich)
7. New Heartache (R. Price)
8. Satisfied With Love (P. Young)
9. I Gotta Tell You All About The World (Brownie)
10. 1 Can't Quit (M. Robbins)

CARL STUART
WAMO—Pittsburgh, Pa.
1. My Lips Are Sealed (Reeves)
2. Crazy Arms (R. Price)
3. I Gotta Tell You All About The World (Brownie)
4. Any Old Time (W. Pierce)
5. I Gotta Be Your Baby (G. Jones)
6. Searching (K. Wells)
7. According To My Heart (J. Reeves)
8. Any Old Time (W. Pierce)
9. I'll Be Satisfied With Love (P. Young)
10. Going Walking (Tommy)

RAY PULLEY
WFOE—South Norfolk, Va.
1. Don't Be Cruel (E. Presley)
2. I Gotta Tell You All About The World (Brownie)
3. According To My Heart (J. Reeves)
4. I Walk The Line (J. Cash)
5. I Gonna Tell You All About The World (Brownie)
6. Cheated Too (Lee & Cooper)
7. Arms Of A Tender (Lee & Cooper)
8. Teenage Beagles (W. Pierce)
9. Hello Old Broken Heart (J. Horton)
10. Back On That Train (E. Thompson)

BOB BENJINGS
WLCN—Nashville, Tenn.
1. Singing The Blues (Robbins)
2. Sweet Dreams (S. Young)
3. Gonna Be My Baby (J. & Jack)
4. I Gotta Be My Baby (R. Presley)
5. I Gonna Tell You All About The World (Brownie)
6. Hello Old Broken Heart (J. Horton)
7. Turn Her Down (T. Young)
8. Poor Man's Riches (R. Rich)
9. I'm A One Woman Man (D. Rich)
10. Rainbow At Midnight (C. Arnold)

CLAYTON BENSON
WKQR—Norway-Park, Me.
1. Singing The Blues (Robbins)
2. Crazy Arms (R. Price)
3. I Gonna Tell You All About The World (Brownie)
4. I'm A One Woman Man (D. Rich)
5. Turn The Whole World Talk (J. Newman)
6. My Lips Are Sealed (Reeves)
7. Cash On The Barrel Head (Louvins)
8. I Don't Want No Love (C. Smith)
9. I Gonna Tell You All About The World (Brownie)
10. It's Not Easy To Say Goodbye (P. Wagner)

C. O. "HAYSEED" THOMAS
WENO—Whiteville, N. C.
1. I Gotta Be My Baby (G. Jones)
2. Before I Met You (C. Smith)
3. Singing The Blues (Robbins)
4. According To My Heart (J. Reeves)
5. Cash On The Barrel Head (Louvins)
6. Turn Her Down (T. Young)
7. I Gonna Tell You All About The World (Brownie)
8. Unbridled Diamonds (H. Jones)
9. Crazy Arms (R. Price)
10. Wherever You Are (J. Horton)

TEXCUS TEMS & NORM HALL
TRAILER, Nashville, Ind.
1. Singing The Blues (Robbins)
2. You Are The One (C. Smith)
3. According To My Heart (J. Reeves)
4. Mark sheep (T. Jackson)
5. Love Me Tender (E. Presley)
6. Turkey In The Pastrami (Lee & Cooper)
7. I Gonna Get A New Heartache (R. Price)
8. Gotta Come Back (S. James)
9. Crazy Arms (R. Price)

LEW BANKS
WAGS—Bashkirkville, S. C.
1. Mistletoe Love (Rusty & Dopek & W. Barkdull)
2. I Gotta Tell You All About The World (Brownie)
3. Poor Man's Riches (R. Rich)
4. I Gotta Be Your Baby (G. Jones)
5. I'm A One Woman Man (D. Rich)
6. I Don't Want No Love (C. Smith)
7. I Gonna Tell You All About The World (Brownie)
8. Hello Old Broken Heart (J. Horton)
9. Rainbow At Midnight (C. Arnold)
10. I'm Gonna Tell You All About The World (Brownie)

CLARENCE KNEYLDEN
WJCI—Jewett City, Conn.
1. Singing The Blues (Robbins)
2. I Gotta Tell You All About The World (Brownie)
3. I'm A One Woman Man (D. Rich)
4. I Gonna Tell You All About The World (Brownie)
5. I Don't Want No Love (C. Smith)
6. Hello Old Broken Heart (J. Horton)
7. You Are The One (C. Smith)
8. I Gonna Tell You All About The World (Brownie)
9. Don't Be Cruel (E. Presley)
10. It's Not Easy To Say Goodbye (P. Wagner)

Attention: Please address any information concerning Country music and talent to Iris Howard, Country Editor, The Cash Box, 26 West 47th Street, New York 86, N. Y.
A WARM WELCOME TO ALL DISK JOCKEYS ATTENDING OUR FESTIVAL ... AND MY BEST WISHES TO THOSE OF YOU ABSENT ... WISH YOU COULD BE HERE

E. T.

Ernest TUBB

Here's my latest DECCA release...

"TREAT HER RIGHT"
b/w
"LOVING YOU IS MY WEAKNESS"

Decca 30098

WSM GRAND OLE OPRY

Exclusive Management: GARE TUCKER
417 Broadway, Nashville, Tenn. Phone: CHapel 2-2288

"It's What's in THE CASH BOX That Counts"
Cincinnati Cut-Ups

There's a big change in programing this week as those stalwart WCKY. They tell us that Marty Roberts will be shifted from the regular evening "Jamboree" to take over a country music show scheduled for that same evening. Hours from 4 till 6 will be a show of Marty's favorite hours with "Nelson King & the Bluegrass Boys."".

Searching


Conscience, with regular WBOK along lance local listeners themselves could "We're that manager is doing now, have called Country season. Hanger next network "Mid-Western Clay Year Hello", porting country whereabouts Cinnati CUT-UPS—

There's "ARKANSAS WOND'RING HOUSE BROTHERS QUARTET

State Calla Records

2033 Sweeney Way
Santa Monica, California

"WOND'RING BOUT YOU" and "ARKANSAS MOUNTAINS" (Somewhere In The Jukebox)

House Brothers Quartet

Columbia Top Brass To Attend DJ Festival

NEW YORK—Columbia Records will make a strong showing at the Nashville DJ convention next week by sending a delegation consisting of President Godshalk Lieberman; Pop A&R Director-Mitch Miller; Country A&R chief-Dan Law; VP in charge of sales-Hal Cook; Adv. & Sales Promotion Mgr.-Arthur Schwartz; C&W Promotion-Bob Burrell; Single Sales Mgr.-Dick Linke; Publicity head-Dobie Isholin; District Sales Mgr.-Bill Colagamba; Southwest Sales Mgr.-Tom Cade; Southern Dist. Sales Mgr.-Pug Pagliarini; and Photographer Don Hendon.

Mitch Miller will do his coast-to-coast CBS radio show Sunday night from the Andrew Jackson Hotel 7:05 to 8:00 PM Nashville time. It'll be an all C & W show with Tennessee's Gov. Clement appearing as special guest. Miller, himself, will be a guest on the Prince Albert portion of Saturday night's "Grand Ole Opry" show.

Wilburn Brothers Return To Grand Ole Opry

NASHVILLE—After a series of performances in other parts of the country, the Wilburn Brothers will be making their first appearance on the Opry in over a year. During the period that they have been away, the boys have made a number of television appearances, and have waxed such songs as "I Do So In Love With You" and "Go Away With Me" for Decca Records.

Don and Teddy Wilburn have been singing since they were six and seven years old, respectively. At that time they were singing with their family. Don once heard the group of singers and brought them to Nashville in 1940 to star on the Opry. This only lasted six months, however, because of the extreme young ages of the members of the little family group.

Some time later, after a stint in the service, Don and Teddy emerged as a singing twosome, and as such, have been winning audiences ever since.

The Country Records Disk Jockeys Played Most

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

1. SINGING THE BLUES
2. CRAZY ARMS
3. I WALK THE LINE
4. ACCORDING TO MY HEART
5. SEARCHING
6. DON'T BE CRUEl
7. SWEET DREAMS
8. LOVE ME TENDER
9. YOU ARE THE ONE
10. I'M A ONE-WOMAN MAN
11. CAN'T QUIT HER
12. TURN HER DOWN
13. CONSCIENCE
14. ME WITHOUT YOU
15. CASH ON THE BARREL HEAD
16. BEFORE I MEET YOU
17. YOU GOTTA BE MY WOMAN
18. POOR MAN'S RICHES
19. ME WITHOUT YOU
20. JUST AS LONG AS YOU LOVE ME

CRAZY ARMS

Marty Robbins (Columbia)

Ray Price (Columbia)

Johnny Cash (Sun)

Jim Reeves (RCA Victor)

Kitty Wells (Decca)

Faron Young (Capitol)

Elvis Presley (RCA Victor)

Carl Smith (Columbia)

Johnny Horton (Columbia)

Elvis Presley (RCA Victor)

HOUND DOG

Elvis Presley (RCA Victor-20-6640; 47-6640)

POOR MAN'S RICHES

Benny Barnes (Starday-2033; 241-2415)

LONE STAR MUSIC

The Cash Box, November 10, 1956

Send all mail to CINCINNATI CUT-UPS—7771 Cheviot Rd., Cincinnati 31, Ohio.

"ONLY THOSE RECORDS BEST SUITED FOR COMMERCIAL USE ARE REVIEWED BY THE CASH BOX"
THE EXCITING NEW HITS ARE ON COLUMBIA!

No. 1 In The Nation

Ray Price
He Started It All
Marty Robbins
A Best Seller
Carl Smith
Johnny Has A Hit
Johnny Horton

CRAZY ARMS
21510 • 4-21510

SINGING THE BLUES
21545 • 4-21545

YOU ARE THE ONE
21522 • 4-21522

I'M A ONE WOMAN MAN
21538 • 4-21538

COMING UP STRONG

Ray Price

WASTED WORDS
21562 • 4-21562

and

I'VE GOT A NEW HEARTACHE

Carl Smith

BEFORE I MET YOU
21552 • 4-21552

and

WICKED LIES

Freddie Hart

DRINK UP AND GO
b/w
BLUE
21558 • 4-21558

HI, DJ'S: Be Sure To Visit The COLUMBIA CORRAL At The Andrew Jackson Hotel. The Entire Gang Will Be There.

COLUMBIA RECORDS

"It's What's in THE CASH BOX That Counts"
LONNIE BARRON
(Sep. 30, 1932)
B+ "PLEASURE BLUE HEART (2:35) [Sage & Bud BMI—M. Spieg] Lonnies' own comes up with his strongest showing to date as he persuasively renders a tear-compelling moderate paced tale. A good counter item and a sharp bet for deejay action.
B+ "TEENAGE QUEEN (2:12) [Sage & Bud BMI—L. Barron] Another solid rock 'n roller in the "Seventeen" vein get treated to a socko reading by Barron.

HOMER & JETHRO
(RCA Victor 20-6706; 47-6706)
B+ "OUNCH DAWG (1:56) [Erlis M., Stoller] Homer and Jethro may not have as big a hit as Elvis Presley with this one but laugh-wise it should prove to be a fun item with ops and dealers. A real amusing house-rocker.

JIMMY LEE
(Fortune 19; 45-191)
B "SAD AND LONESOME (Trianon BMI—J. Williams) Here's a haunting, slow moving, romantic lament that Jimmy Lee does up in intriguing fashion. An unusual slicing that could stir up dust with enough exposure.
B "YOUAIN'T NO GOOD FOR ME (Trianon BMI—J. Willians) Reverse portion is another captivating blues item that moves along in middle beat fashion. Interesting instrumental background and echo chamber delivery on a deck that's also different enough to excite the jocks, ops and dealers.

BONNIE BLUE (Bakersfield 105; 45-105)
C+ "NEVER THOUGHT (Trianon BMI—C. Adams) Bonnie Blue handles the vocal chores in adequate style. The item requires an okay musical assist by Chic Adams band on this up tempo weeper.
C+ "LET'S GO (Bakersfield BMI—T. R. Bell, L. Beach) This side Bonnies teams up with Leon Reach they, along with the Adams crew, engagibly seek out a nappy little box-hopper.

LEON EMERSON
(Columbia 21570; 421570)
B+ "I THOUGHT I HEARD YOU CALLING ME NAME (2:47) [Golden West BMI—Emerson] Lee Emerson does a solid selling job as he tells how he was so potent, a moderate paced lover's lament. Multiple spots in used to good effect. Could do a lot by staying away.
B "IT'S SO EASY FOR YOU TO BE MEAN (1:34) [Golden West BMI—Emerson] The songster decked out in up tempo style in polished fashion. Good cooer well backed instrumentally.

GUY TRAIL
(Pic 116; 45-116)
B+ "TOO MANY DETOURS (2:10) [Trianon BMI—Jones, Thurl] Trail turns in a personable rendition of this tender moderate paced lover's ballad.

SKEETS YANEY
(MGM 4338; 8129)
B+ "IF YOU DON'T LOVE ME (2:16) [Acuff-Rose BMI—Turner] Skeets Yaney comes through with a strong showing as he tastefully croons over a rhythmic blues backed, inviting musical assist on to watch closely.
B "I WILL ONLY SING AGAIN (2:17) [Acuff-Rose BMI—Stewart, King] On the bottom half the warbler varies a lovely, moderate paced lilter with a "Tennessy Waltz" flavoring.

CARL BELEW
(4 Star 1701; 1701A45)
B "LOVELY STREET (2:59) [4 Star BMI—E. Sadow, E. Hean, C. Beleu] Carl Belew sadly reflects that he's headed for the place of broken dreams—looking for someone to share his misery with. An easy-going, crying text item that Belew puts over with telling effect. Could happen.

JIMMY WILLIAMS
(Adams 13262)
B+ "THROWING MY LIFE AWAY (Murray Nash BMI—Rhodes, Hogan) Jimmy's version of Willams' song with a convincing vocal effort on this tender paced ballad. Tender wedding of melody and lyrics.
B "WE'RE DRIFTING FARTHER APART (White Oak BMI—Griepkoek) Under half is a pretty, moderate paced sentimental weeper feelingly performed by the mellotoned Williams on a lovely harmonics work on this end.

JOE MAPHIS & ROSE LEE
(Columbia 21568; 42-1568)
B+ "LET'S FULL TOGETHER (2:20) [Vidor BMI—Fell] The classy back country harmony of Joe Maphis and Rose make for enjoyable listening as the pair blend on this heartwarming, quick tempo romantic opus.
B "I'M WILLIN' TO TRY (2:32) [Red Silver BMI—J. Maphis] This end is a full-voiced, moderate paced lover's ballad movingly projected by the velvety toned Rose Lee. An affecting echoing that oughta win smiles aplenty.

TERRY FELL
(King 9487; 49-407)
B "SHE JUST WALKED IN (2:34) [Mar-Kay BMI—Gore, Abner] Charlie Gore still loves the gal but tries hard to hide his feelings since she now belongs to another. A full-voiced, moderate tempo lilter beautifully rendered.
B "POST OFFICE (2:06) [Mar-Kay BMI—C. Gore] Bottom lid is a light-hearted novelty bopper that the chantter knocks out in engaging fashion.

RAY PARKS
(Capitol 3380; 7580)
B+ "YOU'RE GONNA HAVE TO BAWL THAT'S ALL (2:12) [Central BMI—T. Collins] Ray Parks tells the gal that entry is too breakers. A full-voiced, moderate tempo lilter that is beautiful in a quaint, tailfanning style. Great potential here.
B "JUST HANGIN' AROUND (2:22) [Beechwood BMI—W. Mershon] On the slip waffle Pacifics attractively wrap up a heartfelt romantic piece. Two terrific debut big performances. A talent to watch.

BILLY JOEL
(Decca 30089; 9-3009)
B+ "IT looks as if the Glenn Reeves has finally come up with the biscuit that's gonna put his name high up in the charts. The chantter has been gaining momentum since his Decca debut a few releases ago and his latest platter, "Iced Up Love," is definitely his most potent effort to date. It's a rhythmic, up tempo romancer, weakly pipped by the artist. Strong melody, lyric, beat and instrumental combination on a deck that oughta add many new fans to his following. Lower lid, "What You Don't Know (Won't Hurt You)" is a change of pace, moderate beat sentimental weeper that Doughlas projects with the utmost sincerity. Splendid coupling.

BILLY JOEL BRO. (4 Star 1099; 1699A)

TERRY FELL
(RCA Victor 20-6707; 47-6707)
B+ "CAVEMAN" (1:56) [Lode BMI—D. Bynum] Terry Fell sounds as if he's strung out on a "you girls name" Tarzan type novelty. Enticing entry that could be a potential big hit.
B "PLAY THE MUSICAL LOUDER (2:25) [Tree BMI—T. Fell, V. Stone] Fell's smooth tones show up to good advantage as he and the chorus neatly run through this quick paced sentimental opus. Strong pairing.

JIMMY HOWELL
(Jubilee 501; 45-501)
B "LOVER IN GLORIALAND" (2:39) [Ralph's Radio BMI—R. Emper, J. Howell] The Lovers come up with some pleasing harmony as they send their way through a happy, up tempo spiritual. Fair entry for the sacred market.
B "THE CROSSROAD" (2:33) [Ralph's Radio BMI—J. Howell] Howell hands in a warm vocal effort and mid-deck recitation on this soft, also a potential big hit. Well written effort. If any action comes it'll be on the flip.

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

"It's What's in THE CASH BOX That Counts"
Nashville comes front and center grabbing the country spotlight this weekend, the 8th, 9th and 10th, with WSM's 31st Anniversary and 5th Annual Country Music Disk Jockey Festival and Country Music Press Conference. Artists, bands, trade press, music gets together to celebrate the growth and success of country music. There will be an appearance by Bob Montgomery from ABC's "Fibber McGee and Molly." Bob will be in town to promote his new book, "Fibber McGee and Molly - The Second Season." Bob will make an appearance at the Country Music Association of America's annual convention in Nashville on November 9th. Bob will be the featured speaker at the convention's luncheon. The convention will be held at the Opryland Hotel in Nashville. Bob will also sign copies of his book at the convention. Bob's appearance is part of the convention's "Stars of Country Music" series. The series features the country music stars of the year. Bob Montgomery is one of the most popular country music stars of the year. He has appeared on the Opry many times and has recorded several hit songs. His appearance at the convention is sure to be a highlight of the event.
Nothing like it!

DOUBLE YOUR MONEY BACK

That's right! There's never been anything like it in the history of this industry! The Cash Box is the one and only publication in all the history of this industry that dares offer you DOUBLE YOUR MONEY BACK if, for any reason whatsoever you don't agree that The Cash Box is the finest publication for your purposes!

Fill out the coupon on the bottom of this page today! Enclose your check for $15 for a Full Year (52 Weeks) subscription to The Cash Box! Read the first four issues! If you don't agree, after reading those first four issues, that The Cash Box is the greatest magazine for your business in all the history of the industry, simply return those first four issues and GET DOUBLE YOUR MONEY BACK for those four issues, PLUS the $15 you sent in for your full year's subscription!

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www.americanradiohistory.com
Over 2,000 Participants Expected At 5th Annual Disk Jockey Festival

NASHVILLE—When the 5th Annual Disk Jockey Festival takes place this Friday and Saturday, Nashville Station WSM and Grand Ole Opry will play host to the greatest assemblage of disk jockeys and representatives of the music business to date. Over 2,000 participants will be on hand to give Grand Ole Opry the biggest birthday celebration it has ever had, on the occasion of its 51st anniversary.

Grand Ole Opry has certainly come a long way since its modest beginning as a small group of country musicians. Today it boasts 125 performers who comprise 10 travelling units which are constantly on the move doing “in person” shows for their vast audiences all over the country.

It is quite fitting that the disk jockeys should pay tribute to WSM and Grand Ole Opry, in view of their tremendous impact on the record business as well as their contribution to musical Americans in the 31 years of continuous performance. The recent upsurge of country music can be directly attributed to Grand Ole Opry, which has also been the cradle of the top country musicians. In our weekly listing of the “Country Big Ten” played most by Disk Jockeys, Grand Ole Opry artists have consistently recorded eight or nine out of the ten listed. Roy Price, Johnny Cash, Marty Robbins, Kitty Wells, Faron Young, Jim Reeves, Carl Smith, Johnny Horton and Hank Snow are among the top-sellers.

In the field of broadcasting, Grand Ole Opry has achieved a unique record as the oldest continuous program on radio. Every Saturday night their 4½-hour broadcast over Station WSM has a listening audience of millions. Their NBC network program in the 9:35 to 10:00 P.M. time segment has a national audience that is even greater. The fact that Prince Albert Tobacco has just renewed its sponsorship for the 17th year attests to its remarkable drawing power.

Every Saturday night, Nashville attracts a tremendous number of tourists whose sole mission there is to visit the Ryman Auditorium and see their favorite Opry performers in person. These Saturday night visits are a kind of pilgrimage to people from all over the country, some of whom have listened to Grand Ole Opry all their lives.

In addition to this admiration and loyalty on the part of Opry fans, this year marked another occasion which made WSM and Grand Ole Opry very proud. The entire radio and television industry paid tribute to them at a luncheon given by the Radio & Television Executives Society in New York this past May. Governor Clement of Tennessee paid them the honor of coming to New York with them to make the keynote address. It was an occasion that signified the importance of Grand Ole Opry and the value of their contribution to the entertainment industry.

Further recognition has come to them from the Library of Congress which has a Grand Ole Opry collection in its musical archives and next May, the week of the 5th has been designated National Grand Ole Opry week.

This will mark the first in a series of annual events which will continue as long as Grand Ole Opry and Station WSM are in existence. Plans are afoot to make this a celebration unprecedented in the entertainment world, with state-wide salutes, a performance at the WSM House, a week of radio and television programs, salutes from disk jockeys and a reunion of the founders of Grand Ole Opry.

On the occasion of the Disk Jockey Festival, all the top Opry stars will be on hand to provide the entertainment and personally greet the industry representatives. Among them will be Roy Acuff, Kitty Wells, Ernest Tubb, Minnie Pearl, Carl Smith, June Carter, Chet Atkins, Ferlin Huskey, Faron Young, Jim Reeves, Hank Snow, Roy Price, Johnny Cash and a host of others.

Officials of Station WSM and Grand Ole Opry will act as hosts to the over 2,000 visitors expected and they'll be kept mighty busy greeting disk jockeys and representatives of Capitol Records, RCA, BMI, Decca, Columbia, Mercury, Starday, ASCAP, Peer International, and many more.

WSM’s president, John H. DeWitt, Jr., Jack Stapp, Irving Waugh, Walter D. Kilpatrick, Harriance Moore will do the honors, along with Frances E. Kaye, New York representative of Grand Ole Opry and Station WSM.

The Cash Box considers it a privilege, along with the rest of the industry to pay honor to Grand Ole Opry on this wonderful occasion and we extend our best wishes for a happy 51st birthday!
Grand Ole Opry Constantly On Lookout For New Talent

NASHVILLE—The Grand Ole Opry is a rarity among radio shows for many reasons. One of the most outstanding of these is its attitude toward new talent in its already celebrity filled roster. This institution in country music is never content to rest on its laurels. It is always on the lookout for new blood, especially ambitious young singers who show great promise. Consequently, the Opry has added six new personalities to its ranks in the past year, four of them in the last four months.

To wit: Jim Reeves, Jean Shepherd, Johnny Cash, George Jones, Rose Maddox, and Jimmy Newman.

Jim Reeves and Jean Shepherd joined the Opry shortly before the start of 1956. Jim is the tall, good looking Texan who sings such country ballads as his RCA Victor hit, "My Lips Are Sealed." Jean is a petite blonde and is completely devoted to her career. She has waxed several hit records, one of the most popular being, "Just Give Me Love," credited by a Capitol label.

Rose Maddox is known as the "Sweetheart Of Hillbilly Swing" From California, Rose's bouncy song delivery developed while she was appearing with her brothers. Now a Grand Ole Opry single she is a fine female entertainer. When Rose steps up to the mike, anything can happen. She is a ball of fire as she swings into one of her peppy songs with her deep, throaty voice. One of her new-est Columbia recordings is "False Hearted."

George Jones was added to the Opry about three months ago. George is a virtual newcomer to the country music field but has appeared all over the nation. His technique really packs a punch as witnessed by his new recording of "Gonna Come Get You."

One of the phenomenal rises in show business has been experienced by Johnny Cash from Memphis. Johnny was doing well with his Four Star Records but after his first appearance on the Opry, his waxing of "I Walk The Line" shot to the top of the charts. His voice is as melodious and smooth as honey and Bobby soccer at the Ryman scream with delight every time the handsome Mr. Cash steps onto the stage.

Jimmy Newman is the last of the Grand Ole Opry newcomers to have joined the Opry in the past four months. Jimmy is of French descent and hails from New Orleans, Louisiana. He has recently been on tour with Roy Acuff in Canada and Northern United States. Jimmy's newest recording is "Let's Stay Together."

The Grand Ole Opry expects great things of all the new members of its gigantic family and audiences may be assured that the Opry will never allow itself to become static. More and more new stars will be added and the established favorites will remain—proof that the Grand Ole Opry is the biggest country music show in the world and still growing.

WSM Boasts 3 Top Country Disk Jockeys

NASHVILLE—Not the least of WSM's distinction is its three outstanding country disk jockeys. These are T. Tommy Cutrer, Eddie Hill and a recent addition Tom Perryman.

T. Tommy joined WSM just last year and immediately proceeded to win the fancy of WSM's listeners and WSM-TV's viewers. Tommy's immense popularity stems directly from his friendship which easily projects itself over the air to his listeners. He is from Mississippi and has worked in radio stations in Shreveport, Louisiana, and Houston, Texas before coming to WSM. Not only does Tommy fill his deejay duties admirably but he is a recording artist in his own right, recording for Mercury. His present TV duties include enceasing WSM-TV's "Tennessee Jamboree" and the "Platt And Scruggs Show."

Eddie Hill has been with WSM for three years. From Elowah, the tall East Tennessean began his "pickin' and singin'" when he was still in grade school. He first broke into radio by way of nearby Chattanooga and later journeyed to Knoxville, Tennessee. From then till his arrival at WSM, Eddie was an entertainer on a half dozen radio stations throughout the South. He still records for RCA Victor but he is primarily a country disk jockey and emcee.

The newcomer is Tom Perryman (of Tennessee City) and just Tom heads up a new, all-night country music record show six nights a week from midnight until 5 a.m. Now that Tom has brought his talents to the hub of the country music world, even bigger things are expected of one of the nation's leading country record artists. On his new show, Tom will include the best in country music. Tom will include a complete itinerary of the Opry stars' week to week road shows all over the nation.

There's Only One...

Martha Carson

at her best with

"HE WAS THERE"

RCA VICTOR 20/47-6724

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

SLIM WHITMAN

NASHVILLE—RCA Decca records will be well represented at the forthcoming Deejay Festival in Nashville. Paul Cohen, the company's Country recording chief; Marty Salkin, Director of Publicity and Promotion; and Harry Silverstein, Decca's Southern disk jockey rep will attend the convention. In addition, many of Decca's Country recording artists are scheduled to attend. These include Webb Pierce, Red Foley, Kitty Wells, Roy Acuff, Eddie Hill, Brenda Lee, Red Smiley, the Wilburn Brothers, Bob Wills, Bill Monroe, Glenn Douglas and Arlie Duff.

Imperial Records

Al Terry

ROUGHNECK BLUES

"CURTAIN OF TEARS"

and

"SMOKE SIGNALS"

RCA VICTOR 20/47-6724

November 10, 1956
Meeting Dates

Music Operators' Associations

Nov. 5—California Music Merchants' Assn.
    Place: 311 Club, 311 Broadway, Oakland, Calif.

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

5—Baltimore Amusement Machine Operators' Assn.
    Place: Mandell-Ballow Restaurant, Reisterstown Rd. & Rogers Ave., Baltimore, Md.

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

8—Eastern Massachusetts Music Operators' Assn.
    Place: Beaconsfield Hotel, Boston, Mass.

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

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

13—Western Massachusetts Music Guild
    Place: DeMarco's Restaurant, West Springfield, Mass.

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

14—New York State Operators' Guild
    Place: Governor Clinton Hotel, Kingston, N. Y.

15—Eastern Ohio Phonograph Operators' Assn.
    Place: 4104 Rush Blvd., Youngstown 12, Ohio (executive board).

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

17—New York State Operators' Guild
    Place: U. S. Hotel Thayer, West Point, N. Y.
    Annual Dinner Dance: Cocktails—6:30; Dinner—7:30; Dancing—9:30.

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

21—Automatic Equipment & Coin Machine Owners' Assn., Inc., Indiana
    Place: Room 24, 550 Broadway, Gary, Ind.

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

Dec. 6—Phonograph Merchants' Assn., Cleveland, Ohio
    Place: Hollenden Hotel, Cleveland, Ohio (General)

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

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

Attention: Operators' Associations

Associations desiring listings in this column, please write to THE CASH BOX, 26 West 47th Street, New York 36, N. Y.
Grand Ole Opry Artists Travel Millions of Miles A Year

NASHVILLE — Grand Ole Opry stars are among the most travelled personalities in the world. They travel millions of miles every year and play thousands of cities, inevitably to a capacity crowd. Both in small country towns and huge metropolises, scores of people flock to hear them. They appear in auditoriums from Mexico to Canada, and from Virginia to Washington, and many times beyond the boundary of North America.

In 1954, Grand Ole Opry stars made 2,154 personal appearances. In 1955, it was 2,977 and from this time last year to present, they have appeared a formidable 5,197 times. Some of them travel much more than others. For instance, Webb Pierce has cut his road shows in half so that he can spend more time with his family, while Minnie Pearl and Roy Acuff have almost doubled their travelling.

Due to the increase in touring and the usual steady popularity increase in the Grand Ole Opry itself, country music is now reaching everyone. Not only the farm or rural population but the reserved and dignified “big city” folk. For example, in November of last year, Roy Acuff, Johnny and Jack, and Kitty Wells played the Palace Theatre much to the skepticism of those who were supposed to “know” the sophisticated New York audiences. The Acuff troupe played for seven days to a packed house every night.

Occasionally, Opry stars have played before as many as 50,000 persons in one city—and nearly always, before standing room only crowds. Just this year, Ernest Tubb and Minnie Pearl played to 30,000 in Craterville, Oklahoma, Carl Smith, and Olie and Jody in Live Oak, Florida to 12,000 and a troupe composed of Carl Smith, Minnie Pearl, Rod Brasfield, Carter Family, Roy Acuff, Johnny and Jack, and Kitty Wells played for three days in Houston, Texas to an overwhelming crowd of more than 50,000 persons.

This nationwide response to Grand Ole Opry music is more powerful evidence of the tremendous popularity of the oldest uninterrupted commercial program on radio.

Queen’s Bootmaker At Opry

NASHVILLE—The Grand Ole Opry has been visited by people of every state in the Union, many foreign countries and last Saturday night the front row was occupied by citizens of London, England. Mr. and Mrs. Edward Rayne were WSM’s guests at the Ryman Auditorium. Mr. Rayne is the Queen of England’s official bootmaker. It seems that Queens aren’t given to trying on every shoe in the store and buying the first pair tried like the proverbial American woman. The Queen of England orders her shoes from Mr. Rayne who makes them up especially for her. The Raynes thoroughly enjoyed the Opry performance and WSM was especially happy that Mr. and Mrs. Rayne were there to take back to England pleasant memories of what has become an American way of life.
Program Hit Tunes on Singles

Program Standards and Show Tunes on E.P. Records

Program both profitably with

THE SEEBURG V-200

the music system with DUAL PRICING

AMERICA'S FINEST AND MOST COMPLETE MUSIC SYSTEMS

J. P. SEEBURG CORPORATION
Chicago 22, Illinois
NEW YORK—"The grass is always greener in the other fellow's back yard" is an expression that is quoted every day in the week. We bring this old wheeze up, as a comparison of the coin machine business to other businesses. Like all other industries, the coin machine industry has its ups and downs, and to conduct a profit-making operation, distributing firm, or manufacturing company, it is necessary to put in a lot of hard work and ingenuity. But, with all the problems that beset our common, how often do we hear of any going bankrupt? Dun & Bradstreet issued a list of industries hard hit with bankruptcies as follows: chemical manufacturers; hotels; wholesalers of lumber, hardware and panel; the field of paper, printing and publishing; the automotive dealers; apparel manufacturers and makers of stone, clay and glass products.

NEW YORK—Eugene G. Grace, chairman of the Bethlehem Steel Corporation, said this week that steel price increases are "coming." "We want and need the price rises" Grace declared, "as we have already used up the recent $8.50 a ton advance in meeting increased costs of labor, scrap, transport and coal. We are going behind and haven't any meat on the bones." So—bear (nickel) phone operators! Still going to "fight city hall!"

CHICAGO, ILL.—Ned H. Dearborn, president of the National Safety Council, in a statement last week to those attending the 1936 National Safety Congress, here gloomily predicted that 1956 will see a record-breaking traffic death toll of nearly 42,000. As the insurance companies say: "A statistic." Please, don't permit yourself to be part of this figure. Drive carefully!

NEW YORK—In this column, October 6 issue, we noted that the nation's railroads were requesting a rate increase of 15%. Further developments this week point to a much higher percentage request. The 15% general increase is now supplemented with a request for "at least" 8% more to cover (a) already agreed upon 1936 raising pattern increase of 12.5%, and (b) a "5% rise in fuel, material, supply and payroll costs since January, 1956." Yet another addition will be requested to "meet steel price increases expected in January 1957."

The future of this industry definitely depends on salesmanship.

Salesmanship that is a combination of showmanship, good common sense, an alive and vivacious personality, great energy, constant thinking ahead and consistent, unstimting hard, hard work.

To offset and overcome the many problems facing every operator, salesmanship at a high, intelligent level is the greatest of all great necessities.

Salesmanship that will win the location owners' confidence so they will gladly cooperate and help the operator.

Salesmanship that will win ever greater patronage for games, music and vendors.

Salesmanship that will gain better understanding from the public, officials and the press of the nation.

Salesmanship that can cut thru all entanglements and bring this industry to the highest possible plateau of respect and honor.

The need for salesmanship, from its simplest to its most intricate form, grows greater each and every day.

Overhead can't and won't be cut. It will go higher and ever higher as creeping inflation takes stronger hold.

Good locations are growing fewer in many areas and new locations are becoming more difficult to obtain.
For The Welfare Of The Industry:
AN ALL-INCLUSIVE CONVENTION

Either Under One Roof
Or At Different Hotels—BUT SAME WEEK

Willie Blatt, Veteran Op, Expresses Views

CHICAGO—For quite some time now, The Cash Box has advocated the various divisions of the coin machine industry get together and hold a Convention—a Convention that embraces all the divisions, music machines, amusement machines and vending machines, at one time. The most favorable type of Convention would be a showing of all types of equipment under one roof. However, if this is not possible, at least a showing during the same week, even if the divisions prefer to show at different hotels.

Many letters have been received by The Cash Box from responsible and important people, urging that this publication continue to publicize this suggestion. One of the phonograph manufacturers, in a private conversation with one of The Cash Box publishers, indicated a willingness to proceed, if the cooperation of the other manufacturers could be assured.

The advantages are numerous—and well known to all. The disadvantages haven't been visible. The program for a Convention will have to come from the manufacturers. They would do the industry and themselves invaluable good.

We are in receipt of a letter this week that brings out the viewpoint of an operator. It is a most intelligent and well written, and worth reproducing.

Willie Blatt, a veteran of over 25 years in the industry, in all its phases, and now operating in Miami, Florida, writes:

"Every time a decision is made to hold another convention, my thoughts wander back to the conventions held in the 30's. The friendship, the fun and the camaraderie cannot be repeated and many reasons but at least we can bring back the interest and the attendance.

"If the entire coin machine industry would agree to hold all their conventions in the same week of the year it is very possible we could get an attendance of 10,000—and every operator would take off an entire week to check all the exhibits."

"I don't know if the coin machine manufacturers are aware of the fact that there is a decided change taking place amongst the majority of coin machine operators toward diversification, and it has become a case of do or die due to the constant cost of operation.

"At the present time we operate music, shuffleboards, pinball, cigarette machines and all types of arcade equipment. I would like to know if it makes sense for a manufacturer to have to exhibit at 3 different shows at an expense that eventually must be paid by the consumer, and at the same time force the progressive coin machine operator to attend more than one convention at a loss of time and money that can be utilized in many different ways to much better advantage.

"Not so many years ago the machinery manufacturers and/or the operators were the ones who constantly had to do with any branch of the coin machine industry because of the slot machines. But that is long past and now you will find that some of the manufacturers urge the manufacturers to produce merchandise machines and novelty machines in the same plant—and use their patents and patents out of one and fowl out of the other.

"And the same holds true about the coin machine operator. I believe the average dealers can do with staffs to do with any branch of the coin machine industry, and we would like to attend and see all types of equipment that can be used by us, but we cannot spare the time and money in order to attend 2 or 4 conventions just because one branch of the industry doesn't want to rub elbows with the other.

"The trend toward diversification is so widespread that many of the larger coin dealers, believing that the country consist of merchandise machines and novelty equipment."

(Editors Note: As noted in the beginning of this article, The Cash Box has received many similar letters. What do you think? We would like to have an expression from all in the industry manufacturers, wholesalers and operators.)

N.D. Music Ops Go Dime

MINOT, N.D.—At a meeting held on Wednesday, October 24, at the Clarence Parker Hotel, this city, the music operators of Northwest North Dakota unanimously agreed that it was necessary to establish the club in order to conduct their operations successfully.

The operators immediately started conversions to dime play, and hope all the music machine's will have the dime play converted by November 1.

In the Sandler, Sander Manufacturing Company, Minneapolis and Des Moines, Wurlitzer distributors, and Bert R. Davidson, Wurlitzer regional manager, addressed the assembled group. Practical and concrete plans were discussed and decided upon for conversion to the play. Sandler and Davidson then discussed the question of converting to dime play used by music operators in other cities and towns.

Jim Sternes and Ikey La Fleur, prominent Minot music operators were spokesman for the assembled local group.

A large sized informative display was inserted in the local newspaper informing the public of the necessity of the new price schedule.

Music Ops N.Y. Hold Nominating Meet

NEW YORK—Practically a full membership of the Music Operators of New York turned out on Tuesday night, October 30, to attend a nominating meeting at the Henry Hudson Hotel.

In addition to the members nominating candidates for the various positions of officers and board of directors, several other business matters were discussed.

Sidney Levine, the organization's attorney, spoke on legal matters pertaining to the business and reported on the current condition of the ASCAP matter.

Harry Wasserman, treasurer, read a certified public accountant's report of the financial status of the association.

Al Denver, president, reported on the state of affairs and the progress made by the association during the past year.

Other short talks were made on the future of the music machine industry by the distributors here—Meyer Parkoff, Atlantic Music Corporation; Arthur Herman, Herman Distributing Company; Barney (Shug) Sagerman, Tunyen Sales Company; and Joe Young, Young Distributing Company.

The annual election meeting will be held on Monday, November 27, at the Henry Hudson Hotel. Members and guests will be guests of the association at a dinner prior to the general meeting.

Al Stern Reports Recent Dance To Raise Funds For Edgewater Heart Fund Success

CHICAGO—Allen J. Stern of World Wide Distributors, this city reported that the dance recently given to raise funds for the Edgewater Heart Fund and Free Clinic was a tremendous financial success.

The dance was held in the Grand Ballroom of the Palmer House, October 29, and was attended by more than 1200 guests.

Proceeds of this affair will be used for free treatment of heart and circulatory patients.

Al Stern became interested in the work of the Edgewater Heart Fund six years ago. He is today President of this organization.

As chairman of the Program Committee, Stern arranged for the appearance of such outstanding artists and entertainers as joyeys Reed Farrell and Spider Webb, who alternated an encore of the show, which included a Far recording star Freddy Montell; popular comic Mickey Shannon; Flirt-X Ursula Glenn Scott; Bally recording stars and Arthur Godfrey winners The Highlights; Chas stars The Escorts; Bally recording artist Bob Anderson.

Credit for great accomplishment goes to the Chicago RCA and a 21" Color TV set and a 17" table model. Various record companies donated albums for door prizes.

Stated Stern, "the funds raised are now being used to expand charitable work and enlarge facilities for charitable works."

"We hope this year to take care of at least 5000 persons."

Huge success of this affair, many agreed, was due primarily to Al's far reaching efforts and organizing ability.

F. E. Brown, supervisor of Edgewater Hospital wishes to thank all participants and guests for contributing toward making this the most outstanding and greatest affair ever held.

Music Ops Assn. of Mass. Expects About 600 at First Banquet

BOSTON, MASS.—Dave Baker, president Music Operators Association of Massachusetts, this city, reports the organization expects about 600 people to attend its first annual banquet to be held at the Commonwealth Country Club, Newton, on Tuesday night, November 13.

"At last this is our first attempt at an annual banquet," stated Baker, "we are highly pleased at the wonderful success of our various committees. We anticipate an elaborate program of entertainment, which will include top recording, radio and TV artists. The meal will be one of the best served in New England. There will be the dancing. We are sure our guests will have the time of their lives."

The organization will also issue a souvenir journal, and Jacob Levy, general counsel advises it appears that it will be most successful.
Atlantic N. Y. Corp. 
Hosts Music Ops of N. Y. on Ops 19th 
Anniversary

NEW YORK—Meyer Parkoff and his staff, Atlantic New York Corporation, this week played host to practically every music operator in the city on Tuesday, October 30, who dropped in to join the celebration held by the distributor organization honoring the membership of the Music Operators of New York on its 19th Anniversary.

The open house party, timed to coincide with the general membership meeting of the association, being held that same night a few blocks away, made it possible for these men to drop in during the afternoon and early evening prior to attending the meet.

Food and refreshments were plentiful and many, rushing from their booths to attend the association meeting, dropped in and gobbled up a few sandwiches.

In addition to Parkoff, the firm's sales staff remained in the offices for the day to greet the visitors. On hand were Murray Kaye, Gene Brody, Steve Quinn and Mike Colland. Also ready with the glad-hand was Jack Gordon, representative for J. P. Seeburg Corporation.

"It was great" expounded Parkoff. "Not only did we have a large number of operators visit us, but was in an atmosphere of conviviality, good fellowship and relaxation."

Genco Mfg. Introduces New Amusement Game 
"Official Skill Ball"

CHICAGO—Mr. Genco has the pleasure of announcing the introduction of a new, unique, and completely different amusement game, "Official Skill Ball." There is not a type of amusement game on the market which can compare with the "Official Skill Ball." This game is the most outstanding of its type ever produced.

"Official Skill Ball" is a 10-foot game for one or two players. A plexiglas front dash away with netting used in the past on this kind of skill roll-down game. Playing surface of the game is covered with battleship linoleum.

A complete part of the alley has a new type of plastic covering which "cuts noise down to a mere whisper."

Upon insertion of a dime, player gets three balls, which he throws into one of several holes to score as indicated.

There are three balls per frame, four frames per game. Player may receive one extra ball in each frame by dropping a ball into the 50 hole. Another feature to increase play appeal is single, double and triple scoring.

Continued Genco, "Beautiful cabinet design, trouble-free mechanism, and advanced play ideas combine to make "Official Skill Ball" the "something new and different" operators want.

"All Genco distributors have the game on display for ops to play and assure themselves that again we have a great profit producer for them."

We ONLY Advertise 
What We Have In Stock

We SHIP all over the world

YOU WILL FIND US HERE

The Cash Box Page 53

November 10, 1956

HOTTEST ITEMS

Wurlitzer 1800 $845.00
Wurlitzer 1700 $645.00
* Hand 257 Stoppers

CRUZE DISTRIBUTING COMPANY, INC.
105 Virginia Street, West CHARLESTON, 2, W. VA.
(Phone: Dicks 4-4566) Wurlitzer Distributor

We ONLY Advertise What We Have In Stock

 ORIGINAL POOL TABLE

Brand New SLATE TOP

Genco CHAMPION BASEBALL $149.50
Genco 2-Player H.NET BASEBALL $279
Williams 2-Player PICADILLY $299

CRUZE

We ONLY Advertise What We Have In Stock

POOL TABLES

Palm Springs 375
Ice Follies 95
Variety 125
Gavety 110
Big Time 210
Thin Man Play 140
Starlet 225

CALL

IMMEDIATE SHIPMENT!

CHICAGO—Western Automatic started off by taking two from B & B. Franklin's 7/7 was high for Western and Marino Piero's 7/4 was high for B & B.

ABC No. 1 won from Decca Records. Al Rice's 5/6 was high for ABC and high for men. John Nolan's 5/1 and Frank Tumans's 5/6 were high for Decca.

Galpin swept three games from ABC No. 2. Charlie Ales's 4/1 was high for Ales. Uclue Galpin's 4/2 was high for women. Bernice Eker was high for ABC with a series score of 49.

Goven Music won three from Frank's. Charley Piet was high for Goven with his 483 score. Ray Gallet took top honors for Paco with 510.

Corinal Records took all three from Atlas Music. Eddie Walker was high for Corinal with 521 and followed closely by Rudy Zelina with 528. But Hobart's 448 was high for Atlas.

Star won two from Gillette. Hank Schuckl led the Star team with 461. Donald Baxter's 404 was high for Gillette.

Mercury's Records picked up two from Singer One-Step. Irv Treopenstein's 469 was high for Mercury. Singer's Al Gienko led the team with 479.

Walter Oomens won two from M. S. Distrib. Johnny Oomens was high for his team with 528. Ralph Kick came through with 487, high score for M. S.

Next week's bowling night will be position night when the teams play off for top positions. All sponsors are invited to watch the play-offs and cheer for their teams.

Chi Phono Bowling League

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Team Standings

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Team Standings

H. Game

H. S. Won Lost Pts Average

Mercury Records ... 809
Galpino Distr. ... 867
Decca Records ... 866
M. S. Distr. ... 743
Gillette Distr. ... 789
Walker Oomens ... 702
B & B Novelty ... 829
Corinal Records ... 802
ABC No. 1 ... 748
Western Automatic ... 748
ABC, Music No. 1 ... 858
Star Music ... 702
Cove Music ... 836
Pacchino Phono ... 845
Atlas Music ... 844
Singer One Stop ... 214

It's What's In The CASH BOX That Counts

POOL TABLES

Palm Springs 375
Ice Follies 95
Variety 125
Gavety 110
Big Time 210
Thin Man Play 140
Starlet 225

CALL

IMMEDIATE SHIPMENT!

WE SHIP all over the world

SEND FOR BIG BRAND NEW EXPORT CATALOG!

CHI, COIN STEAM SHOVEL $250
MIDGET MOVIES (With film) 135
UNITED CLIPPER 315
UNITED LEADING BALL BALLY BINGOS $60 up

WURLITZER 1400-1450 $210
POOL TABLES $50 up
LATE GUNS $100 up
25 SEEBURG 100G $675
25 WURLITZER 1800 Like New

WRITE — WIRE — PHONE

ALL MACHINES 100% GUARANTEED!

298 Lincoln St., Allston 34, Mass.
Algonquin 4-4040

DISTRIBUTING CO.

Exclusive distributors for
WURLITZER — BALLY — EXHIBIT — CHICAGO COIN

we ship every kind of we ship every kind of
Exhibit Supply Delivers New Type 1 or 2 Player Amusement Game "Ringer Ball"

CHICAGO—Sam Lewis, president of Exhibit Supply Company, this city, announced that the firm’s distributors all over the country are now receiving deliveries of the new amusement game, "Ringer Ball."

Said Lewis, “Our new and different ‘Ringer Ball’ game is the answer to demands of operators all over the nation for a game that will provide them with the biggest cash-box returns in years.

"Long before we went into volume production,” continued Lewis, “we conducted location tests with over 500 ‘Ringer Ball’ games in the biggest, most thorough series of tests ever known.

"Most of these 500 test games were tried out with the cooperation of Commercial Machine Company, Dallas, Texas, over a period of several weeks. Player reaction was tremendous.

"Remarkable collections were noted right from the start—and gained momentum on the weeks following. ‘Ringer Ball’ is eight feet long.

"An extension bar allows the game to be extended to ten feet, if desired by the operator or the players.

"One or two players can play. There are ten frames, two shots per frame. Double scoring in the fifth frame and triple scoring in the tenth frame afford intense interest until the last ball is thrown.

"In addition, there’s a ‘Strike Bonus Feature’ on the first shot of each frame.

"Target area consists of hoops with five holes. Instead of rolling the ball, player throws or throws underhand to land the ball into highest scoring hole. A net prevents the ball from bouncing out.

"Bolt operation gives more positive action to coils and relay.

"The game is easy to service,” stated Lewis,” “and has proved to be trouble-free in operation. ‘Ringer Ball’ is a complete game that quickly gains the favor of players. While we consider it especially suitable for today’s market, we also built it to be a winner for years to come.

"We invite every operator to try or test the game for himself,” concluded Lewis, “by playing ‘Ringer Ball’ at the nearest Exhibit distributor.”

CHAMPIONSHIP REGULATION BOWLER

America’s Foremost Exporters of Reconditioned Coin-Operated Equipment

- Trimmont has New England’s largest stock of used Phonographs, 5 Balls and Arcade Equipment.
- All equipment is guaranteed mechanically and electrically perfect—all has been completely reconditioned.
- Trimmont has one of the country’s largest parts departments with thousands of parts in stock for immediate delivery.
- Trimmont has a large Service Department completely staffed with highly trained technicians.
- Export Shipping Department specially packs equipment to insure delivery in perfect condition.

WRITE FOR NEW PARTS CATALOG, EXPORT BROCHURE, CATALOG SHEET AND PRICE LIST

Exclusive Gutthrob, Williams, Seeburg, Geno and International Mutoscope Distributors.

TRIMMONT

Remember IN NEW ENGLAND IT’S TRIMMONT!

On Nov. 5 United Record Distributing Co. (Steve Poncio, Margie Kunkel, branch and office Mgr., respectively) moved from the small quarters in a spacious new headquarters in the building just completed on Pease Ave. at St. Emanuel St., by Amusement Distributors, Inc. More about new building, a proposed coin machine industry center for the middle of November. . . . Three well known operators, O. O. (Pee Wee) Flashner, J. R. (Bill) McMillan and L. G. (Laird) Calamari of Consolidated Music Co., a major operating concern in this city . . . Fred M. Troy, former owner of his own operating company, has disposed of same and signed up as a partner in Allied Music Co. Allied now operates mostly photo model and kiddie rides but no music . . . First time we had seen operator Oscar Carley in several years and the entire gang and the coffee and a long chat with operator W. L. (Bill) Morrison, his attractive wife, La Merle and operator O. O. Flashner. La Merle was highly enthused about all she had received today at Seeberg’s service school. In her conversation she is well along toward knowing as much about her husband’s operation as many make a place (Clampet Pk. — Coin in W. F. Holsten Distributors) just back from a business trip to Dallas . . . One lively spot on Mondays is S. W. Lynch Co.’s (Seeberg) free coffee shop. Many local operators and most out of towners eventually drop in. Last Tax Reform Hearing she didn’t meet before was Toby Gilbert, B. & T. Music Co., Texas City . . . Operator E. J. Shmuckey continually spending part of his profits on records and service parts . . . Lastest local applicant for membership in the “20 Year Club” is Gus Sundman, owner of Sun Refinishing and Mfg. Co. With 50 years continuous service in the coin operated machine business, Mr. Lester, operator and broker shop owner, said he was present working harder and getting rich slower.
Runyon Sales Reports "Balls-A-Popin'" Bow in Hartford and Newark Most Successful

NEW YORK—Barney (Shugy) Sugarman, Runyon Sales Company, this city, reported that the firm's premiere showing of Bally's new novelty pinball machine "Balls-A-Popin'" at the Hartford, Conn. and Newark, N. J. offices were most successful from the viewpoint of attendance and business.

Over fifty operators attended the showing in the Hartford office held on Thursday and Friday, October 25 and 26. Irving (kempy) Kemper and Nat Gutkin hosted the occasion, while Art Garvey and Paul Calamari of Bally Manufacturing Company demonstrated the machine. Kempy reports that the operators here were extremely enthusiastic, and that many placed immediate orders.

The showing at Newark on Saturday, Monday and Tuesday, October 27, 28 and 29, brought in operators from the entire state of New Jersey. Abe Green and Barney Sugarman met with the operators, and here also, Art Garvey and Paul Calamari demonstrated the novelty game. Report from Shugy is that the Newark office also found the operators enthusiastic over the machine, and that many orders were booked. "The consensus of opinion," said Shugy, "was that 'Balls-A-Popin' is a tremendous game, and that the public would give it a big play."

F. A. B. Holds Series of "Service Schools"

NEW ORLEANS, LA.—Fletcher A. Blalock and R. G. (Guy) Dupuy, F. A. B. Distributing Company, Inc., this city, have inaugurated a series of "service schools" for the local operators in their territory, featuring the Wurlitzer models "2000" and "1900", as well as model 5210 Wall Box.

The first three sessions were held at Marianna, Florida; Pensacola, Florida; and Mobile, Georgia. These classes were conducted by Harry Gregg, Wurlitzer service engineer, and W. E. Travis, F. A. B. service manager.

On Monday and Tuesday, October 15 and 16, the school was held at the Chipola Hotel, Marianna, and among those attending were: C. D. Carlton, Jr.; C. B. Carlton, Jr.; C. E. O'Neal; William Webster, J. W. Jones; Bill Thompson; Y. M. Young; Allen Taylor; Solomon Culverhouse; Howard Smith and L. M. Flow.

On Wednesday and Thursday, October 17 and 18, the school was held at the Sun Carlos Hotel, Pensacola, and among those attending were: William Norris; Andrew Vinsen; Don Nelson; Roy Kemp; Norman Stephens; Milton Holland; Riley Mobley; J. T. Donahoe; Thomas Grayson; Bill Williamson; Luther Garrett; Oscar Avery; Robert O. Williams and Bob Thompson.

The third of this series was held on Friday and Saturday, October 19 and 20 at the Cawthorn Hotel, Mobile, Alabama. Among those in attendance were: Dave Bradley; Bob Tanner; Guy Hayden; E. B. Hall; Fred Cassidy; Buddy Brantley; Leslie Wade; C. B. Bruse; C. A. Martin; Ben Hawkins; Carl Lee; John Smith; Dan McDuffie; Doc Sutton, T. Richardson and R. M. Jackson.

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a NEW game has been developed....

A bout four months ago, a leading distributor visited our office. He suggested that we consider making a skee ball type game. "Dress it up, add high score, make it a two-player, and you should sell quite a few." We gave it some thought. We asked the opinion of some of our other distributors and then we decided to give it a try. We built a game in our engineering department and played it for several weeks. We added high score, we made it a two-player, we dressed it up, but we still didn't like it. All of the old objections to a skee ball type game still seemed to bother us:

1. This type of game must be fourteen (14) feet long. Would the operator want to wrestle with a fourteen foot game? How could we get it into a location?
2. The players complained about bending over to get the ball and to roll the ball.
3. Certain players acquired skill too quickly and thus killed the play in a location.

Much thought was given to the above problems. What we did want was a game about eight (8) feet long, a game that would not tire out the players, a game that required skill (but not too much), and MOST OF ALL, a game that had something NEW in player appeal.

One day one of our men threw the ball into the hoops instead of rolling it. We asked him to do it again, and then again. All of a sudden, a new game idea was born.

THROW THE BALL... instead of the old "roll the ball"

Now, we had the idea. We then proceeded to build a game around the idea. Here is what we have.

A simple game—easy to understand and easy to play.
A game eight (8) feet long that can be extended to ten (10) feet.
Multiple player (either one or two players).
Ten frames, two shots per frame, with a Special STRIKE feature on the first shot of each frame.
Skill plus exciting competition right down to the last shot.

The players throw the ball UNDERHAND into the hoops and it is more fun than anything we have played in years.

Samples are on the way to our distributors. We urge you to look for it now and be among the first to cash in on a game that is new and different and PROVEN BY ACTUAL LOCATION TESTS TO BE A REAL MONEY EARNING WINNER.

Oh yes, the name of the game is RINGER BALL. Naturally, it's by

THE EXHIBIT SUPPLY CO.

ESCO—The company that has continually set the pace in the Coin Machine Industry.

1955—The Pool Games 1956—Ringer Ball

"It's What's in THE CASH BOX That Counts"
Enclosed find my check for $15 for a Full Year (52 Weeks) Subscription.

NAME
FIRM
ADDRESS
CITY ZONE STATE

"It's What's in THE CASH BOX That Counts"
Through the Coin Chute

Many, many thanks to everyone who phoned and wrote this column compliments to us last week's "Export Coin Chute Edition." One distri- butor, too busy to read all the features during office hours, gave us a 'sensational hit' in the new 'Ringer Ball.' This we know, declared Sam, "from the most extensive and intensive sales campaign in the history of the company." Yet Joe Suter in all kinds of spots and all over the country tells us he now can give the money-maker they've been waiting for so long..." Dave and Nate Gottlieb hosted "Big Town," "Harrise," hot rods, vendors, motorcycle clubs, etc.

Sam and Sutergood and Bob report they are filling re-orders already on the new game "Coin-O-Pupperin." "Coin-O-Pupperin," Dave Suter," If the item they have been waiting for..." Dorothy Kammer, Bill Suter, Moroco, Mania, distri- buting of AMI phonos, entertain- ers, coin-O-peppers, MGM recording star touring the Philippines. And proves it by sending pie... Among those dropping in this past week to see Sam Suet and Art Herb is the "Coin-O-Pupperin" "Register is clerking," said Harold. Alvin Gottlieb advices he always talks to mechanics when he visits distrubs. Learned from them a lot eventually about what details make for greater perfection. "It's one way we can translate ops' wants into engineering features to improve our products."

Bally's Bill O'Donnell busier than he's ever been. Talking away on long-distance phones all day long, Bill with plenty to talk about these days: "Coin-O-Pupperin," "Big Town," "Harrise," hot rods, vendors, motorcycles, etc.

...Avrom Ginsburg, Ralph Sheveld and Al Warren report they are filling re-orders already on the new game "Coin-O-Pupperin." "Coin-O-Pupperin," Dave Suter, "If the item they have been waiting for..." Dorothy Kammer, Bill Suter, Moroco, Mania, distri- buting of AMI phonos, entertain- ers, coin-O-peppers, MGM recording star touring the Philippines. And proves it by sending pie... Among those dropping in this past week to see Sam Suet and Art Herb is the "Coin-O-Pupperin" "Register is clerking," said Harold. Alvin Gottlieb advices he always talks to mechanics when he visits distrubs. Learned from them a lot eventually about what details make for greater perfection. "It's one way we can translate ops' wants into engineering features to improve our products."

Paul Huebusch was "doing a solo" at Keeney this past week. With John Connors on the phone in the office, Paul is talking to the owners of a tiny little pinball in Laie, Roy McGinnis, who unlike most of the pinballers, doesn't talk to the players, around too, too fast. "Busy Gill Kim, Empire, notes sharp increase in new game sales over like period last year. "The new products today are terrible," he comments. "Tras a real wing dig!" exclaimed Joe Robbins, descirbing before, during and after last week's pickup game. "That's right, Dame-O-Matic, fiasco. Supported by Jack Barns, Joe played both to Frank Fabiano, Buchanan; Henry Nelson, Detroit; Francis Anzalone, and wife, Islavision on the Carnegie Hotel, pas- sed the Bears to the advantage. He liked his first football game, Gary stated, "I like football because it's not so much about dogs, no grass, no cold, and coke in my whole life." Keeping Wally Finke, Sam Kolber, Fred Kline and Mark Rosenstein extra busy talking to the "Reister's" first "Championship Bowler" in the west. "most educated of coinmen. Has degree in Business Administration, and is also an at- torney. But that's not enough for Ben, he says he's now studying law at Loyola University. All of which he does, he's in handy, seems to us, for running a busy biz.,... John Frantz' Lake Street factory scores high with the "Donkey" line of the new game. For up-to-date machine design and efficient production methods. John, by the way, claims 15 inquiries come this week about his ART Ride Sport. So we, "The Cash Box really has what it takes to bring in..." ... Art Garey and Paul Calamar have all the same exciting titles such as "Coin-O-Pupperin." ... Anton Oomens reported home again from hospital, recouping from virus noo-mina... Stanley Levin, All-
Swiss Ops Enjoy Very Good Income Without Trade Barriers and Upsetting Regulations

GENEA, SWITZERLAND — In this beautiful country, surrounded by the towering Alps, and in this city, the headquarters of the League of Nations, 50 Swiss ops continue rolling right along, enjoying very good income from approximately 5,000 juke boxes and about 1,500 games.

Biggest operating centers are in German-speaking Switzerland. Cities like Zurich, Berne and Basel have the largest number of machines on locations. Cafés are the best spots, followed by arcades, restaurants and hotels.

The there are about 5,000,000 people in Switzerland, ops in this country consider only half this number (less than the population of Chicago) uses coin machines. They point to the many villages of just a few houses actually attached to sides of mountains.

No gambling of any kind is allowed here. Even if a machine vends a ticket, not to speak of slugs, checks or cash, it is illegal. Amusement pinballs with free play are tolerated since no up abuses this privilege.

Swiss importers-distributors can buy, sell or trade with any country in the world. There are no restrictions of any kind on free trade. There are as many American cars here as of any other country. Cadillacs, Fords, Chevies, Olds, Packards are seen everywhere.

The only duty Swiss importers pay on games is 50 centime a Kilo (about 10¢ a pound) on the weight of the machine. On phonos they pay 22¢ Franes per Kilo (about 50¢ per pound) on the weight of the juke box. There is an inner sales tax of 4% on all sales but this applies to everything sold. There are no other taxes.

The oldest phonos date back to about 1947 and most of the 47 models are being shipped out everyday to Italy, the Near East and other countries throughout the world.

There were about 2,500 games on location here in '36 but gradual export has cut the number to about 1,500. But with the rate of export now in progress the number of games is growing every month.

The nation is unusually well divided. There are the French Swiss, The Italian Swiss, The German Swiss, all talking different languages, in addition to Romansh, and all seem to understand English.

Biggest city is Zurich with 500,000 people. Then Basel and Geneva with about 200,000 each. Followed by Berne with 155,000 and a string of smaller urban centers. These four, Zurich, Basel, Geneva and Berne, as can be imagined, are the big operating centers.

The coin used for play on phonos and games is the 20 centime piece. U.S. value about 4½¢.

Swiss ops keep right on rolling along. The 50 or so ops own anywhere from 10 to 50 machines each. They love the business. They're happy. They feel they are making good progress. The majority are financially secure.

CHICAGO—Pictured here are those distributors and their employees from the Mid-West and South who attended the Rock-Ola “Service Schools” held a week ago. The manufacturing company conducted these distributor schools throughout the entire country (story Nov. 3 issue, The Cash Box.)

In the top photo, the men who gathered at the Graemere Hotel, Chicago, sit down to a meal after the classes. Standing: All from the Rock-Ola firm: (1 to r): Art Janaeck, Frank Schulz, Don Rockola, Ed Ristau, Les Rieck, Kurt Kluever, Art Ehler and Jack Bambash.

Bottom photo pictures column attending the school held at the Georgia Hotel, Atlanta, Ga. Jack Bambash of Rock-Ola (standing alongside the phonograph) conducted the class.

"It's What's in THE CASH BOX That Counts"
The GAME
Operators Everywhere
Have Been Clamoring For!

All the Thrilling Player Appeal of that All-Time Favorite—now BETTER THAN EVER with Genco’s New, Exclusive Features!

NEW EXTRA BALL FEATURE!
NEW LIFETIME PLASTIC CUPS!
NEW PLEXIGLASS “SHOWCASE” FRONT!
NEW 2-PIECE DE LUXE CABINET!

- 3 BALLS PER FRAME (plus extra ball feature)
- 4 Frames per Game
- SINGLE, DOUBLE, TRIPLE SCORING
- scores in the thousands!
- 45 SECONDS PLAYING TIME...
  Regular or Match Play

Sized to Fit
Any Location

GET “ON THE BALL” with “OFFICIAL SKILL BALL”!
—SEE YOUR GENCO DISTRIBUTOR TODAY!

Going over B-I-G with the “SMALL FRY”
Genco’s Exclusive
“DAVY CROCKETT”
MOVING TARGET RIFLE GALLERY STILL IN PRODUCTION

FOR THE BEST DEALS!
Wurlitzer Model
1500-A . . . Wonderful Buy
Wurlitzer Model 1800 . . . $825.00
Wurlitzer Model 1700 . . . $650.00
CENTURY
MUSIC, INC.
622 West Broad Street
COLUMBUS, OHIO
(Phone: CAPital 1-1505)
Wurlitzer Distributor

Mr. and Mrs. Maurice Terry of Fort Worth welcomed a new baby girl. Congratulations! . . . The Columbia Records division moving into larger offices at Medrice Company headquarters. . . . Mrs. Rae Barnes of Palestine in for her weekly shopping tour for records and to visit with her son attending Southern Methodist University. . . . Tommy Chatten busy out in West Texas. . . . Everyone at S. H. Lynch and Co., misses Juanita Wilson, the switchboard operator who is recuperating after a tonsillectomy. . . . Johnny Brandon, London Records’ new rock ’n’ roll artist, is now in the States making TV and radio guest appearances. . . . Cameron Franks moved into his new home in Fort Worth. . . . Peter Nee of Texas Records, Inc., London label, is on a sales trip through West Texas. . . . Henry Adams of Killean shopping and visiting the local market. Other visitors along coastwise included Pete Selman and Jimmy Garrett of Longview; Jack Sprott from Temple; Al Evans, Sherman; Mrs. Buma Carr, Corsicana; Wilbur Brisco, Fred Ellis and Speedy Walker of Waco; Jimmy Woolsey, Clifford Cunningham and Ray Howell from Fort Worth. . . . We hear Jiggs Hamilton of Fort Worth bagged his quota on a deerhunt in Colorado.

ALL GAMES RIGHT FROM LOCATION IN WORKING ORDER

http://www.americanradiohistory.com

“IT'S WHAT'S IN THE CASH BOX THAT COUNTS”
Phono Donation Brings Praise To Koppel Brothers

NEW YORK — Over the years Harry and Hymie Koppel, Koppel Distributing Company, this city, have contributed a number of music machines to worthwhile organizations in this area.

On Monday, October 22, these men received a letter which brought a gleam of pleasure and satisfaction to their hearts.

The West First Street Jewish Center of Shaarei Tefillah, Brooklyn, N.Y., the recipient of the machine wrote: "The West First Street Jewish Center gratefully acknowledges your contribution of a Juke Box to our Center. It is because of generous persons like yourselves, that we thrive and continue to remain a force for good in our community.

"In behalf of our members and our many children who are developing good character and fine citizenship through this center, please accept our sincerest thanks."

Abe Weinberg, an experienced mechanic, has undertaken this service machine without charge.

Through The Coin Chute
CALIFORNIA CLIPPINGS

The topic along Pico Boulevard this week has been the voting in the 11th Annual Poll being conducted by The Cash Box. One operator stated that he programs from The Cash Box and, therefore, feels it his duty to send in his ballot to help others program correctly. At Laumann's Record Bar, Mary Seltzer was discussing the records taken from some motion pictures. Mary was telling them that when a record is released before the picture it will take off slowly, but when it hits the neighborhood theaters, seating a greater audience, the record takes a upsurge in sales. Claire Solle reports that she has the records "Pill Show" by Les Paul and "Mess of Capitol" has taken off with the operators. Kay Solle believes that Bobal's release of "The Girl With The Purple Feet" by The Nomads will be a "comer".

GARY SINCLAIR, Pacific West Coast representative for Wurlitzer, was visiting with Wayne Copeland at Studio Distributing. Wayne's eyes were kept open at many feet of color film at the Wurlitzer Centennial which he is showing with great interest to the operators throughout the territory. Gary was telling Wayne that the popularity of the Wurlitzer "2000" phonograph is as great all over the west coast as it is with the operators at Sierra. Frank Davis said that the Sierra phonograph and "Sierra's" have been going strong since that Pete Ley and Ed Wistler had to stay off the road and in the showroom to handle all the business. Ex-DSPF, Dee Fischer, is still in the Midwest. The business is good and he visited a trip to Sierra and was awed by all the activity. Jack Simon returned to his desk at Simon Distributing Company after a business trip to San Francisco, Portland, Seattle and Tacoma. Jack feels there is a great influx of out-of-town customers coming to Simon's to pick up new arcades and are inquiring about the new equipment. The new distributor for Capitol, dropped in Norty's Music Center and told Norty Beckman how impressed he was with the complete inventory of classical singles and albums he keeps on hand. Frank Keppler paid a visit to Norty's. Norty told Frank how his recording, "Hey, Jealous Lover" on Capitol, has taken off with the operators and is #2 on his Way recording chart. Dick Barrientes were telling Ann Marini that they believe Teresa Brewer's "Mutual Admiration Society" on Coral will be a big one and Ann picked "Country With Love" by Gene Vincent.

At Minthorne Music Company, Hank Tronick was demonstrating Williams' "Peppy" The Musical Clown to a group of operators in the showroom. They were very impressed along with Minthorne's brand of Rock-Ola background for the Seeburg Corporation, visited many of the friends at Minthorne and were showing them the machine before his trip to the West Coast. Hank made sure that the information showing of Exhibit's new "Ringer Rail" game the operators accepted it with high praise and the orders are pouring in. At Paul A. Laymon, Inc., Paul Laymon reports that the sales of the Rock-Ola "120" phonograph continue at an even keel with shipments going out steadily. Jimmy Wilkens says there is a good demand for used blowers, gun games and phonographs. On the subject of Ed Welles, a most generous local Raytheon dealer in Rockland, was just inquired about the day of his arrival. Paul Laymon was asked about the day of his arrival. Paul Laymon was asked how many records he has been in the past year. He was told to his face that he has been taken by a "Come Rain Or Come Shine" as the side they think will take off. Samson says that they will be putting the new machine in the new building by the first of the year. The machine was opened at the first of the year due to the tremendous Christmas business expected.

SKEET SHOOT
IDEAL FOR CLUBS
LITE-A-NAME FEATURE "PLUS"
DOUBLE & SKILL FEATURES

PHONO DONATION
BRINGS PRAISE TO
KOPEL BROTHERS

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"In behalf of our members and our many children who are developing good character and fine citizenship through this center, please accept our sincerest thanks."

Abe Weinberg, an experienced mechanic, has undertaken this service machine without charge.

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Little Rock and Pulaski County
Music Ops Successful In Change-over to Dime Play, 3 For 25c
85% of 700 Phonos Converted Increase Collections as High as 75% in Some Locations.
No Complaints From Locations

LITTLE ROCK, ARK.—Reporting on the progress of converting to dime play, Dan “Chink” Levin, Standard Automatic Distributing Company, this city, stated: “The operators converted Little Rock and Pulaski county in approximately two weeks time; total population 150,000; approximately 700 phonographs.

“The operators had trouble convincing locations until we published an ad in the local newspaper. After that, we even had locations calling us up to be converted to 10¢ play. I would say that Little Rock is now 85% or more, on 10¢ play.

“There is one point you can make to the operators, and it is this: (which we found from experience) there is little, or no argument in converting to 3 for 25c — then offering 6 for 25c. So, they may go ahead ‘whole hog’ on it! Convert 3 for 25c. Surprisingly enough, the collections going down at the beginning, as per our national information, the collections have gone up, even as high as 75% on some spots.”

The ad referred to above, placed by the Music Operators of Pulaski County, was headed: “EFFECTIVE NOV. 1st.” Copy read:

“Due to increased costs ... as much as 400% ... Equipment ... Labor ... Records ... Parts ... Maintenance — The Music Operators (Juke boxes) of Pulaski County are obliged to change the rates to 10¢ for a single play and three plays for 25¢.

“This increase in price follows other cities and towns throughout the United States who have had the increased price schedule for as long as the past four years.

“We wish to thank the many fine business establishments throughout Pulaski County which we serve with the finest in high fidelity recorded music for their excellent co-operation.”

The newspaper co-operated with the operators by running a story in the same issue, headed “Nickel Loses Out to Dime at Juke Box.” The story explains the reason the change was necessary pointing out the spiraling costs of the operators, and also noted that other items, such as coffee, telephone calls, etc. have increased in the past years.

"It’s What’s in THE CASH BOX That Counts!"
Left U.S. Coinbiz to Manufacture Games in Geneva, Switzerland

S.A., this city, returned here to the land of his birth in 1932, after a varied career in the U.S. and by 1955, was engaged in the business of manufacturing games.

Lucca has sold over 10,000 of his machines to date all over the world. His “National Football” game is most popular. It still continues to sell at a very good pace. (“Football” is actually known in the U.S. as soccer. It is the big, national, spectator sport in Switzerland as well as in other European countries. These games attract for more fans than does baseball in the U.S.)

There are very few games that ever reached their 21st year of manufacture anywhere in the world. Yet Marcel Lucca’s games continue to be shipped regularly.

In addition to his original “National Football” game, Lucca also manufactures a basketball game and a billiard table. The billiard table features a slate top.

“it's What's in THE CASH BOX That Counts”

DuGrenier Announces New Cig Vending Mach
FOR SALE — The best buy in used Billy Bingo Games. Just buy one and you will see why you pay a little more and be glad you did. Your equipment will completely satisfy. 1/2 deposit with all orders. Write or call: ALLAN SALES, INC., 937 MARKET ST., WHEELING, W. VA. (Tel. Wheeling 5472).

FOR SALE — All types used AMI, Wurlitzer and Seeburg equipment and machines. Call or write: Factory Distributor for Seeburg, DICKSON DISTRIBUTING CO., 631 W. CALIFORNIA, KANSAS CITY, O.K. (Tel. Rf 9-0182).

FOR SALE — "The Cat Game Back" b/w "Step Crackin' Peanuts." "New Wildflower F" b/w "Whispering Hope." "She Married The Wrong Man" b/w "Where the Idaho Potato Grows." "Dark As a Dungeon" b/w "My Own Sweet Darling Wife." CROSS COUNTRY RECORDS, 229 OUT WATER-LANE, GARFIELD, N. J. (Tel.: PH 4-0106).

FOR SALE — Seeburg "C," $325; Seeburg "B," $395; Seeburg "A," $200; AMI E-120 Phonograph, $475; Wurlitzer 1800, $775. All the above machines are clean and ready for location. UNITED DISTRIBUTORS, INC., 902 W. SECOND, WICHITA, KANSAS (Tel.: HO 4-6111, 4-3504).

FOR SALE — Southern Belle, $195; Gypsy Queen, $165; Happy Days, $65; Twin Bill, $175; Duette, $215; Stage Coach, $115; Chinatown, $55; Shimbly, $90; Miami Beach, $210, STARK NoveltY Co., 1813 FUL- TON RD., N.W., CANTON, 9, OHIO.

FOR SALE — Come-Extended Range Speakers and Baffles. Quantity at modest prices. Engineered for heavy duty use. Satisfaction guaranteed or your money back. Finishes in Lined Oak, Natural or Mahogany. Packed two to a carton, $11.95 ea. CONWAY MUSIC CORP., 3183 E ELSTON AVE., CHICAGO 18, ILL. (Tel.: Independence 3-2210).

FOR SALE — Rock-Ola, Gamets, $475; Rock-Ola 1448, $725; Seeburg $575, $725; Seeburg's, $565; AMI B's, $125; AMI C's, $135; AMI A, $85, 100, 240, 300; Bally, $250; Coney Islands, $25; Bright Brite, $45; Bright Shots, $55; H & H MUSIC AND DISTRIBUTING, 1626 THIRD AVE., MOLINE, ILL.

FOR SALE — United Star Slugger Baseball, Write: United Pool Alley (New), Write: Seeburg V-200, Write: Seeburg 100-R, $725. WANT will pay: Seeburg M100B, $310; Wurlitzer 1700, $425; Wurlitzer 1800, $525. No quantity too large. NATIONAL NOVELTY CO., 183 E. MICHIGAN ROAD, FOREST LAKE, LONG ISLAND, NEW YORK. (Tel.: Forest Park 8-7701).
FOR SALE—Late Phone Records. Exhibiti's Shooting Gallery, $90; De luxe Jungle Gun, $75; Palm Springs, $40. AUTOMATIC MUSIC CO., 703 MAIN ST., BRIDGEPORT, OHIO. (Tel. 750).

FOR SALE—18 foot Rock-Ola Shuffle Board $149.50; Shuffle Board game wax (12 cans) $3.50; Fast wax case (12 cans) $4.50; Pucks (set of 6); Floor Leveler and hair $22.50; Adjusters $18.50. PUR-veyor DISTRIBUTING CO., 4322 N. WESTERN, CHICAGO 18, ILL. (Tel.: Jupiher 8-1814).

FOR SALE—3 Keeney Speedlades, Chicken Sam Rifles, Shuffle Bowlers. Cans. Also Pool Tables—all makes and models. For best buys, write or call. HY POLO AMUSEMENTS, INC., 1969 W. WILSON AVE., CHICAGO 30, ILL. (Tel.: Longbeach 1-3378).


NOTICE—Are you faced with Personal Property Taxes? Sales Taxes? Depreciation Deductions? Estate Taxes? Customs Duties? Must you officially establish the Fair Market Value of your machines? Do you have to prove whether your machines have Appreciated or Depreciated in price? Do you require official proof of the value of your machines for loan or collateral purposes? What are the machines actually worth when you buy or sell a route? How can you ascertain the official market value of machines for legal and/or tax purposes? How much can you get for machines you want to sell or trade? What should you pay for machines you want to buy? Have you been put to the burden of proving the week-to-week value of your machines? Have you been asked to produce an official end-of-month inventory statement showing the actual value of the equipment you own? All this and much more comes to you each and every week in the original, the very first, the one and only officially accepted "The Cash Box Price Lists." For over 16 years, without ever missing a single week's issue, "The Cash Box Price Lists" have helped thousands of coin machine owners all over the world to save money as well as to officially clarify many legal and tax problems. Yet "The Cash Box Price Lists" are only part of the invaluable information contained in each week's issue of "THE CASH BOX"—the one and only magazine internationally acclaimed: "The BIBLE of the Coin Machine Industry." In "THE CASH BOX" you get the news before it even becomes news. You get sparkling, informative, helpful editorials. Latest industry developments. Advance news of all new machines. Intimate columns. Absolutely invaluable columns. And many, many other important and valuable features. You can now obtain 32 consecutive weeks' Issues of "THE CASH BOX"—a full year's issues—for only $15 on a DOUBLE YOUR MONEY BACK GUARANTEE!! You CAN'T LOSE!! Mail your check for today to: THE CASH BOX, 26 WEST 47TH STREET, NEW YORK 36, N. Y.

FOR SALE—Beach Clubs, Bright Spots, $40 ea.; TOLEDO COIN MACHINE EXCHANGE, 814 SUMMIT ST., TOLEDO, OHIO. (Tel.: CH 3-4005).

FOR SALE—Seeburg 20 Selection Boxes, 3 wire, 5c, 10c, 25c, $9 ea.; 1 Midget Movie, with reel, $35; 2 Coon Hunts, $95 ea. H. BETTI AND SONS, 1706 MANHATTAN AVE., UNION CITY, N. J.

FOR SALE—Bingo Games: United's Tahiti, Galana, Leader, Rio Tropics, $30 ea.; United Nevada, $40; Ball Beauty, $30; Five Balls: Jaloyp, $35; Gottlieb's Quartette, $45; Chinatown, $40; Marble Queen, $65; Arcade: Evans' Bat-Attack, $40; Tequiliza w/f. $85. C. H. DIEDRICK, INC., 115 WALNUT ST., CHASKA, MINN. (Tel.: HIR- top 8-2726).

NOTICE—Louisiana & Southern Mississippi Operators. Your authorized Rock-Ola Distributor is HUEY DISTRIBUTING CO. Write, wire or phone, 5700 AIRLINE HIGHWAY, NEW ORLEANS 20, LA. (Tel.: VERnon 5-7976).

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.: Chickerick 4-5100).

NOTICE—These 3 telephone numbers are important to you: The Cash Box, New York City, JUdson 6-2640; The Cash Box, Chicago, III., DEErborn 2-0045; The Cash Box, Hollywood, Calif., HOLLYwood 5-2129.

NOTICE—Texas operators—write or phone your Rock-Ola Distributor, PHONO-VEND OF TEXAS, 1023 BASSE ROAD, SAN ANTONIO, TEXAS. (Tel.: PEnnington 3-7197) for genuine factory parts. Also extra clean 1456 Fireballs and other re-conditioned 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, 3127 REN- LONDON 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

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 accepts $1.25. 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 ($4) Subscription": You are entitled to a free classified ad in each week's issue containing no more than 40 words, which includes your firm name, address and telephone number. All words over 40 will be charged to you at the regular rate of 10¢ per word. Please count words carefully.

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

Use This Convenient Form For Your Classified Ad

START HERE

FIRM

ADDRESS

CITY

ZONE STATE

ENCLOSE YOUR CHECK—AIRMAIL TO:

THE CASH BOX
26 WEST 47TH STREET, NEW YORK 36, N. Y.
How To Use "The Cash Box Price Lists"  
(Also known as the "C. M. I. (Coin Machine Industry) BLUE BOOK")

FOREWORD: Many times, wide differences appear in the quotation of high and low prices of certain equipment. Like any true reporter, "The Cash Box Price Lists" can only feature the market prices as they are quoted. "The Cash Box Price Lists" act exactly the same as the market quotation board at the Stock Exchange—posing the prices as they are quoted for the past week, regardless of how much they seem to be out of line. Some prices do not change for many years. The Cash Box Price Lists," rather than show no price, give the last known quotations 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 operators on the East Coast may feel a certain machine worth $50.00 whereas someone on the West Coast may think it worth $75.00. Of course, serial, service, wear, demand, territory, quality and condition of equipment must be taken into consideration. (Some equipment offered by outstanding firms, having a reputation for shipping completely reconditioned machines, will be offered at higher prices than others, due to the added cost of reconditioning.) "The Cash Box Price Lists" reports each quotation exactly as it is made and depends on the subscriber to make average price adjustments to fit the peculiarities of his territory.

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

FOREIGN BUYERS: To cover cost of packing, crating, shipping, etc., figure in additional $10 to $25 on Fin Gases—$20 to $50 on Phonographs.

C O D E
1. Prices UP
2. Prices DOWN
3. Prices UP and DOWN
4. No change from Last Week

REGARDING SELLING PRICES IMPORTANT!

Reports received indicate that, in some cases, purchasers become upset due to the fact that they cannot, many times, buy equipment listed in the lower prices. Sometimes sellers of machines listed at from 10.00 to $5.00 ask from $30.00 up to $75.00 and even more for these very same machines. Purchasers of such equipment must realize that machines in the very low priced categories are much more priced to be bought at these lower figures. To completely recondition such machines, the reconditioner must add onto his price the cost of transportation to obtain these hauls, sales tax, commission and other expenses to recondition the machines, plus the cost of cartons, crates and labor for packing and shipping of the machines, in addition to a decent profit which will, in most case, raise the price of a $10.00 to $25.00 machine to anywhere from $50.00 to $75.00 and up. In the case of arcades and kiddie ride machines there are even higher prices due to the fact that many of the parts have to be made by hand or contracted for to some machine shop, since manufacturers of many of the old arcade machines and kiddie rides are no longer in business and it is impossible to obtain parts or reconditioning. Purchasers of such equipment should take these facts into consideration and, at the same time, should realize that many buyers are being forced to recondition their own operating departments as well as experienced mechanics, such buyers will purchase machines "as is," at prices quoted by the trade at large, and recondition the machines themselves to meet their own operating standards.

A M I
2. Model A, '36, 40 Sel., 78 RPM
3. Model B, '48, 40 Sel., 78 RPM
4. Model C, '50, 40 Sel., 78 RPM
5. Model D, '51, 40 Sel., 78 RPM
6. Model D, '51, 50 Sel., 78 RPM
7. Model E, '53, 50 Sel., 45 RPM
8. Model F, '54, 50 Sel., 45 RPM
9. Model G, '55, 50 Sel., 45 RPM
10. Model H, '56, 50 Sel., 45 RPM
11. Model I, '57, 50 Sel., 45 RPM

E V A N S
4. Mills Constellation, '47
5. Model 951, 40 Sel., 78 RPM
6. Constellation, '46, 40 Sel., 78 RPM
7. jukebox, '52, Model 2400
8. jukebox, '52, 40 Sel., 45 RPM
9. jukebox, '52, 100 Sel., 45 RPM

R O C K - O L A
1. 1422, '46, 20 Sel., 78 RPM
2. 1464, '46, Playerama Hideaway, 20 Sel., 78 RPM
3. 1466, '46, Magic-Glo, 20 Sel., 78 RPM
4. 1467, '46, Magic-Glo, 20 Sel., 78 RPM
5. 1468, '46, Magic-Glo, 20 Sel., 78 RPM
6. 1476, '46, Magic-Glo, 20 Sel., 78 RPM
7. 1477, '46, Magic-Glo, 20 Sel., 78 RPM
8. 1478, '46, Magic-Glo, 20 Sel., 78 RPM
9. 1479, '46, Magic-Glo, 20 Sel., 78 RPM
10. 1480, '46, Magic-Glo, 20 Sel., 78 RPM

P H O N O G R A P H S
1. Model E-4, 40 Sel., 78 RPM
2. Model F-4, 40 Sel., 78 RPM
3. Model G-4, 40 Sel., 78 RPM
4. Model H-4, 40 Sel., 78 RPM
5. Model I-4, 40 Sel., 78 RPM
6. Model J-4, 40 Sel., 78 RPM
7. Model K-4, 40 Sel., 78 RPM
8. Model L-4, 40 Sel., 78 RPM
9. Model M-4, 40 Sel., 78 RPM
10. Model N-4, 40 Sel., 78 RPM

M a n u f a c t u r e r s and date of game's release listed. Code: (B) Bally; (CC) Chicago Coin; (Ev) Evans; (Ex) Exhibits; (Ge) Genco; (Go) Gottlieb; (Ke) Keesey; (Un) United; (Wm) Williams;

A B C (UN 3/52) 25.00 50.00
1. (Wm 3/52) 25.00 50.00
4. (Wm 3/52) 25.00 50.00
1. (Wm 3/52) 25.00 50.00
4. (Wm 3/52) 25.00 50.00
1. (Wm 3/52) 25.00 50.00
4. (Wm 3/52) 25.00 50.00
1. (Wm 3/52) 25.00 50.00
4. (Wm 3/52) 25.00 50.00
1. (Wm 3/52) 25.00 50.00
4. (Wm 3/52) 25.00 50.00
1. (Wm 3/52) 25.00 50.00
4. (Wm 3/52) 25.00 50.00
1. (Wm 3/52) 25.00 50.00
}
People buy modern cars like this...

modern furnishings like this...

modern architecture like this...

and music from modern juke boxes

like this...AMI "G-200"

Why not make more money by giving locations and patrons what they want? The "G-200" is the really modern juke box—modern today—and modern for tomorrow. That makes it a secure investment for you. Ask any location which they'd rather have! They'll tell you the "G-200"—because it's the juke box patrons prefer.

Color? That's part of the modern styling of the "G-200." It comes in the widest choice of color cabinetry in the industry. There's 8 beautiful color cabinets to contrast or blend just right with the decoration of any location.

Why not put "G-200" modern styling and color to work for you...? Get more of the top locations—stay in them longer!

AMI

...Music that makes more money for you
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"
<table>
<thead>
<tr>
<th>Title</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Ball Victory Bowl</td>
<td>100.00</td>
</tr>
<tr>
<td>2. Ball Champion</td>
<td>100.00</td>
</tr>
<tr>
<td>3. Ball Jet Bowling</td>
<td>115.00</td>
</tr>
<tr>
<td>4. Ball Bowl-A-Ball</td>
<td>150.00</td>
</tr>
<tr>
<td>5. Ball Match</td>
<td>125.00</td>
</tr>
<tr>
<td>6. Ball High Speed</td>
<td>150.00</td>
</tr>
<tr>
<td>7. Ball King</td>
<td>120.00</td>
</tr>
<tr>
<td>8. Ball Stem</td>
<td>150.00</td>
</tr>
<tr>
<td>9. Ball Primary</td>
<td>125.00</td>
</tr>
<tr>
<td>10. Ball Merry Christmas</td>
<td>150.00</td>
</tr>
<tr>
<td>11. Ball Fire</td>
<td>100.00</td>
</tr>
<tr>
<td>12. Ball Strike</td>
<td>110.00</td>
</tr>
<tr>
<td>13. Ball Surefire</td>
<td>125.00</td>
</tr>
<tr>
<td>14. Ball Deluxe</td>
<td>125.00</td>
</tr>
<tr>
<td>15. Ball Super Deluxe</td>
<td>150.00</td>
</tr>
<tr>
<td>16. Ball Champion</td>
<td>100.00</td>
</tr>
<tr>
<td>17. Ball King</td>
<td>120.00</td>
</tr>
<tr>
<td>18. Ball Bowl-A-Ball</td>
<td>150.00</td>
</tr>
<tr>
<td>19. Ball Match</td>
<td>125.00</td>
</tr>
<tr>
<td>20. Ball High Speed</td>
<td>150.00</td>
</tr>
<tr>
<td>21. Ball King</td>
<td>120.00</td>
</tr>
<tr>
<td>22. Ball Stem</td>
<td>150.00</td>
</tr>
<tr>
<td>23. Ball Primary</td>
<td>125.00</td>
</tr>
<tr>
<td>24. Ball Merry Christmas</td>
<td>150.00</td>
</tr>
<tr>
<td>25. Ball Fire</td>
<td>100.00</td>
</tr>
<tr>
<td>26. Ball Strike</td>
<td>110.00</td>
</tr>
<tr>
<td>27. Ball Surefire</td>
<td>125.00</td>
</tr>
<tr>
<td>28. Ball Deluxe</td>
<td>125.00</td>
</tr>
<tr>
<td>29. Ball Super Deluxe</td>
<td>150.00</td>
</tr>
</tbody>
</table>

**Source:** The Cash Box, November 10, 1956.
### ARCADE EQUIPMENT

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>DeLuxe Gun Range</td>
<td>4.00</td>
<td>$250.00</td>
</tr>
<tr>
<td>Boomerang</td>
<td>3.00</td>
<td>$250.00</td>
</tr>
<tr>
<td>Ball Bouncer</td>
<td>4.00</td>
<td>$250.00</td>
</tr>
<tr>
<td>Bally Space Ship</td>
<td>3.00</td>
<td>$250.00</td>
</tr>
<tr>
<td>Speed Ball</td>
<td>3.00</td>
<td>$250.00</td>
</tr>
<tr>
<td>Chicago Coin Super Jet</td>
<td>3.00</td>
<td>$250.00</td>
</tr>
</tbody>
</table>

### AUTO PHOTO CO.

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Studio Model &quot;II&quot;</td>
<td>3.00</td>
<td>$2,350.00</td>
</tr>
</tbody>
</table>

### BALLY MFG. CO.

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ball-A-Poppin'</td>
<td>3.00</td>
<td>$450.00</td>
</tr>
<tr>
<td>Big Show</td>
<td>795.00</td>
<td></td>
</tr>
<tr>
<td>Model B-60 (31&quot; x 30&quot;)</td>
<td>DeLuxe</td>
<td>2.00</td>
</tr>
<tr>
<td>Standard</td>
<td>(25&quot; x 30&quot;)</td>
<td>Model</td>
</tr>
<tr>
<td>(A) Without Lights</td>
<td>3.00</td>
<td>$300.00</td>
</tr>
<tr>
<td>(B) With High-amp Lights</td>
<td>3.00</td>
<td>$300.00</td>
</tr>
<tr>
<td>(C) With neon lights</td>
<td>3.00</td>
<td>$300.00</td>
</tr>
<tr>
<td>Junior (36&quot; &amp; 38&quot;)</td>
<td>Selecto</td>
<td>1.00</td>
</tr>
<tr>
<td>DeLuxe ABC Bowler</td>
<td>1.00</td>
<td>$300.00</td>
</tr>
<tr>
<td>(without Match Feature)</td>
<td>1.00</td>
<td>$300.00</td>
</tr>
<tr>
<td>Model C-110</td>
<td>1.00</td>
<td>$805.00</td>
</tr>
<tr>
<td>Model C-35</td>
<td>1.00</td>
<td>$255.00</td>
</tr>
<tr>
<td>Model C-35, 3 plays for $425.00</td>
<td>1.00</td>
<td>$255.00</td>
</tr>
<tr>
<td>Ball-Eye Shooting Gallery</td>
<td>1.00</td>
<td>$395.00</td>
</tr>
<tr>
<td>The Champion</td>
<td>1.00</td>
<td>$750.00</td>
</tr>
</tbody>
</table>

### CHICAGO COIN MACHINE CO.

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Miami Shuffle</td>
<td>1.00</td>
<td>$750.00</td>
</tr>
<tr>
<td>Capri</td>
<td>1.00</td>
<td>$750.00</td>
</tr>
<tr>
<td>Bonanza (3 or 5 Ball, Match and Replay)</td>
<td>1.00</td>
<td>$750.00</td>
</tr>
<tr>
<td>Steam Shovel (Regular Model)</td>
<td>1.00</td>
<td>$750.00</td>
</tr>
<tr>
<td>Twin Hockey (Regular Model)</td>
<td>1.00</td>
<td>$750.00</td>
</tr>
<tr>
<td>Twin Hockey, (Match and Play Model)</td>
<td>1.00</td>
<td>$750.00</td>
</tr>
</tbody>
</table>

### GENCO MFG. & SALES CO.

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dave Crevitt (Rifle Gallery)</td>
<td>1.00</td>
<td>$450.00</td>
</tr>
</tbody>
</table>

### BAVARIAN BEER CO.

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>4-Player, 5-Ball</td>
<td>Single Coin Chute</td>
<td>$175.00</td>
</tr>
<tr>
<td>5-Ball</td>
<td>Single Coin Chute</td>
<td>$175.00</td>
</tr>
<tr>
<td>6-Ball</td>
<td>Single Coin Chute</td>
<td>$175.00</td>
</tr>
<tr>
<td>7-Ball</td>
<td>Single Coin Chute</td>
<td>$175.00</td>
</tr>
<tr>
<td>8-Ball</td>
<td>Single Coin Chute</td>
<td>$175.00</td>
</tr>
</tbody>
</table>

### INTERNATIONAL Mutoscope CORP.

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lord's Prayer Vendor</td>
<td>$390.00</td>
<td></td>
</tr>
</tbody>
</table>

### THE RUDOLPH WURTLIZER CO.

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model 2000</td>
<td>&quot;Centennial&quot;, 10 selections</td>
<td>$2,500.00</td>
</tr>
<tr>
<td>Model 2000-D</td>
<td>&quot;Centennial&quot;, 10 selections</td>
<td>$2,500.00</td>
</tr>
<tr>
<td>Model 5210</td>
<td>Wall Box, 200 selections</td>
<td>$3,000.00</td>
</tr>
<tr>
<td>Model 5210-D</td>
<td>Wall Box, 200 selections</td>
<td>$3,000.00</td>
</tr>
<tr>
<td>Model 5206</td>
<td>Wall Box</td>
<td>$4,500.00</td>
</tr>
<tr>
<td>Model 5271</td>
<td>Stepper</td>
<td>$4,500.00</td>
</tr>
<tr>
<td>Model 5271-D</td>
<td>Stepper</td>
<td>$4,500.00</td>
</tr>
<tr>
<td>Model 5281</td>
<td>Stepper</td>
<td>$4,500.00</td>
</tr>
<tr>
<td>Model 5281-D</td>
<td>Stepper</td>
<td>$4,500.00</td>
</tr>
<tr>
<td>Model 5117</td>
<td>High Fidelity Wall Speaker</td>
<td>$4,500.00</td>
</tr>
<tr>
<td>Model 5117-D</td>
<td>High Fidelity Wall Speaker</td>
<td>$4,500.00</td>
</tr>
<tr>
<td>Model 5117-D</td>
<td>High Fidelity Corner Speaker</td>
<td>$4,500.00</td>
</tr>
</tbody>
</table>

### UNITED MFG. CO.

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fun House (4 Player, 5-Ball)</td>
<td>Single Coin Chute</td>
<td>$750.00</td>
</tr>
<tr>
<td>Single Coin Chute</td>
<td>$750.00</td>
<td></td>
</tr>
<tr>
<td>Single Coin Chute</td>
<td>$750.00</td>
<td></td>
</tr>
<tr>
<td>Single Coin Chute</td>
<td>$750.00</td>
<td></td>
</tr>
</tbody>
</table>
The Industry's GREATEST PROFIT MULTIPLYING FEATURE IN 1956

ANOTHER WURLITZER FIRST

HIGHLIGHTING 100 YEARS OF MUSICAL ACHIEVEMENT

THE 200-SELECTION

WURLITZER

CENTENNIAL MODEL 2000

SEE IT, HEAR IT, BUY IT AT YOUR WURLITZER DISTRIBUTOR

THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, N.Y.
UNITED'S

HANDICAP

SHUFFLE ALLEY

FEATURES

NEW EQUALIZER AMONG PLAYERS

Selection Buttons Permit HANDICAPPING ALL BOWLERS to insure HIGHLY COMPETITIVE PLAY

Regulation Bowling Rules TOP SCORE 300

1 to 6 CAN PLAY

SEE YOUR UNITED DISTRIBUTOR TODAY

EQUIPPED WITH UNITED'S FAMOUS SLUG-REJECTOR

UNITED OPERATORS ARE SUCCESSFUL OPERATORS

UNITED MANUFACTURING COMPANY

3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

6-Player Shuffle-Alley Bowlers • In-Line Games • Pool Games • Novelty Games
Separate advancing-scores for each of 3 different color-lines—red, yellow, green—building up, up, up to really exciting man-size scores! AND PLAYER SCORES SEPARATELY IN EACH OF 3 COLORS! No wonder BIG SHOW is getting biggest cash-box applause in pin-ball history! Get your share! Get Bally BIG SHOW on location today!

BALLY A-POPPIN'
new type novelty game by Bally
WITH RIOTOUSLY EXCITING
WILD BALLS
SCORE-BOOSTER FEATURE

NOW AT YOUR Bally DISTRIBUTOR
DELUXE ABC-BOWLER • DELUXE CONGRESS BOWLER
BALLY MANUFACTURING COMPANY, CHICAGO