Since Bill Doggett's smash version of "Honky Tonk" on the King label has part one on the first side and part two on the other, King officials considered it only right that he receive two gold records, one for each part, on his million selling disk. Pictured left to right are: Bill Doggett, who plays the organ; Clifford Scott, tenor sax; Billy Butler, guitar; Shep Shepherd, drums; and Syd Nathan, president of King Records. In addition to "Honky Tonk" which remains high on all the charts, Doggett has just released a recording of "Slow Walk".
SMASH SLEEPER!

Stuart Hamblen's Orchestra
DESERT SUNRISE
THE WHISTLER'S DREAM
20-47-6714

SMASH DUET!

Jaye P. Morgan and Eddy Arnold
IF'N
MUTUAL ADMIRATION SOCIETY
(from the Broadway production "Happy Hunting")
20-47-6708

SMASH INSTRUMENTAL!

Hugo Winterhalter's Orchestra and Chorus
BOULEVARD OF LOVE
ALL THAT I ASK IS LOVE
20-47-6701

Your customers hear these New Orthophonic High Fidelity recordings best on an RCA Victor New Orthophonic High Fidelity "Victrola"®

America's favorite speed... 45 RPM  RCA VICTOR
CHRISTMAS RECORDS ARE A PUBLIC SERVICE

For years now, The Cash Box has been advocating that disk jockeys begin playing Christmas records earlier than they have been. For the most part, jockeys have held off on Christmas disks until after Thanksgiving and in some cases have refused to play them before December 1st. We've pointed out year after year that a Christmas record—in fact no record—has much of a chance if it must become a hit within a couple of weeks and then sell enough in the next couple of weeks to make the whole thing feasible.

However, at the same time that we have been advocating earlier play of these records, we've noticed another development, and that is the entitlement of Christmas records on the part of manufacturers. Whereas only two or three years ago, we were inundated by holiday records at this time of the year, last year the number started falling off and this year it has diminished to an absolute trickle. As a matter of fact there has been such a paucity of new Christmas releases so far, that the re-releases may even outnumber the new records.

In our opinion this is not a healthy situation for the record business.

True, a Christmas record is a great risk. There is very little time in which to make it a hit and the chances of its becoming a hit are therefore diminished greatly. However, by not cutting Christmas songs in anywhere near the quantity that they used to, record companies are not only depriving the public of possible new Holiday hits, but they are failing in an area where they perform, in a very real sense, a public service. There is no doubt that a great deal of the charm of the Christmas season is contributed by the record industry, by the avalanche of music that is heard on the radio, television, stages and juke boxes, music which points up the spirit of the coming season. It's not valid to say that it may no longer be profitable to engage in this type of recording for the record industry has a responsibility to the public, in certain spheres, that transcends the creation of hits or the making of profits. The Christmas season and the great contribution which we can make to it is the most important that we have in mind.

There may be risks; there may even be losses suffered. But in the record business, no session is certain. There are literally thousands of sides wasted each year, the cost of which is absorbed and compensated for by the hits which are produced at other sessions.

It seems to us that Christmas records are not the point of departure, the point at which to start thinking of profits completely rather the public service which is so vital to any industry.

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The Cash Box, Music November 24, 1956

11th ANNUAL CASH BOX MUSIC POLL

Most Promising New Male Vocalist of 1956

Andy Williams .......................... Joe Valino........................ 3,497
Jim Lowe .................................. George Hamilton IV ........... 1,879
Gene Vincent ............................ Don Reno .......................... 1,283
Sandra Craig ............................ Nick Nolte .......................... 943
Little Richard ........................... Clyde McPhatter .............. 736

Most Promising New Female Vocalist of 1956

Gogi Grant ................................ Toddi King.......................... 2,840
Ellen Rodgers ............................. Julie London...................... 1,957
Gene Vincent ............................ Don Reno .......................... 1,283
Sandra Craig ............................ Nick Nolte .......................... 943
Eddy Gorme .............................. Gloria Mann ...................... 609

Best Country Male Vocalist of 1956

Elvis Presley .............................. Buddy Bregman.................. 1,278
Webb Pierce ............................... Cyril Stapleton ................. 984
Faron Young ............................... Elmer Bernstein ............... 715
Bud Johnson ............................... Johnny Horton ................. 1,245
Merril Jayko ............................... Johnny Bragg ..................... 965

Best Country Vocalist of 1956

Jim Edward, Maxine & the Sons of the Pioneers 8,566
Bob. Luman ................................. Andy Stafford ................. 9,879
Lounan Brothers ......................... Johnny Horton ................. 1,245
Willie Nelson .............................. Joe Ely ............................ 965
Johnson & Jack ........................... Little Richard .................... 984
W. P. Reid & Red Sovine ................ 3,532
Kitty Wells & Red Foley ................. Harry Bryant ...................... 458
Best Country Vocalist of 1956

Hank Thompson .......................... Buddy Bregman.................. 1,278
Webb Pierce ............................... Cyril Stapleton ................. 984
Faron Young ............................... Elmer Bernstein ............... 715
Bud Johnson ............................... Johnny Horton ................. 1,245
Merril Jayko ............................... Johnny Bragg ..................... 965

Best Country Band of 1956

Hank Thompson’s Brazen ................................. 7,965
Vocalistics ................................. 7,147
Pee Wee King’s Band ........................ 4,122
Carl Smith’s Tunesmith’s ......................... 4,122
Bill Wimberley & His Country Rhythm Band ......................... 3,636
Roy Prince’s Cherokee ......................... 3,274
Miller Brothers’ Band ......................... 1,462

Best Country Vocal Single of 1956

Red Foley .................................. 5,857
Carroll Smith ......................... 5,857
T. T. Tonnin Cutrer ......................... 5,857
Lounan Brothers ......................... 5,857
Blackwood Brothers Qt ....................... 5,857
Jimmie Davis ............................. 5,857
Stuart Hamblen ......................... 5,857
Carl Smith ................................. 5,857
Brothers Smith ......................... 5,857
Ponyboy Roberts ...................... 5,857
Jordanelle ......................... 5,857

Best Country Instrumental Single of 1956

Chet Atkins ............................... 8,892
Speedy West & Jimmy Bryant ................. 8,892
McDowen Brothers ...................... 8,892
Bad Isacs ................................. 8,892
Hank Snow & Chet Atkins ................. 8,892
Merle Travis .............................. 8,892
Del Wood .................................. 8,892
Lesley & Earl Scruggs ....................... 8,892

Most Promising Country Male Vocalist of 1956

Johnny Cash ......................... 6,872
Carl Perkins .............................. 5,963
Glen Frances ......................... 5,963
Gene Vincent ............................ 4,116
Sandra Craig ............................ 3,636
Justin Tubb .............................. 2,696
Jim Bob Loyd ............................. 2,696
Jimmy Vanaman ........................... 2,696
Jimmie Davis ............................. 2,696

Most Promising Country Female Vocalist of 1956

Wanda Jackson ............................ 5,892
Brenda Lee ................................ 4,689
Janie Martin .............................. 4,689
Gene Vincent ............................ 4,116
Sandra Craig ............................ 3,636
Justin Tubb .............................. 2,696
Jimmy Newnam ........................... 2,696
Wanda Stewart ........................... 2,696
Jimmy Work ............................... 1,044
Tommy Collins ........................... 1,044
Benny Barnes ............................. 1,044

Most Promising Vocal Combination of 1956

The Collins Kids .......................... Farmer Boys .................... 1,402
Rusty & Doug ............................. Joe Maphis & Rose Lee ....... 995
Nita, Rita & Ruby ......................... Joe Maphis & Rose Lee ....... 995
Johnny & Jimmy ......................... George & Earl ................. 995
W. Lee & Strooper Cooper .......... 995
Porter Wagoner Trio ....................... 995

Most Promising New Vocal Group of 1956

Buddy Holly ............................ 8,133
Ray Charles .............................. 6,927
Dion & The Belmonts ................. 5,160
Ray Charles .............................. 3,917
Four Voices .............................. 3,917
Five Satins .............................. 2,365
Diamon%s ................................. 2,365
Cedars ................................. 2,365

Most Promising New Vocalist of 1956

Barry White .............................. 8,133
Ray Charles .............................. 6,927
Dion & The Belmonts ................. 5,160
Ray Charles .............................. 3,917
Four Voices .............................. 3,917
Five Satins .............................. 2,365
Diamon%s ................................. 2,365
Cedars ................................. 2,365

Most Promising New Vocal of 1956

Traveling Wilburys ........................ 8,133
Ray Charles .............................. 6,927
Dion & The Belmonts ................. 5,160
Ray Charles .............................. 3,917
Four Voices .............................. 3,917
Five Satins .............................. 2,365
Diamon%s ................................. 2,365
Cedars ................................. 2,365

Most Promising New Vocalist of 1956

Elvis Presley .............................. 12,976
Webb Pierce ............................... 8,843
Faron Young ............................... 6,057
Bud Johnson ............................... 6,190
Ray Price ................................. 5,850
Edie Arnold ............................... 5,850
Hank Snow ................................. 5,850
Porter Wagoner ......................... 5,850
Kitty Wells & Red Foley ................. 4,498

Best Country Female Vocalist of 1956

Kitty Wells ............................... 9,584
Jean Shepard .............................. 4,672

Best Country Vocalist of 1956

Elvis Presley .............................. 12,976
Webb Pierce ............................... 8,843
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Bud Johnson ............................... 6,190
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Merle Travis .............................. 8,892
Del Wood .................................. 8,892
Lesley & Earl Scruggs ....................... 8,892

“Sixteen Tons” — Tennessee Ernie Ford 4,278
“Sweet Dreams” — Faron Young 4,197
“Searchin’” — Kitty Wells 4,197
“Hey, Jude” — Webb Pierce 3,972
“Mama Tried” — Webb Pierce 3,972
“Re-Bop-A-Lula” — Gene Vincent 3,915
“You’re Free To Go” — Webb Pierce 3,837
“Sing Sing Sing” — Webb Pierce 3,837
“Love Me Tender” — Elvis Presley 3,800
“Why, Baby, Why” — Webb Pierce 3,765
“Big Dog’s Lonesome” — Webb Pierce 3,459
“Conscience, I’m Guilty” — Webb Pierce 3,312
“Blackboard Of My Heart” — Webb Pierce 3,283
“Beautiful Lies” — Webb Pierce 3,283
“My Lips Are Sealed” — Webb Pierce 3,283
“It’s A Great Life” — Webb Pierce 3,283
“Why, Baby, Why” — Webb Pierce 3,283
“Little Rose” — Webb Pierce 3,283
“Any Old Time” — Webb Pierce 3,194
“For Rent” — Webb Pierce 3,194
“Hoping That You’re Hoping” — Webb Pierce 3,194
“Honky Tonk Man” — Webb Pierce 3,194
“Folsom Prison Blues” — Webb Pierce 3,194
“Lonely Side Of Town” — Webb Pierce 3,194
“I’ve Got Five Dollars” — Webb Pierce 3,194
“Don’t Take It Out On Me” — Webb Pierce 3,194

web www.americanradiohistory.com
THE NATION'S TOP TEN

JUKE BOX TUNES
(PLUS THE NEXT 25)

1. GREEN DOOR
   JIM LOWE
   DO-15346 (95-15846)—Jim Lowe

2. DON'T BE CRUEL
   ELVIS PRESLEY
   VI-20-4604 (47-4604)—Elvis Presley

3. LOVE ME TENDER
   ELVIS PRESLEY
   VI-20-47-6643—Elvis Presley

4. JUST WALKING IN THE RAIN
   JOHNNY RAY
   AB-3024 (43-3024)—Judy Kinlen

5. HONKY TONK
   BILL DOGGERT
   KI-4950 (49-4950)—Bill Doggett

6. TRUE LOVE
   BING CROSBY & GRACE KELLY, JANE POWELL
   CA-3357 (F-3357)—B. & G. Kelly
   VE-2019 (2019 x 45)—Jane Powell

7. FRIENDLY PERSUASION
   PAT BOONE
   CA-3120 (F-3120)—Lee Busch
   CO-4579 (45-4579)—Michel Legrand
   EP-5118 (5-5118)—Anthony Perkins
   MG-1229 (K1229)—David Roy
   UQ-355 (33-355)—Bob Greybe

8. PATIENCE & PRUDENCE
   CE-6701 (9-6701)—Lawrence Welk
   DE-3040 (9-3040)—Seren Chandler & Jimmy Wedley
   MW-3007 (9-3007)—Seren Chandler & Jimmy Wedley

9. CINDY, OH CINDY
   VANCE MARTIN—EDDIE FISHER
   GL-247 (45-247)—Vince Martin
   VI-20-47-6647—Eddie Fisher

10. IT ISN'T RIGHT
    THE PLATTERS
    ME-20948 (50948)—Platters

1) SINGING THE BLUES
2) BLUEBERRY HILL
3) YOU'LL NEVER, NEVER KNOW I CARE
4) CANADIAN SUNSET
5) WHATSOEVER WILL BE, WILL BE
6) HEY JEALOUS LOVER
7) TWO DIFFERENT WORLDS
8) MY PRAYER
9) LAY DOWN YOUR ARMS
10) PITTICOATS OF PORTUGAL
11) OUT OF SIGHT, OUT OF MIND
12) MAMA FROM THE TRAIN
13) ROSE AND A BABY RUTH
14) NIGHT LIGHTS
15) THE FOOL
16) GARDEN OF EDEN
17) TO THE ENDS OF THE EARTH
18) HOUD DOG
19) ALLEGHENY MOON
20) AFTER THE LIGHTS GO DOWN LOW
21) CITY OF ANGELS
22) SUMMER BREEZE
23) MUTUAL ADMIRATION SOCIETY
24) SONG FOR A SUMMER NIGHT
25) YOU DON'T KNOW ME.

CODE

AA—Double A
AB—Abbott
AC—Aladdin
AF—Abbott
AP—ABC
AR—Arctic
AT—Atlantic
CU—Capitol
DC—Decca
DM—Dart
EP—Epic
ER—Eve
ES—ES
GT—Gable
GU—Globe
HE—Helen
JI—Julie
KI—Kapp
LA—LaVerne
LE—Lesti
LI—Leslie
LO—Linda
LT—Lettie
RA—Rama
RI—Ray
RL—Rena
RM—Rama
RS—Rana
ST—Studio
TA—Tampa
TE—Tullie
TN—Top
TV—Tampa
UB—Universal
UL—United
UP—Up
UR—Unique
US—Union
VV—Vare
VE—Vee
VS—Vee
VI-—Vee
VT—Vee
WB—Wax
WE—Wax
WF—Wax
WE—Wax
WH—Wax
WM—Wax
WN—Wax
WO—Wax
WV—Wax
WY—Wax

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

www.americanradiohistory.com
MGMT'S BIG CHRISTMAS HIT OF 1956

BARRY GORDON sings

I LIKE CHRISTMAS
(I LIKE IT! I LIKE IT!)

Orchestra and Chorus Conducted by
ART MOONEY

MGM RECORDS
THE GREATEST NAME IN ENTERTAINMENT

"It's What's in THE CASH BOX That Counts"
**The Cash Box TOP 50**

**Best Selling Tunes on Records**

**COMPILRED BY THE CASH BOX FROM LEADING RETAIL OUTLETS**

<table>
<thead>
<tr>
<th>No.</th>
<th>Song Title</th>
<th>Artist/Group</th>
<th>Label/Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Love Me Tender</td>
<td>Elvis Presley</td>
<td>RCA-7077</td>
</tr>
<tr>
<td>2</td>
<td>Singing the Blues</td>
<td>Guy Mitchell, The Campbells</td>
<td>RCA-7077</td>
</tr>
<tr>
<td>3</td>
<td>Green Door</td>
<td>The Stamps</td>
<td>JAK-3005</td>
</tr>
<tr>
<td>4</td>
<td>Just Walking in the Rain</td>
<td>The Delphonics</td>
<td>JAK-3005</td>
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<tr>
<td>5</td>
<td>Don't Be Cruel</td>
<td>The Platters</td>
<td>JAK-3005</td>
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<tr>
<td>6</td>
<td>True Love</td>
<td>The Platters</td>
<td>JAK-3005</td>
</tr>
<tr>
<td>7</td>
<td>Blueberry Hill</td>
<td>The Platters</td>
<td>JAK-3005</td>
</tr>
<tr>
<td>8</td>
<td>Honky Tonk</td>
<td>Bill doggett</td>
<td>JAK-3005</td>
</tr>
<tr>
<td>9</td>
<td>Cindy, Oh Cindy</td>
<td>The Platters</td>
<td>JAK-3005</td>
</tr>
<tr>
<td>10</td>
<td>Hey! Jealous Lover</td>
<td>The Elegants</td>
<td>JAK-3005</td>
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<tr>
<td>11</td>
<td>Friendly Persuasion</td>
<td>The girl groups</td>
<td>JAK-3005</td>
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<tr>
<td>12</td>
<td>A Rose And A Baby Rabbit</td>
<td>The girl groups</td>
<td>JAK-3005</td>
</tr>
<tr>
<td>13</td>
<td>Tonight You Belong to Me</td>
<td>The girl groups</td>
<td>JAK-3005</td>
</tr>
<tr>
<td>14</td>
<td>Petticoats of Portugal</td>
<td>The girl groups</td>
<td>JAK-3005</td>
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<tr>
<td>15</td>
<td>Two Different Worlds</td>
<td>The girl groups</td>
<td>JAK-3005</td>
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<tr>
<td>16</td>
<td>Whatever Will Be, Will Be</td>
<td>The girl groups</td>
<td>JAK-3005</td>
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<tr>
<td>17</td>
<td>Mama From The Train</td>
<td>The girl groups</td>
<td>JAK-3005</td>
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<tr>
<td>18</td>
<td>Night Lights</td>
<td>The girl groups</td>
<td>JAK-3005</td>
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<tr>
<td>19</td>
<td>It's Not Right</td>
<td>The girl groups</td>
<td>JAK-3005</td>
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<tr>
<td>20</td>
<td>Pec-ticos of Portugal</td>
<td>The girl groups</td>
<td>JAK-3005</td>
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<td>21</td>
<td>Charles Brown Trouble Blues</td>
<td>The girl groups</td>
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<td>22</td>
<td>Petticoats of Portugal</td>
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<td>23</td>
<td>It's Not Right</td>
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<td>25</td>
<td>Whatever Will Be, Will Be</td>
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<td>JAK-3005</td>
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<tr>
<td>26</td>
<td>Mama From The Train</td>
<td>The girl groups</td>
<td>JAK-3005</td>
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<tr>
<td>27</td>
<td>Night Lights</td>
<td>The girl groups</td>
<td>JAK-3005</td>
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<tr>
<td>28</td>
<td>It's Not Right</td>
<td>The girl groups</td>
<td>JAK-3005</td>
</tr>
<tr>
<td>29</td>
<td>Pec-ticos of Portugal</td>
<td>The girl groups</td>
<td>JAK-3005</td>
</tr>
<tr>
<td>30</td>
<td>Priscilla</td>
<td>The girl groups</td>
<td>JAK-3005</td>
</tr>
</tbody>
</table>

**Additional Information:**

- The records listed are best-selling records based on sales data from leading retail outlets.
- The chart is compiled by The Cash Box magazine.
- The numbers in parentheses are the record numbers, artists, and tunes on the reverse side.

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

HIS LATEST—HIS GREATEST!!

"I'M FREE"

THE SAME COMBINATION THAT GAVE YOU—"HE"

DECCA No. 9-30100 (30100)

CASH BOX: "DISK OF THE WEEK"
BILLBOARD: "SPOT-LIGHT"
VARIETY: "BEST BET"

Orchestra Directed by
JACK PLEIS

Music and Lyric by
RICHARD MULLAN

A New World of Sound
DECCA records

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

**Record Reviews**

**A DISK & SLEEPER**

**B+ GOOD**

**B+ EXCELLENT**

**C+ GOOD**

**D FAIR**

**D MID-DORE**

---

**The Cash Box**

**Disk of the Week**

**“GOODNIGHT MY LOVE, PLEASANT DREAMS”**

**“MOMMY”** (2:21) [Vernon ASCAP—Roberts, Katz] The McGuire Sisters (Columbia 61748; 9-61748)

- The McGuire Sisters follow-up their delightful interpretation of “Every Day Of My Life” with a wonderful new coupling that should become their hotter seller since “Makin’ My Love, Pleasant Dreams”. On half one the girls lead their superb harmony to a top-grade new romancer dubbed “Goodnight My Love, Pleasant Dreams.” It’s a tender love story set to a smooth-sailing rock ’n roll ballad tempo. The youngsters will love it. The melody is extremely enticing. The flip side is a duet on a trio on a touching, sentimental tune titled “Mommmy”. Warm story about the many virtues of mother. Song stems from the McGuire’s latest LP, “Children’s Holiday.” Both sides are big with the edge going to the upper half.

**“WISDOM OF A FOOL”** (2:27) [Planetary ASCAP—Alfred, Silver] The FIVE KEYS (Capitol 3597)

- The Five Keys currently riding high with their “Out Of Sight, Out Of Mind” recording, have a powerful follow-up in the above song. (See Rhythm & Blues Reviews)

---

**The Cash Box**

**Best Bets**

- **“GIVE ME”**
  - Eileen Rodgers (Columbia 40791; 4-40791)
- **“GOING TO THE WALK TO THE RING”** (2:26) [Planetary ASCAP—DeLugg, Vandyke] A striking Latin instrumental that is currently doing a bang up job in that idiom. Solid side that opens in a subdued manner and builds in intensity to a thrilling climax.
- **“THE LITTLE WHITE HORSE”** (2:23) [Anvil ASCAP—DeLugg, Vandyke] In contrast to the upper portion, this is an engaging light instrumental romancer that prooves across feeling good. Double-decker.

---

**HENRI RENE ORCH.** (RCA Victor 20/47-6728)

- **“LOVE ME TENDER”** (2:28) [Elvis Presley BMI—Presley, Presley] A warm tender romancer from the Ethel Merman musical “Happy Hunting.” This is presented by the mellow Henri Rene voice. Strong ballad with standard qualities.

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**TOBY MORTON** (RCA Victor 20/47-6731)

- **“MIND I KNOW”** (2:25) [Chappell BMI—Karr, Dube] A warm, tender romancer from the Ethel Merman musical “Happy Hunting.” This is presented by the mellow Henri Rene voice. Strong ballad with standard qualities.

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**SAMMY KAYE ORCH.** (Columbia 40795; 4-40795)

- **“I’m THRU WITH LOVE”** (2:27) [Presley BMI—Presley, Presley] A warm tender romancer from the Ethel Merman musical “Happy Hunting.” This is presented by the mellow Henri Rene voice. Strong ballad with standard qualities.

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**ROBERTS** (Columbia 40797; 4-40797)

- **“I’m NOT IN LOVE”** (2:27) [Presley BMI—Presley, Presley] A warm tender romancer from the Ethel Merman musical “Happy Hunting.” This is presented by the mellow Henri Rene voice. Strong ballad with standard qualities.

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**BRAHMS** (RCA Victor 20/47-6730)

- **“FADED ROSES”** (2:30) [Chappell BMI—Schroeder, Weissman] A prettily done item softly styled by the star.

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**BOB PARRISH** (Motif 002; 45-002)

**BRINGING YOUR TEARS TO**

- **“HELPING HAND”** (2:27) [RCA Victor 20/47-6730]

**BUT WITHOUT HIM”** (2:29) [Joy ASCAP—Tobias, Attman] A well done romantic with a religious theme. Bob’s mellow voice is tailor-made for this dramatic material. Potent coupling.

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“Only those records best suited for commercial use are reviewed by THE CASH BOX”
Disk Jockeys and Stations Corral More Dealer Dollars as Clock-Radio Gift Sales Climb

Stations Tested Wake-Up Promotions

WACO, Waco, Texas, offered 25% discount on straight radio copy broadcast. This was backed up with 10 announcements daily, plus mailings and store displays. They developed a long list of dealer-sponsors—and got 46.5% of morning listening homes.

240 Sponsored Spots in One Month

Using 20,000 lines of newspaper advertising, in 1955, to introduce "Wake Up New England to Music on Clock-Radio," WHDH, Boston, followed up with an intensive spot program. These spots brought in a total of 240 sponsored announcements, which promoted the sale of clock-radios.

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

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

20-25 Sponsors for Each 2-hour Show

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

Wake to Music Month

disk jockey promotions are smashing time sales records...and now show every sign of roaring right on through the Christmas selling season.

Promoting both Wake to Music and clock-radios with spots, mailings, newspaper ads and store displays, radio stations are corralling dealer clock-radio co-op money on one hand. And on the other they're building bigger listening audiences as listeners wake to music with their new clock-radios.

Dynamic Sales Program Plugged by Telechron Timers'

Telechron Timers, makers of the clock-timers used by many clock-radios, are pushing the sale of radios of all brands in full-color ads in Post and Life. In their Nov. 26 Life ad they feature Capitol recording stars and play up clock-radios as Christmas gifts.

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., 22 Homer Ave., Ashland, Mass.
SLEEPER OF THE WEEK

By: Dr. J. Ellsworth Wood

THE TRACIE TWINS

(Reserve 114; 45-114)

B+ "DO YOU EVER THINK OF ME?" (1:52) [Miller ASCAP—Kerr, Cooper, Buran]

C The Tracie Twins, coming off a regional click with their previous release, have given us a delightful follow-up that could make them more popular on a national scale. Delightful new treatment of a top album favorite. Watch this sleeper. It could break all records. Terrible heat.

C A PLACE OF YOUR OWN CALLED HOME" (2:33) [Reserve BMI—Al Bohm] The comedies lend their inviting harmony to a pleasant new tune on this end. Catchy lifter.

MITCHELL ARTHUR

(Decca 40749; 4-40749)

B+ "GUAGLIONE" (2:34) [Fred Shapiro ASCAP—Nisa, Facuill] Mitchell Ayres, who has accompanied many Victor artists on their hit recordings, takes the spotlight on this disc as his orch and chorus dance thru a infectious Italian flavored instrumnetal novelty. Extremely catchy ditty that should make the rounds.

B A WAKENING OF PE DRO" (2:53) [Roncom ASCAP—Ayres, Hurt] Ayres changes the pace and drifts into a Latin mood as he offers a romantic theme that breaks into a fiery, thriling up tempo side at mid-point. Stirring performance of a unique arrangement.

SNOOKY LASON

(Out 1251; 45-155)

B "ROCKY MOUNTAIN ROSE" (2:29) [Kahn ASCAP—Hoffman, Manning] "Your Hit Parade" star Snooky Lanson is in top form as he chants a pretty waltzer in the "Alferney Moon" category. Warm, inviting love story.

B "NOW YOU'RE IN MY ARMS" [Remick ASCAP—Wrubel, Downey] The songster does a convincing job with this warm love affair. Backing is extremely pretty.

JACKIE KELSO ORCH.

(Vita 141; 45-141)

B 'ONCE MORE" (2:15) [Spark BMI—Kelso] Jackie Kelso and his boys drive thru a solid instrumental rocket that'll reap coins in teen age locations. Wonderful dance deck for the younger set.

C "NOT YET" (2:30) [Spark BMI—Kelso] Another Kelso composition with a similar tempo and overall sound. Same comment.

KITTEN KALLEN

(Decca 30141; 9-30141)

B "AH, AH, AH, AH" (2:52) [Pickwick ASCAP—Asso, Moon, Brown, Ball] Kitten Kallen's excellent choral support on a charming waltz called which she chants with warmth and feeling. Intimate side beautifully presented.

C "SATURDAY BLUES" (2:52) [Spark BMI—Keller] This original song is the perfect vehicle for the sultry voice of Kitten Kallen. Her captivating rendition is a real gem.

JILL COREY

(Mark 40794; 4-40794)

B "I LOVE MY BABY" (2:12) [Shapiro, Bernstein ASCAP—Green, Warren] Jill Corey offers a swaying new disc that should be the biggest success since "Why Do Fools Fall In Love". Titled "Baby, Baby", the commercial ditty is a lively rock and roller that drives along on a torrid pace from start to finish. Excellent dance number right up the teenager's alley. Side will be performed by the Teenagers in the soon-to-be-released Vanguard motion picture "Rock, Rock, Rock". Coupling "I'm Not A Juvenile Delinquent" is another rhythmic item from the same film. Top half is the strong one.

C "EGGHEAD" (2:10) [Dartmouth ASCAP—Hoffman, Morris, Story] Jill Corey

TEEN AGERS

Little Frankie Lymon is as exciting as ever as he and his Teenagers offer a swinging new disc that should be his biggest success since "Why Do Fools Fall In Love". Titled "Baby, Baby", the commercial ditty is a lively rock and roller that drives along on a torrid pace from start to finish. Excellent dance number right up the teeneger's alley. Side will be performed by the Teenagers in the soon-to-be released Vanguard motion picture "Rock, Rock, Rock". Coupling "I'm Not A Juvenile Delinquent" is another rhythmic item from the same film. Top half is the strong one.

C "ACRE IN THE HOLY" (1:53) [Vogel ACAP—Dempsey, Mitchell] Another homespun version of a grand old favorite. Both sides should pull down heaps of coin in tavern spots.

HADDIE BROOKS

(Decca 40794; 4-40794)

B "LOVE EYES" (2:50) [Miller ASCAP—Desmond, Carter] The magnificent voice of Haddie Brooks is absolutely fascinaiting on a beautiful torch oldie. Great song excitingly sold by a great talent. Top notch mood vocal that could catch on.

B "OLD MAN RIVER" (3:05) [T. R. Harms ASCAP—Kern, Hammond] Her previous success "Egghead" built up a tremendous following and it features a terrific beat and lyric. Arrangement is similar to the one on "Green Door". Jill has here two great sides destined to break the charts.

MARC FREDERICKS

(Eclipse 1650; 45-1650)

B "I'LL CLOSE YOUR EYES" (2:50) [Miller ASCAP—Fred- ericks] Marc Fredericks, a talented composing artist, with imagination, has a winner in his first Eclipse waxing. Working with a string folded or he improvises on a rock and roll theme with fascinating results. Unusual instrumental with a beat that should meet with wide approval for jocks and the kids. Thrilling off-beat item. Could break.

C "THE ISLE OF ROMANCE" (2:31) [Mills ASCAP—Ed- ericks] Featuring the composer on an inviting mood item that paints a pretty picture of the tropics. Variety of tempos.

THE BEVERLY SISTERS

(London 1703; 45-1703)

B "GREENSLEEVES" (2:31) [Bartlett-Pray ASCAP—Jones, Kahn] The chorus brings forth a delightful oldie in the same lilting style heard on the current hit "Tonight You Belong To Me", Columbia.

B "THIRTEEN MEN" (2:46) [Bartlett BMI—Thompson] Meg Myles cuts thru a torrid jumper with a great beat and a sizzling lyric. Solid side potently presented by the swingin' lass. Commercial item that could catch.

C "LANGUAGE OF LOVE" (1:50) [Spina ASCAP—Spina] A male chorus assists the songbird on this pretty shuffle beat romancer. Item is smoothly styled. Delightful couple.

LOU BREESE

(Rudy 1022; 7-1022)

B "I'M WAITING FOR SHIPS THAT NEVER COME IN" (2:31) [Foster ASCAP—Yellen, Olman] Lou Bresse's delightful banjo work blends so happily with the pleasant voices of the Hometowners on a happy new community song treatment of a great oldie. One voice recites the lyrics just before each line giving the listener an opportunity to sing along. Catchy little box item.

C "ACRE IN THE HOLY" (1:53) [Vogel ACAP—Dempsey, Mitchell] Another homespun version of a grand old favorite. Both sides should pull down heaps of coin in tavern spots.
Another No. 1 for Dot

"THE AUCTIONEER"

by LeRoy VanDyke

DOT-15503

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

"TELL ME MORE"   "THAT'S ALL I NEED"
(Mills Brothers)

Music

It looks as though Mitchell Torok, whose waxing of "When Mexico Gave Up The Rhumba," will be coming over to this country for a 12 weeks tour. This would be on the strength of two records issued over here, the previous one being "Cock-a-chock.

MERRY GRUFFIN

Nothing jumps like the Mills Brothers with a rhythm tune and here are two on-the-button rhythm sides by these hearty hit personalities.

"WRANGLE WRANGLE" (From Walt Disney's "Windward Ho The Wagon"

"IT WAS MY FATHER'S HARSH"
(From Bea Balue's "Shoestring '57"

MARK MURPHY

New face, new voice on Decca! The first effort is a big version of the big tune from the Disney film with an equally strong tune for the coupling. This one shines as a hit!

"FASCINATING RHYTHM"   "EXACTLY LIKE YOU"
(Decca 3010; 9-30101)

MARK MURPHY

Sensational new song stylist. Fast rising Murphy lends his big voice to these standards in a way that makes each unforgettable. This boy will make a -- and fast!

The Cash Box

Page 14   November 24, 1956

Record Reviews

C DISK & SLEEPER   B VERY GOOD   C FAIR
B+ EXCELLENT   C- GOOD   D MEDIOCRE

The Cash Box

Disk of the Week

CHRISTMAS RECORDS

"MARY'S BOY CHILE" (2:57) [Schumann ASCAP—Lorin]  "VENEZUELA" (2:10) [Public Domain]
HARRY BELAFONTE
(RCA Victor 20-47-374)

The past 12 months have witnessed the rocket like rise to stardom of Harry Belafonte, one of the most talented gents in our business. He's been a saucy saucy saucy saucer in LP's and is beginning to make an even deeper impression in the singles field with his "Jamaican Farewell" waxing. For Xmas Harry offers a brilliant interpretation of a touching new record with a deep soulful sounds of the Boy's "Chile." The string backing showcases the star's deep, heartfelt vocalizing especially.

"WHITE CHRISTMAS" (3:35) [Berlin ASCAP—Berlin]  "THE BELL OF ST. MARY" (3:27) [Chappell ASCAP—Farber, Adams]  THE DRIFTERS & CLYDE McPATTER (Atlantic 1048)

This may be the big Xmas hit for the Drifters' dynamic and imaginative interpretation of "White Christmas." The side, which features Clyde McPhatter (who hit the big module this year via his "Treasure of Love of Waxing") was originally written for the Xmas before last. It did very well that year and was an even bigger success last year. In view of the artists' increased popularity and the constantly growing interest in the rockin' best, the relaxed platter should have its greatest side in the coming months. Atlantic will be giving it a special push. Flipp is a lovely version of the pretty "Bel of St. Mary.

BILLY MILBURN

B+ "SANTA'S SLEIGH" (2:20) [Yeau BMI—Milburn, Maughan]  B "CLARK THE MONTREALER" (Columbia 655-522)

A+ "CHRISTMAS SONG" (Columbia 6400)

B+ "SANTA COMES ON CHRISTMAS EVE" [Yeau BMI—Milburn, Maughan] Another light-hearted tune sprightly treated by the performer. Tells the kids to believe in Santa Claus.

LITTLE BRENDA LEE

(Decca 3010; 9-30107)

B "CHRISTMAS SONGS" [Yeau ASCAP—Sysms, Starr] Little 5-year-old Brenda Lee lends her small voice to a catchy new Xmas burner that tells about Santa's dressed up as a clown. Cute novelty that'll be heard often.

C+ "GONNA LASSO SANTA" [Yeau BMI—Alman, Jones] Another colorful novelty prettily styled by the youngster.

LAWRENCE WELK & THE PALS SISTERS

(Coral 61746; 9-61746)

B "SANTA FROM SANTA FE" (2:01) [Yeau BMI—Stillman, Stein, Delug] The Lennon Sisters are sprightly accompanied by Lawrence Welk's ork on a bouncy ditty about a cowboy Santa. Contagious cutie that would catch on.

B "THE CHRISTMAS WALTZ" (2:12) [Chappell ASCAP—Beatty, Webster] The Spaniards handle the vocal chores on this warm Xmas number from Welk's new Yuletide LP. Warm interpretation.

NORMAN LUBOFF CHOIR

(Columbia 40785; 4-40785)

WINTER DAYS OF CHRISTMAS
B+ "MERRY CHRISTMAS" (3:36) [F. D. Cahn ASCAP—] The Norman Luboff Choir hits a lovely, harmonious arrangement of a beautiful Xmas folk favorite that'll be the pride of voices plus an exciting delivery.

B "WHAT CHILD IS THIS?" (2:12) [F. D. Cahn ASCAP—] The chorus is excellent on this tender treatment of a lovely religious song set to the captivating folk melody better known under the title of "Green-sleeves."

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

www.americanradiohistory.com
Patti Page
MAMA FROM THE TRAIN
AND
EVERY TIME
70971

The Platters
IT ISN'T RIGHT
AND
YOU'LL NEVER NEVER KNOW
70948

Sil Austin
SLOW WALK
AND
WILDWOOD
70963

GEORGIA GIBBS
TRA LA LA
AND
MORNING, NOON AND NIGHT
70998

RUSTY DRAPER
CONFIDENTIAL
AND
TIGER LILY
70989

CHUCK MILLER
AUCTIONEER
AND
BABY DOLL
71001

RALPH MARTERIE
Big Instrumental Hit From Europe
GUAGLIONE
Pronounced WAHL-YONE
AND
CARLA
Ralph Marterie Theme
71007

DAVID CARROLL
YEARNING
AND
ARMEN'S THEME
71000

LOUIS JORDAN
BIG BESS
AND
CAT SCRATCHIN'
70993

"It's What's in THE CASH BOX That Counts"
Selections include:

**LET IT SNOW! LET IT SNOW! LET IT SNOW!**
**I WANNA DO MORE THAN WHISTLE**
**WHITE CHRISTMAS**
**CHRISTMAS ISLAND**
**THE CHRISTMAS TOY**
**SANTA CLAUS IS COMIN' TO TOWN**
**WINTER WONDERLAND**
**CHRISTMAS DREAMING**
**CHRISTMAS COMES BUT ONCE A YEAR**
**THANKS FOR CHRISTMAS**
**TWELVE GIFTS OF CHRISTMAS**
**HIGH ON THE HOUSETOP**

CRL 57093  EC 82032

**NEW LAWRENCE WELK SINGLES**

**THE CHRISTMAS WALTZ**
**SANTA FROM SANTA FE**

Featuring The Lennon Sisters

9-61745

**LET'S HAVE AN OLD FASHIONED CHRISTMAS**
**RING THOSE CHRISTMAS BELLS**

9-61736

The Cash Box, Music

November 24, 1956

**THE #1 ALBUM FOR THIS HOLIDAY SEASON**

**MERRY CHRISTMAS from LAWRENCE WELK**

and his champagne music

**SAMY DAVIS, JR.**

**NEW YORK:**

The music business suffered two great losses last week when Victor Young and Larry Spaar died. Both had contributed much to our industry. Wynn Lassner has signed for personal management the 5 DeMarco Sisters and Ivy Joe Hunter, Jubilee's Jo Ann Tolley into the Ankor Club in Pittsburgh for 3 weeks. The Four Voices held over indefinitely at the Sands Hotel in Las Vegas. KAI Winding and his sextet go on concert tour with Count Basie and his band beginning November 21. First date is at Civic Opera House in Chicago for a week. The Jodimars have been closing every bill they appear on. Currently touring with Tom Martin, the boys are still in the windup spot. Having dinner with one of the great artists of our time last week, Sammy Davis, Jr., we looked around Danny's Hideaway and in one glance saw such theatrical business personalities as Jackie Gleason, Jerry Lewis, Berniece Lang, Bobby Sherwood, Julie Chester and Bill Williams. Marguerite Piazza is testing for the title role in "The Helen Morgan Story". Barry Goldin will be special guest on the Danny Thomas TV show on November 23. He'll do his latest MGM release "Rock Little Chillun". The Crew-Cuts are considering an offer to return to England in the Spring for another tour. Teresa Brewer will sing "Mutual Admiration Society" on the Ed Sullivan Show November 25. Marty Wes of E. H. Marks was married last Sunday. The Incomparable Social Club of New York presented The Emanons and Ronnie Baxter to a packed house of 1700 people last Saturday at their Fourth Dance at the Palm Garden Ballroom. Thus Sam Clark and Larry Newton of ABC-Paramount are on the West Coast for distributor meetings.

**CHICAGO:**

Jeri Southern and Freddie Montell pleasing the patrons of Mister Kelly's there. Howard Miller and a welcome guest named Howard Miller's WBTV-Television. Buddy Laine and the band just finished a return engagement at the Chevy Chase. Jack Selinger, Midwest promoter for ABC-Paramount, down St. Louis way, working hard. Anita Ellis, the gal who's been singing the voice for so many Hollywood stars, has a new, appropriately titled Epic album, "I Wonder What Became of Me". Lenny Garmsa, of Garmsa Distra, just added two labels to his busy fold, Jette and Jettee. WBCT's Gene Edwards asks for help. Gene would like ideas of any and all types for WBCT's own "Christmas in the Country". Johnny Janis around town doing all the shows. Johnny's got a new album on ABC-Paramount. The Harvest Moon Festival brings Jerry Lewis and Eddie Fisher into town for a spell. Betty Johnson's got a cute little promotion mule for her newest Ball disk, "I Dreamed". The card's got a picture of Betty as a queen surrounded by clouds and a picture of the pink in that the card's addressed to, with appropriate message. Local promoter, Bob Cole takes off for sunny California for a few weeks of basking in the sun. (If we know Bob, he'll be busy out there soon!) Dave Axelrod, national sales manager for Motif Records, here to introduce Bob Parrish's newie on the label, "Bring Your Tears To Me". Mort Hillman, prexy of Liberty Records, eastern man in 5 week promotion trip for the label's first album, "In The Mood For A Song!" featuring thrush Corky Silver. Marty Faye on the air from 9 to 11 on Sunday night show reported to be bringing in the listeners. Sam Fox, Famous-Paramount Music's midwest man, in town for a breath after touring the area. Ruby's latest success, "Getting Along With Rome", getting much air-play. Station management at WATT foregoes deejays to stick directly to script, no ads at all.

**HOLLYWOOD:**

Freddy Martin on a six-week one-nighter tour, also set to step off in New York for the NBC net "Bandstand" show. Early reports on Johnny Maddox's Dot recording of "Nickelodeon Tango" indicate that Johnny has a new hit of major proportions. Lewis Pickler presented hisdealing with miniature high-heeled shoes filled with candy kisses. Note read, "kisses from Dinah for "High Heels". Marty Faye has new recording for Liberty Records. Liberty purchased her masters on "Take A Gamble On Me" and "Every Minute Of The Day" and plans an early release for the disk, "Chick Thompson, president of the new label, Chie Records, is the proud father of a new daughter named Tara Lina. Rod McKuen has been signed to a long-term contract with Universal Pictures. Albert Hemphill is releasing a single from his new LP. Bud Lesh to New York for a week of conferences with clients on up-coming releases, and stopping in major markets to visit deejays on his return trip to the Coast. Gene Brewer left Central Record Sales and will announce plans shortly for Coral's permanent promotion man is Jeff Clark. Frank Music Affiliates have set some sort of precedent in the publishing field with nine major recordings released in the past ten days. Dick Courtemey now doing the Larry Finley nighttime show over KFWB. Songwriter Harold Spina has reactivated his Spina Music firm, with son John signing with New York offices and Harold, Jr. in charge of the West Coast operation. Harry Fox has been appointed Sales Manager of Bonnie Records and is currently working on label's Christmas release of "Santa's Sleight" by Tex Miller. George Shearing has completed work on his autobiography "Sing Under My Fingers", in collaboration with Bill Hegner. Jimmie Wakely's first LP for Decca due to be released next week. Nelson Riddle currently bicycling between the Rosemary Clooney TV'er and scoring of "Pajama Game".

"Only those records best suited for commercial use are reviewed by THE CASH BOX *"
It's Rock and Roll
It's Pop
It's a Hit!

The Cadillacs'
Sensational recording of...

"Rudolph
The Red-Nosed
Reindeer"

Josie - 807

Josie RECORD
1650 Broadway, New York City
### Juke Box Regional Record Report

**The Top Ten Records — City by City**

#### New York, N. Y.
1. *Don't Love Me Tendal* (E. Presley)
2. *Love Me Tender* (E. Presley)
3. *Green Door* (J. Lowe)
4. *Walking In The Rain* (J. Ray)
6. *Love Me Tender* (E. Presley)
8. *Cindy, Oh Cindy* (V. Martin)
9. *Hey! Jealous Lover* (Sinatra)
10. *Tender Persuasion* (E. Downey/Powell)

#### Los Angeles, Calif.
1. *Don't Love Me Tendal* (E. Presley)
2. *Love Me Tender* (E. Presley)
3. *Green Door* (J. Lowe)
4. *Walking In The Rain* (J. Ray)
6. *Hey! Jealous Lover* (Sinatra)
7. *My Fair Lady* (Crosby & Kelly)
8. *Cindy, Oh Cindy* (V. Martin)
9. *True Love* (Crosby & Kelly)
10. *My Last Night In Rome* (Martin/Smith)

#### Chicago, Ill.
1. *Don't Love Me Tendal* (E. Presley)
2. *Love Me Tender* (E. Presley)
3. *Green Door* (J. Lowe)
4. *Walking In The Rain* (J. Ray)
6. *Hey! Jealous Lover* (Sinatra)
7. *Tender Persuasion* (E. Downey/Powell)
8. *True Love* (Crosby & Kelly)
10. *City Of Angels* (Sinatra)

#### Seattle, Wash.
1. *Don't Love Me Tendal* (E. Presley)
2. *Love Me Tender* (E. Presley)
3. *Walking In The Rain* (J. Ray)
5. *Hey! Jealous Lover* (Sinatra)
6. *Tender Persuasion* (E. Downey/Powell)
7. *True Love* (Crosby & Kelly)
8. *Cindy, Oh Cindy* (V. Martin)
9. *Cruel Worlds* (Sinatra)
10. *Hound Dog* (E. Presley)

#### Cincinnati, Ohio
1. *Green Door* (J. Lowe)
2. *Love Me Tender* (E. Presley)
3. *Singing The Blues* (Mitchell)
4. *Walking In The Rain* (J. Ray)
6. *Hey! Jealous Lover* (Sinatra)
7. *Friendly Persuasion* (F. Downey/Powell)
8. *Cruel Worlds* (Sinatra)
9. *Canadian Sunset* (F. Downey/Powell)
10. *Garden Of Eden* (V. Valino)

#### Baltimore, Md.
1. *Singing The Blues* (Mitchell)
2. *Love Me Tender* (E. Presley)
3. *Walking In The Rain* (J. Ray)
5. *Hey! Jealous Lover* (Sinatra)
6. *Tender Persuasion* (E. Downey/Powell)
7. *True Love* (Crosby & Kelly)
8. *Cindy, Oh Cindy* (V. Martin)
9. *Priscilla* (Crosby & Dean)
10. *Hanky Tonk* (E. Downey)

#### St. Louis, Mo.
1. *Green Door* (J. Lowe)
2. *The Blues* (Mitchell)
3. *Love Me Tender* (E. Presley)
5. *Hey! Jealous Lover* (Sinatra)
6. *Two Different Worlds* (Bend & B. Martin)
7. *Confidential (S. Knight)
8. *Fair To You* (N. Carter)
9. *True Love* (E. Downey)
10. *Walking In The Rain* (J. Ray)

#### Milwaukee, Wisc.
1. *Singing The Blues* (Mitchell)
2. *Love Me Tender* (E. Presley)
4. *Hey! Jealous Lover* (Sinatra)
5. *Two Different Worlds* (Bend & B. Martin)
6. *City Of Angels* (Sinatra)
7. *Garden Of Eden* (V. Valino)
8. *City Of Angels* (Sinatra)
9. *Cindy, Oh Cindy* (V. Martin)
10. *Hey! Jealous Lover* (Sinatra)

#### Denver, Colo.
1. *Love Me Tender* (E. Presley)
3. *Hey! Jealous Lover* (Sinatra)
4. *Tender Persuasion* (E. Downey/Powell)
5. *True Love* (Crosby & Kelly/Powell)
6. *I Walk The Line* (J. Cash)
7. *Cruel Worlds* (Sinatra)
8. *Tender Persuasion* (E. Downey/Powell)
9. *Walking In The Rain* (J. Ray)
10. *True Love* (Crosby & Kelly/Powell)

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**Dear Santa, Have You Had The Measles?**

by Lael Calloway

Assisted by Daddy CAB CALLOWAY

with Orchestra conducted by SID FELLER

Published by SHAWNEE PRESS, INC.

157 WEST 57TH STREET
NEW YORK 19, N. Y.

# 9761; 45-9761

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"Only those records best suited for commercial use are reviewed by THE CASH BOX"
THE MESSAGE
THE WORLD IS WAITING FOR

NOW
ON ONE OF THE GREATEST
RECORDINGS OF OUR TIME...

Bing Crosby
Sings

"I Heard
The Bells On
Christmas Day"
(Peace on Earth, Good Will to Men)

DECCA 9-30126 (30126)

b/w
"CHRISTMAS IS A-COMIN'"

Words By
Henry Wadsworth
Longfellow
(Adapted)

Music By
Johnny Marks

A New World of Sound
DECCA records

"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"
Mr. Christmas Does it Again -
Gene Autry sings
with his fabulous "RUDOLPH" Touch...

"EVERYONE'S A CHILD AT CHRISTMAS"
"YOU CAN SEE SANTA CLAUS"

by Johnny Marks

COLUMBIA RECORDS

40790 (4-40790) CHILDREN STORIES - J293 (4-293)

"It's What's in THE CASH BOX That Counts"
NEW YORK — Columbia Records executives (I to r) Stan Kavan, Album Sales Manager; William Gallager, Field Sales Manager; and Advertising & Sales Promotion Manager Arthur Schwartz examine the company's newest service to hampered dealers coping with the gift-wrap problem. The entirely new plan offers—at-cost—this musical-imprinted envelope of S.C. an elasticized red-and-silver ribbon with a pre-tied bow, which slips over the corners of the envelope. The dealer gets fifty envelopes and ribbons in each kit ordered.

Mike Kurlan Dies

LOS ANGELES, CAL.—Los Angeles distributor Mike Kurlan died of a heart attack at his home here Sunday night, Nov. 11. Kurlan was associated for many years with Decca Records as a salesman and branch manager in Cincinnati and Detroit. In 1943 he opened his own independent distributing business in Los Angeles to handle Coral Records. He is survived by his wife Eleanor and daughter, Julie.

Jack Gale Establishes Charleston, S.C. Distrib

CHARLESTON, S. C.—Jack Gale, disk jockey at station WTMA, this city, announced last week that he had formed the Southeast Distributing Co., the only record distributor in the state of South Carolina.

The new indie will cover all disk jockeys, joke box operators and dealers in the state.

Southeast has already obtained the following lines: Flash, Candlelight, Tribute, Jalo, Sage, TNT, and Hickey and is in the process of negotiating distribution rights for others.

Gale also operates a record shop in Charleston as well as the Folly Amusement Pier in the same city.

Platter Spinning Patter

ALL ABOUT DISK JOCKEYS

Larry Utal, Monument Music, reports that many jockeys have already written to tell him that they plan to play Pathe Magazine's "Everytime" on a steady basis throughout the holiday season. Says Utal, "In addition to the religious lyrics, the tune is an up-tempo wax and provides a good programming change when mixed with other typical sentimental Yuletide or cute Santa Claus records." 

Jack Slattery (WHAM-Rochester, N.Y.) writes that WHAM features five deejays and all skycrapers. The shortest, at 6 ft. 2 inches, is Carol Hardy and the tallest is Slattery himself, standing at 6 ft. 6 inches. Between these measurements fall Dick Doty, Bob Burns and Bill Dwyer. . . . A study of the development of modern jazz in America will be conducted by Rex Dale (WCKY-Cincinnati, Ohio) at the Xavier University Evening College this fall. The course, titled "Jazz and the City," will trace modern American music's primitive beginning through the early jazz age to the present day progressive and modern jazz artists. In conducting the course, Rex will draw from his vast collection of records and material learned first hand from conversing with the jazz greats. Visiting celebrities, if available, will be invited to visit the classes. . . . A daughter, Susan, was born to Mr. & Mrs. Bob E. Lloyd (WREC-Rochester, N.Y.). Bob recently counted up the visitors over a two-week period to WHEC and produced a list that included such personalities as Lena Horne, Eileen Rodgers, Dick Jacobs and Kai Windling. "We had so many pleasant interviews with important disk jockeys that we didn't get a chance to play Monday's record list entirely till a week from that Wednesday!" . . . "The Top 15 Songs Today" is a feature handled by Sid Scott (WGSM-Huntington, L.I.) . . . Gene Platt (KETO-Sioux Falls, S.D.) handled his latest package/ . . . "The Wildest" is just what it says and the Verve album "Ella And Louis" (Ella Fitzgerald and Louis Armstrong) should keep sales bright and "Bing Sings While Riegman Swings", also Verve, puts the old master in a new field and it's refreshing.

Ed Perland (WREC-Rochester, N.Y.) is conducting an Elvis Presley contest in conjunction with "Love Me Because It's Teeny." As many words as the teens can fill on a standard size postcard mailed to the letters in the title of the picture, can win them either six Elvis LP's or 25 pairs of tickets to see the show. . . . Penobscot County in central Maine voted to annex the rest of the county and elected Elvis Presley as President. At least that was the result of an election held by station WQQU-Bangor, Me., which ended as a victory for the "Hound Dog" ticket, a "party" advocating the annexation of the rest of the county into Penobscot County. The losers: The Great Whittakers party. The election was handled by WQQU's Ken Maney and Bob Shaw. . . . Paul Cowley (WKLO-Loudonville, Ky.) is back on the best after a bout with a respiratory infection and a strep throat. . . . Station KTSA reports that Don French passed the one month mark of continuous broadcasting and established a new mark of 130 hours. . . . Gil Henry runs his "Rogal Tone Table" over 13 stations affiliated with the CBS radio network. . . . Frank Roberts (WBOF-Virginia Beach, Va.) has lots of nice shows on the air. . . . "Virginia Beach" says Frank, "is beautiful—especially in the summer months and the 150 ft. strip is a tremendous thing!" Frank heads a 6 to 10 A.M. time slot on WBOF. . . . Howard Clark (KBSF-Springfield, La.) now the station's Program Director, is also a platter spinner in the morning and afternoon. . . . Ed Perland reports that only 8 of his orders returned were from women in their mid-twenties or young housewives.

Buddy Deane (WTHI-Baltimore, Md.) says the cut from Pat Boone's latest album, "Howdy," on the standard "Harbour Lights" is getting a lot of promotion and requests from his listeners. One of the new singles Buddy likes is "The Deluge," also on the "Howdy" album. . . . Ken Garland (WPOR-Portland, Me.) and follow deejay Howie Leonard have been interviewed by local radio stations in a bid to get in over 300 of Elvis Presley records on his afternoon show. The amazing part of the 3,000 card, letter response, thinks Buddy, is that over 60 of the returns were from women in their mid-twenties or young housewives.

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"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**

<table>
<thead>
<tr>
<th>Pos.</th>
<th>Last Week</th>
<th>Song Title</th>
<th>Artist(s)</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td></td>
<td>LOVE ME TENDER</td>
<td>ELVIS PRESLEY (RCA Victor)</td>
<td></td>
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<tr>
<td>2.</td>
<td></td>
<td>SINGING THE BLUES</td>
<td>GUY MITCHELL (Columbia)</td>
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<td>3.</td>
<td></td>
<td>GREEN DOOR</td>
<td>JIM LOWE (Dot)</td>
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<td>4.</td>
<td></td>
<td>TRUE LOVE</td>
<td>CROSBY &amp; KELLY (Capitol)</td>
<td></td>
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<td>5.</td>
<td></td>
<td>JUST WALKIN’ IN THE RAIN</td>
<td>JOHNNIE RAY (Columbia)</td>
<td></td>
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<td>6.</td>
<td></td>
<td>HEY! JEALOUS LOVER</td>
<td>FRANK SINATRA (Capitol)</td>
<td></td>
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<tr>
<td>7.</td>
<td></td>
<td>FRIENDLY PERSUASION</td>
<td>P. BOONE (Dot)</td>
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<td>8.</td>
<td></td>
<td>CINDY, OH CINDY</td>
<td>VINCE MARTIN (Glory)</td>
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<td>9.</td>
<td></td>
<td>TWO DIFFERENT WORLDS</td>
<td>JOHNNIE RAY (Columbia)</td>
<td></td>
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<td>10.</td>
<td></td>
<td>BLUEBERRY HILL</td>
<td>FRANK SINATRA (Capitol)</td>
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<td>11.</td>
<td></td>
<td>MAMA FROM THE TRAIN</td>
<td>PATTI PAGE (Mercury)</td>
<td></td>
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<tr>
<td>12.</td>
<td></td>
<td>PETTICOATS OF PORTUGAL</td>
<td>D. JACOBS (Coral)</td>
<td></td>
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<tr>
<td>13.</td>
<td></td>
<td>A ROSE AND A BABY RUTH</td>
<td>GEORGE HAMILTON IV (ABC-Paramount)</td>
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<tr>
<td>14.</td>
<td></td>
<td>HONKY TONK</td>
<td>BILL DOGGETT (King)</td>
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<td>15.</td>
<td></td>
<td>CANADIAN SUNSET</td>
<td>H. WINTERHALTER (RCA Victor)</td>
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<td>16.</td>
<td></td>
<td>DON’T BE CRUEL</td>
<td>DAVID STANFIELD (RCA Victor)</td>
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<td>17.</td>
<td></td>
<td>TONIGHT YOU BELONG TO ME</td>
<td>PATIENCE &amp; PRUDENCE (Liberty)</td>
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<tr>
<td>18.</td>
<td></td>
<td>NIGHT LIGHTS</td>
<td>L. W. WILLIAM &amp; REASON SISTERS (Coral)</td>
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<td>19.</td>
<td></td>
<td>GARDEN OF EDEN</td>
<td>JIMMY DAVIS (Coral)</td>
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<td>20.</td>
<td></td>
<td>I DREAMED</td>
<td>BETTY JOHNSON (Rally)</td>
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<td></td>
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</tbody>
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**Wisdom of a Fool**

Now Don't That Prove I Love You

Record no. 3597

> "It's What's in THE CASH BOX That Counts"
NEW YORK—The second pop musical jamboree, co-sponsored by the New York Public Library and Station WMGM, New York, was held on Wednesday afternoon, Oct. 31st at the Donnell Library center, 20 West 53rd St., Manhattan. The participants were, from left to right: Sol Handwerger, publicity and advertising director of MGM Records; Leroy Holmes, MGM orchestra leader; Betty Madigan, vocalist on the MGM label; Murray Barber, member of WMGM Program Distribution Department, and Dean Hunter, conductor of the WMGM “Dean Hunter Show.” Others on the program were Margaret Whiting, Capital Recording star; Bob Hilliard, composer of several hit tunes, including “Middle of the House,” and Sid Feller and Don Costa, Artists and Repertoire Chiefs of the ABC-Paramount label. The Jamboree, on Wednesday, Nov. 14th, featured Peter Tripp, conductor of “Your Hits of the Week” on WMGM. His guests were Jerry Vale, Columbia recording star, and Bob Allen, composer of several hit tunes including “Song For A Summer Night.”

Carabinieri Band Marches Through Chicago

CHICAGO—Rome visited Chi in the person of 102 colorful musicians called the Carabinieri Band. For two hours they held an excited crowd “breathless” with a program including Verdi’s “Force Of Destiny” and Tchaikowsky’s “Capriccio Italiano” then drawing to a stirring climax with Rossini’s “William Tell Overture.” Each selection was met with lusty shouts such as “Viva Italy” and wild cheers.

The red plumed and bemasked maestro, Domenico Fantini, made one forget that this was a band and not a symphonic orchestra. His colorful musicians, dressed in uniforms of deep blues and reds topped with brilliant plumes on Napoleon-like hats, rank among Italy’s top musicians. Many of them double in brass with Rome Opera, Radio Rome and other distinguished groups.

Chicago was the middle point of their 40-day tour of the East and Midwest. Stops on their way back to Rome include Milwaukee, Detroit, and New York.

The Carabinieri Band is an Angel Recording group with one LP newly released.

Decca Xmas Sampler

NEW YORK—Decca Records has announced that it has made available another in its series of programming aids for disk jockeys. To facilitate the programming of Yuletide music, the company has prepared a specially designed sampler titled “A Christmas Festival.”

This LP contains fifteen selections, each from a new 12” Decca Christmas album. The selections are performed by many different artists, and are in many different holiday moods.

**Second In Library Series**

**“CLARABELLA”**

The Jodimars

**“The Best Years of My Life”**

Joaan Green with Les Brown’s Orch.

**“The Flair X”**

AMERICAN MUSIC, INC.

1028 N. BROAD ST., PHILADELPHIA, PA.

Climbing Fast!

Nancy Arno

singing “HELLO”

and

“THE MORE I GO OUT”

FL-1002

**Disk Jockey**

REGIONS REPORTS

Lou Dennis

WERT—Waterbury, Conn.

1. Crying Is A Man’s Best Friend (J. C. Pinet)
2. Singing The Blues (Mitchell)
3. This Is Your Life (Testa, Braggio)
4. Hey! Javier Lover (Sarina)
5. Two Of A Kind (D. Hobbs)
6. Pettitces Of Portugal (J. Sobal)
7. Rose And A Baby Ruth (You & Me)
8. True Love (J. Power)
9. Mutual Admiration Society (T. Brewer)

Hy Davis

WAFL—Fitchard-Mobile, Ala.

1. Green Door (D. Lowery)
2. Singing The Blues (Mitchell)
3. Two Different Worlds (D. Ronda)
4. Friendly Persuasion (Bosence)
5. Pettitces Of Portugal (Fragile/Jacobs)
6. Since I Met You My Rain Has Stopped (D. Carson)
7. House With Love In (4 Lads)
8. Blueberry Hill (D. Sonia)
9. God (A. Mannen)
10. I Dreamed (B. Johnson)

Saxie Dowell

KPOK—Scottsdale, Ariz.

1. Love Me Tender (G. Presley)
2. Green Door (D. Lowery)
3. True Love (Crosby & Kelly)
4. Pettitces Of Portugal (J. Sobal)
5. Decca Wise 13 (C. Lowery)
6. Don’t Be Cruel (E. Presley)
7. Mama From The Train (Page)
8. In The Morning Rain (Macfarlane)
9. Just In Time (J. Belmore)
10. I’ve Got A Right To Cry (R. Carol)

Bill Dwyer

WHAM—Rochester, N. Y.

1. Love Me Tender (G. Presley)
2. Green Door (D. Lowery)
3. True Love (Crosby & Kelly)
4. Pettitces Of Portugal (J. Sobal)
5. Decca Wise 13 (C. Lowery)
6. Don’t Be Cruel (E. Presley)
7. Mama From The Train (Page)
8. Confident (D. Ripper)
9. Light In The Dark (N. Cala)
10. Night Lights (N. Cala)

Jimmy Cheney

WREV—Reidville, N. C.

1. Tonight You Belong To Me (R. & L. Nelson)
2. Green Door (D. Lowery)
3. True Love (Crosby & Kelly)
4. Still (E. Baker)
5. Canadian Sunset (Winterhalter)
6. Love Me Tender (J. Presley)
7. Don’t Be Cruel (E. Presley)
8. Javier Lover (Schonberg)
9. Mutual Admiration Society (T. Brewer)
10. Night Lights (N. Cala)

Bob Cathcart

WUSY—Rutland, Vt.

1. Green Door (D. Lowery)
2. Singing The Blues (Mitchell)
3. Momma From The Train (Page)
4. True Love (Crosby & Kelly)
5. Pettitces Of Portugal (J. Sobal)
6. Javier Lover (Sarina)
7. Canadian Sunset (J. Lowery)
8. Light In The Dark (N. Cala)
9. True Love (Crosby & Kelly)
10. You’re So Sensational (Shearer)

Tom Durand

WTTF—Trenton, N. J.

1. Roof tops Of The City (J. Buck)
2. Two Different Worlds (D. Ronda)
3. Baby Doll (P. Falls)
4. Caribbean Love (A. Maccormick)
5. Giant (A. Maccormick)
6. Mama From The Train (Page)
7. Two Lovers (N. Zacharias)
8. Canadian Sunset (Winterhalter)
9. True Love (Crosby & Kelly)
10. You’re So Sensational (Shearer)

Robert A. Roberts

WMME—Merrill, Conn.

1. Love Me Tender (G. Presley)
2. Green Door (D. Lowery)
3. Javier Lover (Sarina)
4. Friendly Persuasion (Bosence)
5. Love Me Tender (G. Presley)
6. Javier Lover (Sarina)
7. Two Different Worlds (D. Ronda)
8. To The Ends Of The Earth (N. Cala)
9. Garden Of Eden (J. Valino)
10. Rose And A Baby Ruth (G. Hamilton IV)

Dick Deane

“Twin Town Revue”

WKTQ—Norway-Fair, Me.

1. Hey! Javier Lover (Sarina)
2. Javier Lover (Sarina)
3. Miami (D. Gale)
4. Friendly Persuasion (Bosence)
5. Rose And A Baby Ruth (You & Me)
6. I Put A Spell On You (C. Lowery)
7. Over And Over Again (J. Lowery)
8. Night Lights (N. Cala)
9. Midnight In Bari (J. Valino)
10. Salsa Hop Hop (E. Gomes)

ATTENTION DEJAYS, PROGRAM DIRECTORS, LIBRARIANS—
Please keep us constantly informed of any changes in call letters or title.
Johnny Magnus
KFG—San Francisco, Calif.
1. High Winds (D. Shores)
2. Rock-A-Bye Baby
3. The World Is Waiting (J. Lewis)
4. Canadian Sunset
5. Exact Like You (Stedall)
6. Night Lights (N. Cole)
7. Love Me Tender (E. Presley)
8. Star You Wished Upon (G. MacKenzie)
9. Dancing Chandeliers (J. Symes)

Sammy Taylor
KWJO—Portland, Ore.
1. Green Door (J. Lewis)
2. Let Me Tender (E. Presley)
3. True Love (Crosby & Kelly)
4. Walking In The Rain (J. Ray)
5. Friendship Persuasion (Bonne)
6. Cindy, Oh Cindy (V. Martin)
7. Petichots Of Portugal
8. Garden Of Eden (J. Valene)
9. Different Worlds
10. High School Affair (K. Smith)

Serry Myers
CCKY—Toronto, Canada
1. Two Different Worlds
2. If's (R. Haye)
3. Keep A Mum (A. Dean)
4. Priscilla (Crosby & Dimples)
5. Honey Take My True Love (Dimples)
6. St. Louis Event (C. Valente)
7. Love Walks (A. Dean)
8. Friendly Persuasion (Bonne)
9. Singing The Blues (Mitchell)
10. I'm Free (A. Mibberl)

Joe Finan
KYW—Cleveland, Ohio
1. Love Me Tender (E. Presley)
2. F.T._FACTOR (R. Williams)
3. Cindy, Oh Cindy (V. Martin)
4. Hey! Jealous Lover (Sinatra)
5. True Love (Crosby & Kelly)
6. Married I Can Alivin' (V. King)
7. Heart Song (A. Dean)
8. To The Ends Of The Earth
9. To You I Give My Heart
10. Since I Met You Baby

Ed McKenzie
WXIX—Detroit, Mich.
1. Tom Thumb (G. Mitchell)
2. Blueberry Hill (J. Lewis)
3. True Love (Crosby & Kelly)
4. Priscilla (Crosby & Dimples)
5. Hey! Jealous Lover (Sinatra)
6. Cindy, Oh Cindy (V. Martin)
7. Let The Good Times Roll
8. Slow Walk (S. Austin)
9. Since I Met You Baby

“Records with Ray” Harris
WTSV—Claremont, N. H.
1. Learning (Patience & Prudence)
2. Monkey Tack (D. Doggett)
3. Bl湖州 Mix (J. Lewis)
4. Learning My Limits (F. Page)
5. Keep A Mum (A. Dean)
6. Garden Of Eden (J. Valene)
7. Petichots Of Portugal
8. Cindy, Oh Cindy (V. Martin)
9. Don't Cry On My Shoulder
10. True Love (Crosby & Kelly)

Paul Cowley
WKLO—Louisville, Ky.
1. Dreamin' (B. Johnson)
2. Singing The Blues (Mitchell)
3. The World Is Waiting (J. Lewis)
4. Australian Song (Sinatra)
5. City Of Angels (Highlight)
6. Night Lights (N. Cole)
7. Two Different Worlds
8. For Me And My Gal
9. No News (T. Sherrill)
10. Star You Wished Upon (G. MacKenzie)

Arky Kay
WVLK—Lexington, Ky.
1. Love Me (E. Presley)
2. Love Me Tender (E. Presley)
3. Singing The Blues (Mitchell)
4. Wild Man (In The Rain)
5. True Love (Crosby & Kelly)
6. Don't Be Cruel (E. Presley)
7. Blueberry Hill (F. Domino)
8. Honey Tank (R. Doggett)
9. Tonight You Belong To Me
10. Green Door (J. Lewis)

Bill Atkins
KDKY—Tyler, Texas
1. Love Me Tender (E. Presley)
2. You Were Mine For Awhile (L. Dees)
3. Green Door (J. Lewis)
4. Walking In The Rain (J. Ray)
5. Singing The Blues (Mitchell)
6. Mama From The Train (Page)
7. Garden Of Eden (J. Valene)
8. Mutual Admiration Society (Williams & Rondie)
9. Night Lights (N. Cole)

Danny Anderson
WLOL—Minneapolis, Minn.
1. Singing The Blues (Mitchell)
2. Love Me Tender (E. Presley)
3. True Love (Crosby & Kelly)
4. Honey Tank (R. Doggett)
5. Cindy, Oh Cindy (V. Martin)
6. Green Door (J. Lewis)
7. Blueberry Hill (F. Domino)
8. City Of Angels (Highlight)
9. One Milt Joplin (Witman)

Scott Muni
WAKR—Akron, Ohio
1. Two Different Worlds
2. Singing The Blues (Mitchell)
3. True Love (Crosby & Kelly)
4. Honey Tank (R. Doggett)
5. Garden Of Eden (J. Valene)
6. Jamaica Farewell (Sinatra)
7. Petichots Of Portugal
8. Do You Ever Think Of Me
10. I Won't Be Alone Tonight

Tracy Garneau
WFIN—Fort Myers, Fla.
1. Love Me Tender (E. Presley)
2. Garden Of Eden (J. Valene)
3. You Were Mine For Awhile (L. Dees)
4. Honey Tank (R. Doggett)
5. Singing The Blues (Mitchell)
6. I Can't Love You Enough
7. Don't You Know Me (Vale)

Gene Edwards
WIRV—Milwaukee, Wisc.
1. Singing The Blues (Mitchell)
2. Cindy, Oh Cindy (V. Martin)
3. City Of Angels (Highlight)
4. Mama From The Train (Page)
5. Rose And Baby Jane
6. Jamaica Farewell
7. Garden Of Eden (J. Valene)
8. Star You Wished Upon (G. MacKenzie)
9. Teenager Sings The Blues (Boll)

Glenn Brooke
KIMA—Yakima, Wash.
1. I Remember (In The Studio)
2. Singing The Blues (Mitchell)
3. Garden Of Eden (J. Valene)
4. Night Lights (N. Cole)
5. Singing The Blues (Mitchell)
6. Don't You Know Me (Vale)

John Ademay
WAYE—Benton, Md.
1. White Lilies (Z. Zabach)
2. True Love (J. Powell)
3. Two Different Worlds
4. Cindy, Oh Cindy (V. Martin)
5. Friendly Persuasion (Bonne)
6. Every Day Of My Life
7. Italian Theme (Sinatra)
8. Garden Of Eden (J. Valene)
9. Confidential (R. Doggett)
10. Canadian Sunset

Frank Doren
KJSO—Santa Clar., Calif.
1. True Love (E. Crosby)
2. Hey! Jealous Lover (Sinatra)
3. Honey Tank (R. Doggett)
4. Friendly Persuasion (Bonne)
5. Never Leave Me (Sinatra)
6. Confidential (R. Doggett)
7. Canadian Sunset

Michael Hopkins
CKY—Winnipeg, Canada
1. Green Door (J. Lewis)
2. Singing The Blues (Mitchell)
3. Hey! Jealous Lover (Sinatra)
4. True Love (Crosby & Kelly)
5. You'll Never, Never Know I Care (Platten)
6. Love Me Tender (E. Presley)
7. Mama From The Train (Page)
8. Friendly Persuasion (Bonne)
9. Cindy, Oh Cindy (V. Martin)
10. Night Lights (N. Cole)

Ron Edwards
WGAW—Gardner, Mass.
1. Love Me Tender (E. Presley)
2. Green Door (J. Lewis)
3. Friendly Persuasion (Bonne)
4. Singing The Blues (Mitchell)
5. Endless (McGuire)
6. Truly Love (Crosby & Kelly)
7. Canadian Sunset (Williams)
8. Walking In The Rain (J. Ray)
9. Hey! Jealous Lover (Sinatra)

Steve Wade
WAEB—Allentown, Pa.
1. Hey! Jealous Lover (Sinatra)
2. Two Different Worlds
3. Green Door (J. Lewis)
4. Friendly Persuasion
5. Love In A Box (Sinatra)
6. Garden Of Eden (J. Valene)
7. Mama From The Train (Page)
8. Night Lights (N. Cole)
9. Walking In The Rain (J. Ray)
10. Giant (A. Moore)

The Cash Box “Sure Shots” highlight records which reports from retail dealers throughout the nation indicate are either already beginning to sell in quantity or else give every sign of doing so.

“ROCK-A-BYE YOUR BABY WITH A DIXIE MELODY”
Jerry Lewis
Dacca 30124

“SINCE I MET YOU BABY”
Ivy Joe Hunter
Atlantic 1111

“JAMAICA FAREWELL”
Harry Belafonte
RCA Victor 20 47-6663

“SLOW WALK”
Bill Doggett
King 5000

“I DREAMED”
Betty Johnson
Bally 1020

“LONDON BRIDGE”
Jo Stafford
Columbia 40782

“GONNA GET ALONG WITHOUT YOU”
Liberty 55040

The Cash Box “Sure Shots” lists the best selling records. These records reach the top positions quickly and are already beginning to sell in quantity, or give every sign of doing so.

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

THE MUSIC BOX
1301 W. 79th St. CHICAGO, 20, III. CALL PHONES 781-1200, 1201, 1202
AMERICA'S MOST COMPLETE ONE-STOP! ORDER SHIPPED SAME DAY RECEIVED-FREE TITLE STRIPS

1956
ANNE DEJAEYERS, PROGRAM DIRECTORS, LIBRARY—Please keep us constantly informed of any changes in call letters or title.
Fred Bienstock Named
V. P. of Hill & Range

NEW YORK—Julian J. Aberbach, president of Hill & Range Songs, Inc., last week announced the promotion of Fred Bienstock to Vice President of the firm. Bienstock was formerly a director and general professional manager.

Presley's recordings of "Love Me Tender" and "Don't Be Cruel" are among the many songs the Hill and Range Companies are currently working on. During the time Bienstock has been professional manager, the H & R firms have had a great many hits and have played an important role in the success of the recently established Elvis Presley Music Publishing Company.

1st Boston Operators' Dinner

BOSTON, MASS.—Top recording names journeyed to Boston to entertain at the first Annual Banquet of the Music Operators Association of Massachusetts, Inc., held at the Commonwealth Country Club. (See complete story in Coin Machine Section). Shown above are some of the dignitaries: (Top left) Ralph Lackey, VP of MOAM; Victor songstress Toddi King; David J. Baker, proxy MOAM; and Bobby Sherwood. (Top Right) The Cadillacs of Josie Records entertaining for the more than 600 guests. (Bottom Left) Guy Lombecht chatting with David J. Baker. (Bottom Right) Seated are Columbia artists Eileen Rodgers and Jerry Vale. Standing are Joe Smith, WVDA jockey and MOAM proxy Baker.

Meeting The Deejay

FRESNO, CALIF. — At Radka, KFRE deejay, this city, meets and greets Cadence Records' Bobbi Dietzler who stopped in at the station while on a deejay tour of the west. Radka conducts a TV music show in which Fresno high school students, known as "Traffic Pops", judge the new releases. Home viewers are also asked to vote on records by calling in their opinions.
Decca Plans Big Drive
On Crosby Xmas Album

NEW YORK—Decca Records is planning an extensive promotion during the next month on its new Christmas album "A Christmas Sing With Bing." This is the recorded version of the program that was aired on December 24, 1955. At that time the program was broadcast over the more than 200 CBS Radio Network stations, and the entire facilities of the Canadian Broadcasting Corporation, and was carried by Armed Forces Radio Service overseas and by the Voice of America to the entire English-speaking world.

In addition to Bing Crosby, who headlined the show, the Decca album features the Paul Weston Orchestra, the Norman Luboff Choir group, and many of the most famous choir groups in the United States and foreign countries.

Decca believes that this album is among the most outstanding Christmas items to be released. To give it the exposure the label feels it deserves, Decca is supplying dealers with display material, and is featuring the set in its consumer advertising, and in direct mailings to consumers. In addition, the album will receive the benefit of plugs over CBS Radio.

Urania Prexy To Europe

NEW YORK—Sig. Bart, President of Urania Records Distributing Co., left last week for a trip to Europe where he will visit Paris, Vienna, London, Belgium and Holland. Bart will set up an extensive recording schedule for 1957 releases with prominent European orchestras, conductors and artists.

This move is in line with the expansion plans of American Sound Corporation since its acquisition of the Urania label.

A Helping Hand

HOLLYWOOD—Lovely Meq. Myles helped KFWB and Al Jarvis sell newspapers at the corner of Hollywood Boulevard and Wilcox Avenue in Hollywood when Jarvis broadcast his "Make Believe Balloon" from the corner and sold paper for whatever he could get. All the proceeds went to Johnny Siciliano, newscaster who suffered a heart attack and had to give up his stand. Also on hand to help KFWB and Jarvis were Gogi Grant, Mickey Rooney, Chuck Gould and his orchestra.

"It's What's in THE CASH BOX That Counts"
Baking Those Platters?

BUFFALO—The Baker Sisters, Thelma and Bobbi, introd. their new Mercury platter, “One By One”, at the Town Casino in Buffalo, New York. Here in Town Casino kitchen, bosses Altman and Wallens, put them to work with chefs and disk jockeys “baking” these platters!

Patricia-Kahl Publishing

NEW YORK—New York disk jockey Alan Freed (WINS) whose Snappin’ Music Company publishes all his songs in the forthcoming rock and roll film “Rock, Rock, Rock”, has sold all rights to the 22 tunes heard in the movie, to the Patricia-Kahl Music Publishing Company for an undisclosed sum.

The Patricia-Kahl firms will immediately set the wheels rolling on a huge exploitation program designed to promote the more than 35 major hit recordings of the 22 selections. The deal was consummated by Phil Kahl and Morris Levy.

Artists featured in the film include Frankie Lymon and his Teenagers, Lavern Baker, Chuck Berry, the Moonglows, the Flamingos, the Three Chicks, Irma and the Bowties, Alan Freed and Roll Band, Jimmy Clavio and House Rockers, Johnny Burnett, the Comets and Connie Francis.

Numbers performed in the movie include “You Can’t Catch Me” by Chuck Berry; “La La” by Lavern Baker (Mercury has recorded “Tru La La” with George Gibbs); “Baby Baby” by The Four Dimples; “I’m Not A Juvenile Delinquent” by Frankie Lymon and the Teenagers; “I Don’t Want To Be Crying” the Flamingos; “Over And Over Again” by The Moonglows; “Rock ‘N Roll Boogie” and “Right Now, Right Now” by Alan Freed and his Roll and Roll Band; “We’re Gonna Rock Tonight”, “The Things Your Heart Needs”, “Thanks To You” and “Won’t You Give Me A Chance” by the Three Chicks; “Rock, Rock, Rock” by the Big Beaux and Jimmy Clavio; “I Never Had A Sweetheart” and “Little Blue Wren” by Connie Francis; “Lonesome Train” by Johnny Burnette; “Rock Pretty Baby” and “Ever Since I Can Remember” by Cirino and the Bowties.

The film will open in 165 theatres beginning the last of the year and is promised in New York, December 6th.

All of the record companies with recordings featured in the film are also engaging in intensive promotions to get their versions off to a fast start.

Special “Not For Sale” 1/2 of the recorded songs in the film has been sent out to more than 600 disk jockeys by DCA, the film producing company.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
**Best Selling Pop Albums**

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**Hollywood—A large "home town" turnout for Gogi Grant's opening night at the L. A. Hotel Statler was followed by lobby interviews with Gogi bydisk jockeys of the area. Era record promoter, George Day, is pictured handling his portable recorder as Frank Evans (KDAY-L.A.) queries Gogi and Johnny Fairchild (KTMS-Santa Barbara) looks on.**

**Buck Ram Sets Film Deal for Artists**

**Breaking thru:**

**SONG OF SORRENTO**

Mantovani Orch.

SYLLABLES

**LONDON**

**Wait Little Darling**

Recorded by Kay Cee Jones on Decca

**Mills Music, Inc.**

**It's Never Too Late**

Bill Norman

**The Heart of a Woman**

Herb Jeffries

**Coming Up Hi-Fi; EP by Page Cavanaugh**

**Maze**

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

NEW YORK—Dela McCarthy Associates, Inc., musical jingle firm, announced last week that it is seeking new talent for commercial spots. The firm needs singers with colorful style and individuality. Also needed are youngsters with unusual singing voices suitable for many types of characters used in animation.

Colin D'Arcy, talent head of Dela McCarthy Associates, said that he would conduct a series of interviews and auditions. However, D'Arcy requested that talent send in a photograph and resume requesting an appointment, since interviews will be seen only by appointment.
“OF MEN AND MEMORIES”—Mood Love Songs Written and Sung By Ruth Weller-Singer—Music Box (1-12” LP)

This disk puts the listener in the unique position of hearing a thrush delivering its song. The thrush, as sung by Ruth Weller, has songs of love, songs of joy, songs of sorrow, and songs of longing. Each song is beautifully arranged and performed, with Ruth Weller’s voice weaving around the thrush’s song, creating a hauntingly beautiful tapestry of emotion. The combination of the natural beauty of the thrush’s song and Ruth Weller’s soulful singing makes for a truly unique listening experience.

**CLASSICAL**

ROZSA: Concerto For Violin And Orchestra—SPORO: Concerto No. 8—WILLIAM VIRTUE: Serenade For Orchestra—JACQUES HEBERT: Symphony Orchestra, Harry Horwood, RCA Victor Orchestra, IZER SALOMON, Conductor—Los Angeles Philharmonic Orchestra, Alfred Wallenstein, Concertmaster—Able and exciting opus is played with considerable skill by the orchestra. The romantic setting is provided by the lyrical Sonata Concerto, an opus handled warmly by Heifetz. The moving Tchaikovsky number enhances emotional depth from the virtuoso. Three orchestras, the LA Symphony, RCA Victor and Los Angeles Philharmonic, complement Heifetz.


The LP catalogue has negotiated this symphony by Ernest Chausson and this disk is of a quality by Paul Paray and the Detroit Symphony Orchestra should make an important sales listing there. Brilliantly orchestrated, the opus is a dramatic and lyrical essay of impact and great beauty. Conductor Paray directs the orchestra with strength of insight. Remarkable sound. Field of flowers makes an impressive package cover. Here’s the performance of Chausson’s that the classical coterie will direct itself to.

**JAZZ**

“DANCING IN THE LAND OF HI-FI”—Georgie Auld and His Orchestra—EMI-MCA (1-12” LP)

This disk was tailor-made for Georgie Auld’s jazz ensemble. Back home in Indiana, blue blue, too marvelous words for words; sweet swing, George, let’s get our feet on the beat, this LP is a date with an angel. Aria of Horowitz, Frank and Johnny.

Swing may have had its heyday, but it still asserts itself as an essential part of many small jazz combos, and in the instance represented here, the more sturdy bands. This follow-up to “George Auld In The Land Of Hi-Fi” is sparked by the swing sense and carries the swing banner aloft. With the advantage of a hi-fi pressing, the Auld crew’s dazzling rhythm section comes across with telling effect.

“The BEST OF MAX ROACH AND CLIFFORD BROWN IN CONCERT”—Max Roach, Drums—Clifford Brown, Trumpet—GWB-18 (1-12” LP)

The sessions here represent selected concert performances by Max Roach (Gong) and Clifford Brown (Cymbals). A spirited and well-recorded performance, the original material provides excellent insight into the ideas of two prominent jazzmen. Max Roach's playing, with Clifford Brown's, is one of the most impressive and original moments in the history of jazz. This package is sure to be a hit with fans of both artists.
CHRISTMAS ALBUMS

"MERRY CHRISTMAS"—Jackie Gleason And His Orchestra—Keith Texter Singers—Capitol W 758 (1-12" LP)

Freely the same formula which made Jackie Gleason a mood machine is being repeated on this Christmas offering from the entertainer on this Capitol release. Using the services of the Keith Texter Singers to complement the voice of Gleason, the Holiday becomes a mood music treat. The material (i.e. "I'll Be Home For Christmas", "Winter Wonderland") mainly belongs to the "ballad" class of Christmas tunes. Eye-catchying cover. Packag will catch both Holiday and mood music traffic.

"MERRY CHRISTMAS FROM LAWRENCE WELK"—Lawrence Welk And His Champagne Music—Coral CR 57963 (1-12"

The famous Lawrence Welk bounce, many of his fans will be pleased to know, is around in a special Christmas package. Taking a cue from some of the lighter Holiday tunes, Welk and many of his TV performers (Alice Lon, the Lennon Sisters) move gaily through such reliables as "Santa Claus Is Comin' To Town", "Twelve Gifts Of Christmas" and "White Christmas". During the year the Welk magic has produced a number of chart waxings, thus making his Christmas entry an almost sure smash.

"ROGER WILLIAMS PLAYS CHRISTMAS SONGS"—Roger Williams, Piano—Kapp KL-1042 (1-12"

Roger Williams has come out from the mood music scene for a Christmas offering consists of the pianist in 21 Seasonal favorites played either solo or with the use of the multiple recording technique. The fingered keyboard artist offers a rich selection of holiday songs, whether it be the solemnity of "Silent Night" or the sparkle of "Jingle Bells". One of the outstanding packages is this one, which has received in Christmas releases. Strong entry by the popular artist.

"CHRISTMAS SPECTACULAR"—Spike Jones—Verve MG V-2021 (1-12" LP

Leave it to Spike Jones to cut a disk that has packed into its grooves just about every musical approach to the Yuletide season. The single disk includes 32 Christmas songs (the Vord Nosed Boogies), ballads ("White Christmas"), winter songs ("Let It Snow"), and the more serious Christmas compositions ("Joy To The World"). The City Slickers humorously handle the novelty songs, and the single "My Birthday Comes On Christmas" and the Jud Conlon Singers, with feeling, sing the warmer material. This Verve package has great variety and is a rare Holiday package.

"CHRISTMAS FAVORITES"—With Janie July At The Piano—Mercury MG M 8106 (1-12"

Here's an exception to a well worn rule "you can't tell a Christmas platter by its cover". In a package of brightly-hued Holiday ornaments, pianist Janie July has included a taste of 12 seasonal favorites ranging from "Silver Bells" to "Oh Little Town Of Bethlehem". Cover job and name artist should result in hearty Christmas sales.

"CHRISTMAS EYE WITH BURL IVES"—Decca DL 8291 (1-12"

With the possible exception of Santa himself, what more delightful Christmas Eve guest is there than famed troubador Burl Ives? In this Decca release the music of Christmas itself. The females performing the pieces are special material. On the more familiar pieces ("It Came Upon A Midnight Clear"), Ives is supported by the Ray Charles Singers, while the more folk-like material ("Twelve Days Of Christmas") is appropriately sung by Ives with simple guitar accompaniment. Well-rounded Holiday selection for the entire family.

"JOY TO THE WORLD!"—The Roger Wagner Chorale—Capitol P 8353 (1-12"

What the organ and chimes bring instrumentally to the true spirit of Christmas is captured vocally by this large and accomplished chorale group. In a glowing collection of warm Holiday songs, the adept Roger Wagner Chorale meets the occasion of either a joyous or reverent mood with considerable grace and feeling. Adorning the package is a distinguished and attractive cover design. Beautiful Holiday issue.

"JOY TO THE WORLD!"—Leonard MacClain At The Pipe Organ—Epix LN 3283 (1-12"

One of the few instrumentations that musically speak for the Holiday Season is the pipe organ. Leonard MacClain, in a well rounded program of 28 Yuletide melodies, makes skillful use of the pipe organ's great versatility in carrying both sober and gay messages pertaining to The Season. Happy package. The use of an organ for a Christmas package has added sales value.

"GRAILVILLE SINGS!"—Music Of Advent And Christmas For Listening And Family Singing—Audio Fidelity LF 182 (12"

This is a two sections, one side consists of selections pertaining to Advent, the six weeks preceding Christmas, and the second side present the feast of Christmas itself. The chorus is composed of students of Grailville College Community in Ohio, a Catholic educational center. The group is marked by rich voices, both on combined and solo efforts. The material delicately rendered by the group is drawn from Gregorian chants, folk songs and spirituals. English translations of the works are provided. Superb sound, beautiful set for more serious Holiday listening.

NEW YORK—Enoch Light (left) of Grand Award Records listens in as "Pops" Whiteman and Jack Teagarden (right) discuss one of the many exciting arrangements featured on the just released (2 ° LP) "Paul Whiteman 50th Anniversary" album. The deluxe Grand Award package was introduced by "Pops" during its first week at a special trade party held at Johnny Johnson's Charcoal Room, this city. The disk brings together again such Whiteman alumni as Tommy and Jimmy Dorsey, Johnny Mercer, Jack Teagarden, Hoagy Carmichael, Joe Venuti and the Original Rhythm Boys (Bing Crosby, Al Rinker and Harry Barris). These top stars flew in from all corners of the U.S. to honor "Pops" on his 50th Anniversary in the music business.

The album includes new recordings of dozens of songs introduced and/or associated with Whiteman during his illustrious career as a bandleader. With the aid of Buddy Weed at the piano, a new hit arrangement of "Rhapsody In Blue" as Gershwin had originally intended it to be presented, is performed by the Whiteman Orchestra. The reunion of the Original Rhythm Boys was taken from a recent radio show honoring "Pops".

Shad Waxes Latin Disks

NEW YORK—Bobby Shad, A & R representative of Mercury Records, has recorded two authentic albums of Latin dance music featuring Gilberto Gil (Falla) and his Brazilian Orchestra.

The first session features twelve original instrumental cha cha arrangements, composed and conducted by Gilberto, former arranger for Stan Kenton, Dizay Gillespie, Machito and Woody Herman. The second disk offers 12 original unissued Shad material.

The recordings were made in New York utilizing Verve's new Telefunken hi-fi microphones featuring a new process. The first album "Cha Cha Cha" was scheduled for release, November 15th.

New Detroit Station

DETOUR, MICH.—Radio station WNIC, the newest station in the Detroit area, began broadcasting Wednesday. Next the staff is to be bolstered by the addition of the Bell Broadcasting Company in Detroit to all out in an effort to both. At the top station in its area. Members of the staff include:

- Larry Dean, Program Director; Joe Homan, Anchor; Herb Homan, Assistant Anchor; George White, Anchor; Dick Traylor, Weatherman; Ted McGee, Salesman; Buddy Hiles, Anchor; Jimmy Heynes, Women's Department; Tom Carter, Salesman; John Hackett, Salesman; Tom Traylor, Associate Anchor; Terrell Whitsett, Associate Anchor; Carol Brown, Associate Anchor; Bill Matney, Sports Director.

Jubilee & Josie: New Distributor

CHICAGO—Leony Garnima, Garnima Distributors, this city, announced, last week, it had added Jubilee and Josie to its line.

Said Garnima, "This marks a milestone in our operation. We have been looking for a top label that could be worked on with pride. This is that label." He added, "the label has a wealth of potential in this area for both LP's and singles. We are going to capitalize on that potential."

Garnima is the indies rep for ABC Paramount, Vita, Mickey Mouse Club, Zephyr, and Salem.

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

Bob Kasinitz’s “A Thousand Miles Away” on Hull by The Heartbeats getting stronger and stronger with each passing day. Looks like a certain hit . . . Al Silver, Herald Records, back at his desk after a four week sojourn through the country. Al says, “I’m going to pop this little off, but I can’t complain. Business has been good with us. Ember is pulling in nice sized orders with their first single and K.T. Sullivan’s ‘4 O’Clock’ and ‘Happy Baby’ from The Soulflingers. Spadinger’s first single, ‘Blueberry Hill,’ by Fats Domino is strong. And 1000 Miles Away, a single by The Heartbeats, also a contender.”

JOE CO. RECORDS

Joe Co. Records, advises his top selling records are “Blueberry Hill,” Fats Domino; “Oh What A Nice Day,” by The Dells; and “A Thousand Miles Away,” The Heartbeats. He says he is also getting strong requests for the Moonlighters’ “I Know,” The Last Son and “Fantasy,” and Over Again,” which have not even been released, but which have been on the air via the album of “Rock, Rock, Rock” tunes. Johnny says business has started to roll and almost every manufacturer has something going for them. The Heartbeats, SOOOO YOU BETTER WATCH OUT, is coming on strong. The full album of “Rock, Rock, Rock” tunes is due to be heard. The Moonlighters also have a new album issued. Joe Co. seems to have the “in” sound of the moment.

R & B RAMBLINGS

DOROTHY BROWN

Dorothy Brown, a graduate of the DeVore School of Beauty, is now active in the hairdressing business in the South. She has found that the special touch in hairdressing is to give a personal dumbbell to each customer. She also found that the “dumbbell” touch is the key to success in the beauty business. She has been called the “Dumbbell Queen” of the South. She is a member of the National Beauty Guild and is active in the beauty industry. She is also a member of the South Carolina Beauty Association. She has been active in the beauty business for over 20 years. She is the proud mother of two children. She is married to John Brown. She is the daughter of Mr. and Mrs. John Brown. She is the granddaughter of Mr. and Mrs. John Brown. She is the great-granddaughter of Mr. and Mrs. John Brown. She is the great-great-granddaughter of Mr. and Mrs. John Brown. She is the great-great-great-granddaughter of Mr. and Mrs. John Brown.

FATS DOMINO

Fats Domino’s “Blueberry Hill” is one of the most popular records in the country. It has been a big hit in the South and is now making its way north. Fats has been on tour for several weeks and has been performing to packed houses. He is scheduled to perform at the Apollo Theater in New York City on Monday evening. Fats is accompanied by his band, The Dominoes, and they are expected to put on a great show. Fats is a very popular performer and is known for his soulful singing and his ability to get the audience singing along with him. He is expected to have a long and successful career in the music business. Fats is a great talent and is sure to be a hit in the South and beyond.
Ace Cuts Rhythm And Blues & Country Disks

NEW YORK—Are Records, originally a pop label, announced that it would invade the country and rhythm & blues fields in the coming weeks. Between the next 50 days, Johnny Ponz, the label's A & R head and Vincent Valla, musical director, will be cutting sessions with its stable of contracted artists, Sandy Evans, Stan Cat, Joe Williams, and Louie Johnson, late in December and early in January.

The label's latest release features Ivy Clark singing "Ev'ry Night I Keep Dreaming".

Announce Columbia Appointments

NEW YORK—The appointment of Herbert J. Goldstein as Advertising and Sales Promotion Manager of the Executive Branch of Columbia Records has been announced by James E. Sparling, General Manager, Electronic Department.

Goldstein, formerly Advertising and Sales Promotion Manager of Columbia Department, Stuart F. Louchheim Company, Philadelphia, will coordinate advertising and sales promotions programs for Columbia Phonographs, tape recorders and phonograph accessories.

In addition the appointment of Bud Dowling, president of the West Coast Account Executive has been announced by Albert Shulman, Director of the Columbia Transcriptions Department.

Dean, who will make his headquarters at Columbia's Los Angeles office, joins the company with an extensive publishing background. He has been associated with Preview and Digest and Western Family.

“SINGING THE BLUES

Guy Mitchell (Columbia 40269)

SOF T WINDS

Dinah Washington (Mercury 79066)

SOUTHBOUND SPECIAL

Leslie Uggams (Liberty 3127)

SUFFERIN' WITH THE BLUES

I've Been Around (Decca 23699)

SWEET LITTLE ANGEL

B. B. King (RPM 468)

THREE DRUNK

Rae Carson Gordon (Flip 217)

YOU CAN BE Channels (Whirlin' Disc 100)

THIRTY DAYS

Hank Williams (Decca 23699)

TOO UP OVER YOU

Midnight Blues (Federal 12770)

WHEN I'M WITH YOU

Meadowlarks (Mercury 79066)

WONDERFUL GIRL

Shirley & Lee (RPM 468)

YOU GOT ME DIZZY

Jimmy Reed (Voy-Joy 216)

YANK, YANK & ROBBY

Johnny & Robby (Old Town 1029)


The label that will make money for Distributors

Announcing a DOUBLE HEADER — TWO HITS

THE WILLOWS

have done it again with

"THIS IS THE END"

b/w

DON'T PUSH, DON'T PULL, DON'T SHOVE

CLUB 1014

JAY SAUNDERS

the 14-year-old boy singing sensation of the Hope and Hartford T.V. Children's Hour, Channel 4, T.V. NBC New York, Sundays, 10:30 to 11:30

"HEAVEN HAVE MERCY"

b/w

I'M STILL IN LOVE WITH YOU

CLUB 1012

both records arranged and conducted by

CHEROKEE

the little man with the big horn

AND HIS BAND

Personal Management—

DAN TERRY, 1550 Broadway, N. Y. C.

Disc Jockeys: If you have not received your copy of these two new ones, request your copy.

CLUB RECORDS

1650 Broadway, New York 19, N. Y. Circle 6-6745
### Philadelphia

1. **ON WHAT A NIGHT**
   - Bill Doggett (King 4950)

2. **HONKY TONK**
   - Fats Domino (Imperial 5037)

3. **BLUEBERRY HILL**
   - Bill Doggett (King 4950)

4. **DON'T FEEL SORRY FOR ME**
   - Little Richard (Specialty 548)

5. **A THOUSAND MILES AWAY**
   - Heartbeats (Such 720)

6. **HONKY TONK**
   - Little Richard (Specialty 548)

7. **SLOW WALK**
   - Fats Domino (Imperial 5037)

8. **PRISCILLA**
   - Eddie Cozy & Dimples (Roost 621)

9. **LET THE GOOD TIMES ROLL**
   - Eddie Cozy & Dimples (Roost 621)

10. **DON'T BE CRUEL**
    - Fats Domino (Imperial 5037)

### Los Angeles

1. **BLUEBERRY HILL**
   - Bill Doggett (King 4950)

2. **HONKY TONK**
   - Bill Doggett (King 4950)

3. **SLOW WALK**
   - Bill Doggett (King 4950)

4. **PRISCILLA**
   - Eddie Cozy & Dimples (Roost 621)

5. **A THOUSAND MILES AWAY**
   - Heartbeats (Such 720)

6. **LOVE ME TENDER**
   - Elvis Presley (RCA Victor 20-6643)

7. **CINDY, OH CINDY**
   - Marilyn Martin (Coral 247)

8. **DON'T BE CRUEL**
   - Fats Domino (Imperial 5037)

9. **SLOW WALK**
   - Bill Doggett (King 4950)

10. **PRISCILLA**
    - Eddie Cozy & Dimples (Roost 621)

### Detroit

1. **ON WHAT A NIGHT**
   - Bill Doggett (King 4950)

2. **HONKY TONK**
   - Little Richard (Specialty 548)

3. **BLUEBERRY HILL**
   - Bill Doggett (King 4950)

4. **DON'T FEEL SORRY FOR ME**
   - Little Richard (Specialty 548)

5. **A THOUSAND MILES AWAY**
   - Heartbeats (Such 720)

6. **HONKY TONK**
   - Little Richard (Specialty 548)

7. **SLOW WALK**
   - Fats Domino (Imperial 5037)

8. **PRISCILLA**
   - Eddie Cozy & Dimples (Roost 621)

9. **LET THE GOOD TIMES ROLL**
   - Eddie Cozy & Dimples (Roost 621)

10. **DON'T BE CRUEL**
    - Fats Domino (Imperial 5037)
R & B Reviews

AWARD & SLEEPER  B  VERY GOOD  C  FAIR  B+  EXCELLENT  C+  GOOD  D  MEDIOCRE

The Cash Box Award o' the Week

"WISDOM OF A FOOL" (2:27)  \(\text{Planetary ASCAP—Alfred, Silver}\)

"NOW DON'T THAT PROVE I LOVE YOU" (1:53)  \(\text{ABC ASCAP—Schorer, Demetrios}\)

THE FIVE KEYS  (Capital 3597)

• The Five Keys, currently hot with "Out of Sight, Out of Mind" in both r & b and pop, have another entry that promises to duplicate its success. "Wisdom of a Fool" is a slow love ballad tenderly offered by the smooth working group. Their blend is sincere, warm, and most ingratiating. A hit for two markets. The coupling, "Now Don't That Prove I Love You," a quick beat bouncer for the teener rock and roller. The group dishes up the jump with a spirited reading. Take a good long look at "Wisdom of a Fool" — it's a very strong sales puller.

"SHAME, SHAME, SHAME" (1:55)  \(\text{[Renueck ASCAP—Hopkins, Fisher]}\)

"NO NO" (2:05)  \(\text{[Reeve BMI—Bartholomew, King]}\)

SMILEY LEWIS  (Imperial 1033)

Smiley Lewis has a double sided blaster, each with the potential to make it big. "Shame, Shame, Shame" is a quick beat rocker that is given a great arrangement, and scoots Lewis vocal and the added plus of the big exposure. The tune is from the Warner Bros. picture, "Baby Doll." "No, No" is a slow beat blues wailed with a Lewis treatment that makes it another excellent side. Lewis handles the tune with such natural skills that what could be a routine side becomes a standout one. Watch both tracks carefully.

"BABY, BABY" (2:31)  \(\text{[Kahl & Adi BMI—Sabolotky, Moore]}\)

FRANKIE LYMON & THE TEEN AGERS  (Ge 1026)

The Teenagers, now established sales pullers in the r & b market should do well with their newest, "Baby, Baby" from the motion picture "Rock, Rock, Rock." See pop review section.

The Cash Box R & B Best Bets

"NO COMING BACK"  (Billy Gayles  Federal  12282)

"DO RIGHT BABY"  \{  The Middleheirs  Federal  12285\}

"COME ON AND GET IT"  \{  Amos Milburn  Aladdin  3340\}

"EVERY DAY OF THE WEEK"  \{  BILLY GAYLES  Federal  12282\}

BILLY GAYLES  (Federal 12282)

BILLY GAYLES  ["NO COMING BACK"  (2:37)  \{  Arno BMI—Ike Turner\]

"DO RIGHT BABY"  (2:05)  \{  Arno BMI—Ike Turner\] Gayles backs with a quick beat rocker, belting it with a socko vocal. Another exciting the record should latch on to. Two sides to be with. They could break out.

BILLY GAYLES  (Federal 12282)

"I LOVE MY BABY" (2:59)  \{  Maureen BMI—Moray, Dupree\]

Bob Gayles wails an infectious, melodic bouncer with good results. The deck comes off well and deserves attention. Look it over carefully.

BOB GADDY  (Old Town 1031)

"YOU CAN'T STOP ME" (2:40)  \{  Maureen BMI—Dupree, Smith\]

Gaddy drifts bally through a soothing slow beat item that has Dupree's (the writer) mark all over it. Another good track. Two better than average offerings.

THE MIDDLEHILERS  (Federal 12285)

"I'M NOT A TREE" (2:44)  \{  Reever BMI—Carroll Hill\]

Happy quick beat bouncer with a light hearted lyric. Carroll Hill slants it with a fast beat rhythm and chorale shouts for a spirited backing. Sprightly wax.

BOBBY MITCHELL (Imperial 1052)

"I'VE GOT MY FINGERS" (2:35)  \{  Reever BMI—Bartholomew, King\] Mitchell sings a slow beat blues in most effective fashion. The concept gives a sincere performance and the deck comes off on a strong side.

ROUS THOMAS  (Federal 12282)

"THE EASY LIVIN' PLAN" (2:57)  \{  [Met. Publ.] BMI—Thomas, Leslie\]

Thomas rocks a quick beat with a really accomplishment. Will jump the deck should get under the skins of the kids. Ok novelty lyric.

ROUS THOMAS  (Federal 12282)

"I'M STAYING HOLDIN' ON" (2:50)  \{  Reever BMI—Fortuna, Bartholomew\]

Mitchell bounces through a lifting beat with good results. Middle beat rhythm wax the kids will like.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
**R & B Reviews**

**R & B Sleeper of the Week**

**"HONEY, DON'T LET ME GO" (2:45)**

 קונדמ ב.מ. - ג'יימס

 "YOU'VE GOT ME DIZZY" (2:52)

 קונדמ ב.מ. - ג'יימס

 **JIMMY REED**

(Vee-Jay 226)

- Jimmy Reed provides his fan with two powerful sides that will please all. Reed, however, is more enticing on the "Honey, Don't Let Me Go" wax. The slow, rhythmic love blues is chanted by Reed with a warmth and feeling that comes through in good style. Like this deck to make the changes. The flip, "You've Got Me Dizzy," is another good offering, Reed ups the tempo slightly on this etching, rocking with enthusiasm, as he sings of his love. This deck is another potential hit and should be watched closely.

ED TOWNSEND

(Aladdin 3326)

**"COME ON AND WALK WITH ME"**

(Aladdin-Johnson, Darnall, Townsend) Townsend chants a rhythmic slow beat bounce with a simple lyric describing his delight when he walks with his baby. Ok rhythm deck.

**GIVE ME ONE CHANCE**

(2:15) [Fairway Music - Ed Townsend] Ed Townsend pleads for one more chance as he sings a slow beat bouncing rhythm piece. Deck fails to come off with any real strength.

OTIS BLACKWELL

(Davis 455)

**"YOU MOVE ME BABY"**


**DADDY ROLLIN' STONE**

(2:40) [Beacon ASCAP - Otis Blackwell] Blackwell changes pace with an infectious staccato blues that comes off the stronger deck. Ok effort.

**ETTA JAMES**

(Modern 1007)

**"THEN I'LL CARE"**

(2:30) [Mod Music BMJ - Hawkins] Miss James dishes up a sorrowful ballad blues with deep feeling. Strong material well done. A deck to be watched. It could break out.

**GOOD LOOKIN'**


**THE HOLIDAYS**

(Mello 112)

**"THE ROBIN"**

(2:41) [Broo BMJ - Davis, Clark] The Holidays bounce lightly through a rhythmic slow beat with ok results. The lead handles his chores in good style.

**DESPERATELY**

(2:40) [Broo BMJ - Sticks Evans] The lads team infection in a lilting effort with a cute arrangement. Deck could stir up some attention.

**The Cash Box**

**R & B Sleeper of the Week**

**"HONEY, DON'T LET ME GO" (2:45)**

Kondem BM - J. Reed

**"YOU'VE GOT ME DIZZY" (2:52)**

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**JIMMY REED**

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**WASHBOARD BILL**

(King 4903)

**"RIVER BOAT DOCK"**

(2:06) [Bengali BMJ - Mickey Baker] Similar item similarly presented. Enjoying wax that will please. The stronger deck.

**"IN THE MORNING"**


**KING PLEASURE**

(Aladdin 3343)

**"D. B. BLUES"**

(2:50) [Aladdin BMJ - Young, Pleasure] King Pleasure sings a rhythmic quick beat love story with that specialized King Pleasure style. Rhythm deck. It is not too far off, it would grab a bang of pop action.

**"I BLUES I LIKE TO HEAR"**

(3:00) [Lewis-Smith, Pleasure] Group chant of a pop blues. Good listening, tho not outstanding.

**AMOS MILBURN**

(Aladdin 3340)

**"EVERY DAY OF THE WEEK"**

(2:22) [Aladdin BMJ - Palmer, Smith] Milburn swags a middle beat bounce blues. This side has the true feeling and comes off the better way. Good, lilting rhythm plate. Could happen.

**"GIRL OF MY DREAMS"**

(1:30) [Mills ASCAP - Sunny Clapp] Amos Milburn tries his hand at the melodic oldie and turns in a happy, bouncy performance. Ork rocks right along and the deck is an infectious wax.

**THE INSPIRATIONS**

(Jamie 1034)

**"GOOD BY"**

(2:20) [Jamie-Craft BMJ - Rohnick, Inspirations] The Inspirations rock out a quick beat jump with a better than fair treatment. Deck moves nicely.

**"DRY YOUR EYES"**

(2:09) [Jamie-Craft BMJ - Rohnick, Inspirations] The Inspirations try their collective hands at a slow blues ballad pretty and deck comes off rather well. The group blends easily with effective sound. Ok deck.

**The Moonglows**

**"OVER AND OVER AGAIN"**

**Chuck Berry**

**"YOU CAN'T CATCH ME"**

**Muddy Waters**

**"JUST TO BE WITH YOU"**

**Willie Dixon**

**"29 WEEKS"**

**Little Walter**

**"IT'S TOO LATE BROTHER"**

**Four Chickadees**

**"DING DONG"**

**Daddy O Gibson**

**"BEHIND THE SUN"**

- "It's What's in THE CASH BOX That Counts"
RETAILERS AGREE...

It's The Cash Box That Counts

Every once in a while we find ourselves filled with pride upon the appearance of the Radio Doctors' name high on the list of "Best Selling Records in Top Retail Stores". We are very happy not only to find this but also be associated with the Cash Box. We have always believed that your Cash Box is the Bible of the industry concerning all phases of our great and growing industry. I would like to compliment on your fine series of editorials which are not only very true but in many cases most important to all concerned.

Keep the fine work up...we, like all dealers and distributors, in this area, are always 100% with and behind the Cash Box.

Sincerely,

[Signature]
Huge Turnout of Record Trade at 5th Annual Disk Jockey Festival

NASHVILLE, TENN.—A tremendous turnout of disk jockeys, record company executives, music publishers and country artists marked the 5th Annual Country Disk Convention held in conjunction with the 31st Anniversary of radio station WSM's Grand Ole Opry.

The record companies were represented in full force by top executives with a large disk men attending from one label.

One of the most talked about events of the weekend festival was Tennessee Governor Clement's speech made at the opening of the disk men held Friday morning in the Iris Room of the Hermitage Hotel. (See text of Clement's speech on page 41).

Another highlight was the always interesting disk jockey contest held Friday, Goddard Lieberson, president of Columbia Records spoke to the see jays on "The Future of the Record Business As I See It." Mitch Miller, Columbia's pop A & R topper spoke on the "Integration of Pop and Country Music." RCA Victor's owner and station manager of WNEW in St. Louis, spoke on "Let Country Music Build Your Station." Other prominent speakers rounded out the informative program.

The Country Music Disk Jockey Association, which met during the convention, announced that it had voted to hold future meetings independent of the annual WSM convention. The Association designated June 12 and 13 as the dates for the 1957 meeting of the organization. It will be held in a midwestern city not yet named. The Association will shift the site of the mid-year convene each year. The CMDJA specifically stated its move to hold next meeting apart from the Annual Nashville affair was a completely amiable one. The members felt that the Association's size and stature had grown sufficiently to warrant holding its own conventions. The Saturday meeting of the CMDJA resulted in the following resolutions to permit country music men other than disk jocks to join the CMDJA as non-voting members for $25.50 up to stage, in conjunction with the mid-year meeting; a network television spectacular streaming country music; to make two annual awards—one to the person the association feels has made the greatest contribution to country music each year, and one to the top country artist of the year.

The record company parties and luncheons were as delightful as ever and the special anniversary show of the Grand Ole Opry staged Saturday night at the Ryman Auditorium was a treat for everyone attending.

As a result of the huge turnout this year, Jack Stagg of WSM, stated that he will be getting to work immediately on the plans for next year's convention.

Decca Signs Coker Family

NEW YORK—Decca Records has announced the signing of The Coker Family to its country roster. The Cokers are vocal and instrumental group, have been appearing on radio and at dances for several years, and at this time three of the family are making their record debuts. These are: Sandy Coker with "Block Island Ride" and "Giftie Ldle Bag"; Alvedean Coker with "Insufficient Love" and "There's A Tear In The Eye Of The Man With The Moon"; and Al Coker, the father of Sandy and Alvedean, with "Don't Go Baby" and "I Laughed And Walked Away".

The getting of the three new artists to the disk jockeys, Decan has packaged their first records in a specially designed 3-pocket folder, which features photographs of the Cokers whose records are enclosed, and a photo of the entire family, as well as biographical information.

Banjo Interest Rises

CHICAGO—In a story printed in the 11/10 issue of The Chicago Daily News, dated June 16, the headline read, "Boogies Shift to Banjos".

"Using The National Geographic Society as a source of material, the article claimed, "Several influences may account for the banjo's resurgence, among these growing interest in folk music and square dancing." Checking into this further, it was found that banjo players' strong comeback is reflected in the record sales of skilled performers seen and heard on TV, radio, and juke boxes. Enthusiasm, it was reported, is nationwide and has outdistanced just about every other instrument.

Locally one can see an interest in the banjo as numerous nitwites have found banjo acts drawing customers.

With a seemingly rising popularity in the banjo, this could be a hint to record co's to take a look. There might be something to gain.

The Country Records Disk Jockeys Played Most

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

1. SINGING THE BLUES (Columbia) — Marty Robbins
2. CRAZY ARMS (Columbia) — Ray Price
3. I WALK THE LINE (Columbia) — Johnny Cash
4. ACCORDING TO MY HEART (Columbia) — Jim Reeves
5. I'M NOT ME TENDER (Columbia) — Elvis Presley
6. SEARCHING (Columbia) — Al Coker
7. BEFORE I MET YOU (Columbia) — George Jones
8. I'VE GOT A NEW HEARTACHE (Columbia) — Kitty Wells
9. DON'T BE CRUEL (Columbia) — Carl Smith
10. POOR MAN'S RICHES (Columbia) — Orphan Young

NASHVILLE, TENN.—Columbia Records was one of the many diskeries to turn out an edition at the 5th Annual Country Disk Jockey Convention held in conjunction with the 50th Anniversary of WSM’s Grand Ole Opry, last week. Above are some of the shots the Columbia cameramen caught of the label’s personnel.

Top Left: Publisher Wesley Rose and Marty Robbins.

Top Right: Cousin Minnie Pearl, Tennessee Governor and Mrs. Frank Clement and Mitch Miller.


Third Row Left: WSM’s Jack Stapp and Goddard Lieberson.

Third Row Right: Minnie Pearl and Mitch Miller.


Fourth Row Right: WSM deejay Eddie Hill and Mitch Miller.

Bottom Left: Goddard Lieberson, Dick Linke and Dee Kilpatrick.

Bottom Right: Little Jimmy Dickens on the Opry stage.

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

Attention: Please address any information concerning Country music and talent to Ira Howard, Country Editor, The Cash Box, 26 West 47th Street, New York 19, N. Y.
Governor Frank C. Clement's Speech Before National Fiddlers Jamboree

Governors, like other people in political life, and we must all admit it, Governor, tend to speak for, enthrall over or champion nationhood, and sometimes they may have little personal interest.

I want you to know—right here now—and that is certainly not the case today. This is a very special occasion for me because I want to be. I am here because I am a country music fan—and proud of it.

Most of the songs you play on your programs—all over this great country-music loving nation of ours—were written or sung by people I am proud to know as personal friends. Great talent like the Lonesome Pine Fiddlers, who let me build a home next to his out on Old Hickory Lake near Nashville, and Roy Acuff, the Pope, Price Smith, June Carter, Ernest Tubb, George Morgan. I could go on. These are not only talented performers. They are real, honest-to-goodness, down-to-earth people who believe in what they do, who work hard toward a common goal. They live the music they compose and play and it's a very fine thing to have as neighbors and friends.

And you gathered here at this annual national fiddler's convention, sponsored by my friends at WSM, are the people who make it possible for me to say, to the then and there, the "word" about country music. So I would like to thank you for that—although I am sure it is no compliment to think of you as friends of mine also.

In my travels around the country—one of the things which I find is that no matter how many years and no matter what was said or what changes have taken place, it is still country music that is number one in the American nation's mind. Many of the finest musicians of the past were here only a few years ago and now they are the nation's music. And country music is the nation's heritage. It is not an art form, it is the life blood that carried our nation through depression, war, and world events. The great, the immortal, "Frankie and Johnny," "The Tennessee Waltz," "Crying in the Kitchen," "I Don't Know Why," "Poor Side of Town," "My Old Kentucky Home," "Come On In My Kitchen," "I Won't Dance," "Old Shep," "Stop, Look, Listen,刀刀"

The answers are as simple as the music itself. Country music is the heart-beat of America. It's you and me and our friends and neighbors put to words and music; our laughter and tears, our dreams and hopes; our story of our home, nation and people; our love of God.

If you want an "educated," formal answer: Country music is actually a term of general reference which encompasses that body of music which is the basic musical background for the people of these United States. It's folk music, and western and religious. Or put it another way: It's the songs our forefathers sang as they trudged through the Smoky Mountains and the plains. How they lived and where they lived. And in its present day form it recognizes that we still have pioneerRound.

Country music is a way of life—our way of life—put to the music of a fiddle, banjo, guitar. It is the sum total of all preoccupations—free from the synthesis of so much of our so-called modern music. Modern music, in its many and various forms, is a sad. Country music has had and always will be—in fashion. It's the music of the heart; it tells of love and hatred, joy and sorrow, hope and despair, of all the myriad emotions that make man what he is. It speaks of God and faith... it speaks of love and honor and fundamental decency.

Much of folk music is traditional, handed down from generation to generation. It includes traditional songs from all parts of this great country. Many of the songs are so old their origins fade back into history. However, by and by a few of them seem worth saving. One of which is "I Only Have Eyes for You," our national anthem in a way.

Among the artists and writers, of course, there is the immortal Jimmie Rodgers who perhaps more than any other person is responsible for the great message of country music. In 1927, Jimmie was党的十九as Hank Williams, Merle Travis, Ernest Tubb, Bob Wills, Jimmie Davis, Hank Snow, Red Foley, Elton Britt who have joined these ranks.

Among some of the younger artists who are today carrying forward this great message of country music are Eddie Arnold, Tennessee Ernie Ford, Hank Cochran, Joe Osmond, George Morgan, Carl Smith, Jimmie Dickens, Martha Carson, Minnie Pearl and hundreds more.

Today many thousands of Americans write, publish and perform country music, and are creating the just fruits of their labors. This was not always so in the United States. Prior to this time, country music for rewards the writing, publishing and performing. Hundreds of songwriters in New York and Hollywood. This situation was broken when Mr. Bing Crosby stated that whatever and no opportunity whatever had existed for new writers, no publisher would risk putting out a small group that sold in Tin Pan Alley to a street like Victory Street in Hollywood. Since 1940, however, this situation has changed very radically. Country music is now a fifty million dollar a year business and is growing. Many great publishing firms that had no existence whatever prior to 1940 are now thriving. Many and perhaps most of these song are located right here in Nashville. Another million dollar hold, he owns Portland Tennessee radio station, has sold more than thirty million records, a feat only ten years ago considered impossible. The story of the artist of country music was sold in the United States in 1950. In the same year, five out of every seven records sold in Nashville. The Hi Bit Parade were either country or western or derived from them.

Nashville, Tennessee, today, is not only the country music capital of the world but with the exception of New York City, it is the most important single center for the composing, publishing and recording of music by all the American people. More records are actually cut in Nashville, Tennessee, than any city in the United States except New York. Not only have many new writers and publishers of music received an opportunity since 1941; new recording companies as well have prospered and flourished, many I can say, probably right here in the State of Tennessee.

The great development in the country music business since 1945 has been a triumph for the great American composer of country music. All the publishers, recording companies, artists, writers in this field are small, medium, and large. Every single record that we publish, every song that we record is a step in the way in the great American tradition of free enterprise. As I indicated earlier, although radio and television in the United States was controlled by large companies, we made it possible for the small publisher to have a monopoly of big business in New York and California.

The reason that competition has at last entered the music industry and through this competition opportunity for country music is due in no small part to the organization of the BMI. The organization was created in 1941 to fight opposition to songwriters. We are who are so vitally interested in the music business. These people are fully connected with country music are therefore tied to BMI and to the recording industry in general.

Recently I have followed with considerable interest, and mounting concern, attacks leveled at BMI by the same group of powerful monopolists in New York and California, who for centuries have been the major force in the American music industry. These must be news to them—and they will not succeed again.

There have been many charges made by these people for some reason or another against BMI. Among the most fantastic of these charges are those accusing the broadcasters of conspiring to prevent works. We thought we had found these manufacturers guilty of monop-
“A MAN WITH A PLAN” (1:52)
[Auc off BMI—J. & C. Louvin]
“JUST-A-LOT-OF-SWEET TALK” (2:00)
[Daniel Boone BMI—B. Rose, B. Rose]
JIM EDWARD, MAXINE AND BONNIE BROWN
(RCA Victor 20-6730; 20-6730)

- The Browns, Jim Edward, Maxine and Bonnie, put their best face forward once again as they come up with a pair of delightful novelty items, either of which can develop into their third straight Victor money-maker. On the topper, Jim Edward is a “Man With A Plan,” as he conceives Maxine, the ‘dazeless chicken on the corner,’ to take a ride with him in a top-deck trolley. On the flip portion, Maxine turns a ‘deaf ear’ to Bonnie who’s making with “Just-A-Lot-Of-Sweet Talk.” Two engaging bounce-ups that could make solid impressions on both the pop and country markets.

ALVAIDE COKER
(Deco 30552; 9-30552)
B+“INSUFFICIENT WEIGHT” (2:20)
[Amber-J. Dale] Alvaide Coker, distaff vocal member of the talented Coker Family, debuts on the Deco label with a powerful banner that should receive a gala reception from the deejays on account of the domesticity. It’s a cleverly written, middle heat lover’s lament that the chimp handles with finesse.

“THERE’S A TEAR IN THE EYES OF THE HERD” (3:20) [Cope BMI—R. Anderson, H. Silverstein] The gal sings with touching sincerity as she once again displays her stellar vocal stylings on a moderate paced romantic waltz, Grade “A” musical backdrop on both ends supplied by the Coker Family.

DOROTHY BURNETTE
(Abbott 188; 188–45)
B+“LET’S FALL IN LOVE” (2:10) [Dandelion BMI—D. Burnette] Dorothy Burnette turns in a solid selling job as he belts out a captivating, rock and roll song with a fine show of vocal ditty. Swingin’ beat on an all-married back tattoo—made for the teenage hoarders.

“THERE’S A LOVELY ONE” (2:10) [Dandelion BMI—D. Hyde, J. L. Smith] Flipdeck is an intriguing rhythm blues that Dorsey shacks up in infectious manner.

RITA ROBBINS
(RCA Victor 20-6726; 47-6726)
B “REMEMBER THE GOOD NEWS TO BILLY” (2:27) [Ross, Jennings ASCAP—A. Sherman] The duet-topped ballad has a nice quality to it and will find a good outlet on the AM market, Miss Robbins decks out this rhythmic, middle heat blues in first-rate fashion. Special did instrumental assist on this pop-country pairing.

JACK TURNER
(Hickey 1057; 45-1057)
B“LOOKING FOR LOVE” (2:11) [Auc off BMI—J. Turner] Jack Turner comes through with an engaging vocal performance on a tantalizing, little up tempo ditty that has a strong appeal and charm to boot. Keep close tabs on it.

“MY FOOLISH PRIDE” (2:15) [Amber-BMI—J. Turner] On this end Turner sings with tender emotion as he convincingly waxes a tearful, middle heat romantic affair.

TOMMY COLLINS
(Capitol 1391; F3991)
B+“I WISH I HAD DIED IN MY ROMANCE” (1:52) [Auc off BMI—L. Jolley]+
“CRADLE” (2:13) [ Shapiro, Bern
cast—L. Brown, M. Fried
n. Coker Family]
+The tender vocal styling of Tommy Collins tops the A side. The gal’s ranks as one of his best in quite a while. On this end the warbler takes us through a heartfelt tearful opus of a lover’s tale and treats it to a penetrating, ultra driving ending.

“TILL NEVER AGAIN” (2:40) [Central BMI—J. & C. Louvin] Again one of the finest vocal stylings of this record. It takes off with a real appealing rendition of a slightly, up tempo romantic tune, with a great show of heartfelt feeling.

ELAINE CHANDLER
(4 Star 1700; 1700–45)

“TIME TO START LEAVING THE STOOL” (2:32) [4 Star BMI—W. Chandler, W. S. Stevenson] The catchy changes take jove on the flip as she colorfully etches a delirious, In-
dian-flavored novelty boomer.

“A SEALED BARGAIN” (2:32) [4 Star BMI—W. Chandler, W. S. Stevenson] The catchy changes take jove on the flip as she colorfully etches a delirious, In-
dian-flavored novelty boomer.

“F U Z Z Y OWEN” (Tally 106; 1956)
B “BEWARE OF A STRANGER” (2:15) [Lu-Tal BMI—F. Owen]
“PUDGY” Owen’s tender vocal styling of a ‘reckless’ stranger, who he feels, is stealing his love away. A sincere reading on a poingnant, middle heat waltzer. Worth plenty of spins.

“FATHER’S GONE TO SPAIN” (2:15) [Lu-Tal BMI—F. Owen] On the lower deck Owen tastefully spins a catchy tale of a little girl who, with the addition of a pair of shoes, blossoms into a charming ex-
travert. Pleasant ditty that bounces merrily along in gay style.

DICK RICHARDS
(Columbia 40786; 40-786)
B+“TIME ALONE” (2:24) [Ross, Jennings ASCAP—M. Ysely, G. Myss, S. Myss] The top quality vocal stylings of Dick Richards are a treat to the ear as he projects this slow paced waltzer with heartfelt emotion.

“FOURTEEN CARAT GOLD” (2:40) [Ross, Jennings ASCAP—Zack, Sandler] Here Richards sadly relates his love for a married woman. It’s another slow moving, power-packed item that the chanter portrays in a picturesque manner. Eddie Zack’s “Rowdy Ranchers effectively showcase Rich-
ards on both sides of this potential hit.

MARVIN RAINWATER
(MGM 12730; 12730)
B “GET OFF THE STOOL” (2:30) [Tree BMI—Rainwater] Marvin Rainwater lends his wonderful talent and personality to a terrific piece of self-jenned material. It’s a fast paced delight that has the artist races through in sparkling style. Solid musical sup-
port on a deck that could boast the boxes wide open.

“SOMETIME I FEEL LIKE A WONG” (2:28) [Auc off BMI—Rainwater] Reverse slic-
ing is a feelingful, middle heat ballad that the chanter sells with authority. Excellent pairing. Both ends have the goods.

COUSIN JODY ’N ODIE
(Cmc 1004; 45-1004)

“TELEVISION SET” (2:29) [Auc off BMI—L. Louvin] Under deck in strong going, this best nov-

ey item that the label knocked out in a light-hearted, happy-go-lucky style. A must program-
two-sider for the deejays.

DENVER DUKE & JEFFERY NOLL
(Christmas)
(Blue Bon 127; 1957–45)

“CHRIST WHO CAME TO BETHLEHEM” (2:10) [Vokes BMI—H. Vokes] Here too, the boys insert all the usual feeling and sincerity on another meaningful, mod-
ern paced piece of Christmas ma-

HOPE GRIFFITH
(Christmas)
(Blue Bon 8013; 45-8013)
B “JESUS IS OUR SANTA CLAUS” (2:22) [Blue Moon BMI—J. Jolley] Hope Griffith makes his move a the Blue Moon label as she warbles with expressive warmth, on this moderate paced, heat rending holiday item. Inspiring entry that merits the plays.

Cousin JODY ‘N ODIE
(Christmas)
(Blue Bon 8013; 45-8013)
B “I’M PRESENT FOR YOU” (2:24) [Blue Moon BMI—J. Jolley] The bottom waffle is a contagious little sentimental ditty that the songstress bounces over in charm-
ing fashion.Pitching musical assist.
Governer Frank G. Clement's Speech
Before National Disk Jockey Festival
(Continued From Page 41)

In view of this, I was somewhat astonished to read portions of the above testimony before the Celler Committee. Let me quote you just one portion of it: as recorded on September 18 of this year.

"Mr. Keating: . . . does BMI come out with good music, too?"

"Mr. Rose: Yes, lightning strikes once in a while, but well, let me put it this way: Ask the man in the street to name a songwriter and the names I have mentioned are the names that will come to mind. Ask him to name a BMI songwriter and if he does, I'll eat this dish with ketchup. They have been so successful, as they said, since 1925. I defy them to mention a BMI creative songwriter of any stature, national or world, in all the years. I would like to hear one."

I shall be happy to send Mr. Rose a bottle of ketchup with which to flavor his desk delight, but I rather imagine the millions of fans across the world of such great artists as Eddy Arnold, Roy Acuff and Ernest Tubb, to name just a few, have already deluged Mr. Rose with same.

But let's go on with this intriguing bit of testimony as given to the Celler Committee. And again I am quoting the testimony of Mr. Keane.

"Not only are most of the BMI songs junk, but in many cases they are obscene—junk pretty much on a level with dirty comic magazines."

This from the author of such works as "Does the Spearmint lose its flavor on the speed-up over night?"

Actually, my friends, this is no laughing matter. This is the most insidious and insulting attack against anything you and I cherish as God-fearing Americans, that I have ever seen or heard about.

And if there be no other public official in the United States of America willing to champion the cause of country music—willing to stand up and be counted on the side of decency and morality and the fundamental goodness of the music that is the heart-beat of America then I say to you at this time I will personally ask to appear before the Celler Committee the next time it meets and tell its members the truth.

The time has come for us to be heard.

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"Mr. Keating: . . . does BMI come out with good music, too?"

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The time has come for us to be heard.
DUAL PRICING

45 r.p.m. singles for programming hit tunes and other current releases at one price...

...show tunes and standard music (e.p. albums) at a proportionately higher price.

two tunes per side additional playing time required

THE SEEBURG V-200

World's First Dual Music System

America's finest and most complete music systems

SEEBURG

DEPENDABLE MUSIC SYSTEMS SINCE 1902

J. P. SEEBURG CORPORATION
Chicago 22, Illinois

"It's What's in THE CASH BOX That Counts"
CHICAGO — How's your health? The Chicago Health Research Center issued a report this week that is really alarming. The report found that only eight per cent of 500 executives were “free of disease”—and all of these were under 40 years of age. The study showed that one of every 10 had previously-undiscovered heart disease; one out of nine had thyroid condition; and two per cent had cancer. The under-40 group was described as physically strong, athletic, ambitious, enjoying the combat of business and work 10 to 12 hours a day. The report paid tribute to older executives (over 45) in top positions as being more generally fit because of their “stern self-disciplinary mode of living.”

WASHINGTON, D.C. — The gross national product reached a record high rate of $413.8 billion in the third quarter, the government reported this week. This official figure was $800 million higher than preliminary estimates indicated—and was $5.5 billion higher than the second quarter rate. Surprisingly enough the third quarter rise took place despite the strike in the steel industry and work stoppages in the aluminum industry. Compared with the corresponding third quarter of 1955, 1956 showed a gain of $17 billion. This same report showed that personal income in the third quarter advanced to a rate of $327 billion, compared with $323 billion in the second quarter. Nearly all major types of income contributed to this rise.

WASHINGTON, D.C. — The Census Bureau tells us that there are now 1,400,000 more women than men. In 1959 there were only 600,000 more women than men. There are some wonderful women operators in our business at this time, and we’re wondering if at some time in the future, if the increase keeps at the same ratio, whether we’ll wake up some day with mostly women operators. Probably improve the industry, at that.

DETOUR, MICH. — Prices up? We noted a report in which it was observed that in 1929 the Ford four-door sedan sold for $650. Today’s list—$1,302. Many—too many—music operators are still selling music at so—the price it sold for in 1929.

The other day a noted music operator, in the midst of a general business discussion among a group of operators, remarked to one of the number gathered about,

“How long since you’ve changed the program on your juke boxes?”

He went on to say,

“I’ve learned that reviewing the programming of each one of my phonographs at regular intervals brings better action.

“In fact”, he continued, “I’ve even found that a complete change of all the title strips, switching about the most played records, adding on others, and general changing the appearance of the program has helped stimulate play action.”

This operator went on to describe the methods he used to change over his phonograph programming at regular intervals during the year.

“Right now”, he claimed, “I’m busy making changeovers on almost every one of my phonos.

“I let the collector and serviceman do their jobs. They haven’t the time for this work.

“But”, was the general complaint, “we’ll the time?”
Dave Gottlieb Voted “Most Outstanding Coin Machine Man Of 1956” by Members of “20 Year Club”

J. P. Seeburg Acquired by Fort Pitt Industries

Same Management Policies Will Be Continued

N. Marshall Seeburg to Continue as Chief Executive. Other Officers to Continue In Present Capacity.

Surprised by Orders From Farthest Parts of the World

ChicagO — Discussing the series of articles which have appeared in The Cash Box regarding the European market, Dave Gottlieb of D. Gottlieb & Company, this city, remarked:

“Of the most remarkable and surprising things that happens here at our factory regularly is to receive orders for parts for our machines from the farthest corners of the earth.

“This is really amazing,” Gottlieb continued, “in view of the fact that we never sold these places and, what’s even more surprising, we never heard of them to begin with.

“I guess”, Dave Gottlieb concluded, “that these are sales made by distributors in foreign countries with the resultant effect that, when the parts begin to show wear and because our name appears on the game, they simply mail a letter for new parts to D. Gottlieb & Company, Chicago, U.S.A.”

Gottlieb was told that Bill Gersh of The Cash Box had seen shipments of his machines being made from Switzerland, Belgium, Holland and other countries to the farthest places of the world. This included Africa, the Far East, and a great many of the islands scattered all over the globe.
Europe Attractive Potential Market For U.S. Coinbiz


CHICAGO—Reflecting back on several years of experience in the coin machine business, many manufacturers say with some justifiable pride that the European continent (including England) is one of America’s coin machines. This is due in great part to the close political and business potentials.

It is generally agreed that when England and France open to American coin machine importation both these countries will allow the manufacture and sale of coin-operated machines at work at top speed for a long time to come. Both nations are Muslim and France is extremely hungry for all types of coin operated games, amusement and vending machines. These facts are believed by French and British coinmen that these two countries are prime over Europe for coin machines and music machines, not taking into consideration the number of vendors these nations can use.

Both France and England have won wild over American菊 boxes, England’s new style, extremely popular in the larger coffee houses and well known pubs, along with over 600,000 French cafes, are all seeking菊 boxes as well as games. The retail business on these coin-operated machines can not be underestimated, to consider the very fine profits which they earn for these locations.

With the advent of just a few years ago, French and English youth has been transformed in a very big way. It is believed that there is not to be expected that more菊 boxes grow tremendously in business, just as they do throughout Europe and as in every other country this side of the iron curtain, Europe’s youth is as well acquainted with America’s popular music stars and with their latest recordings as are the U.S. youngsters.

Switzerland continues to remain an important and steady importer of American machines. Most noticeable is the fact that the land of the Alps is the home of many of the world’s coin-operated amusement machines, and it has been for many years. The machines can be seen from Paris to Berlin and throughout Europe, as well as in the Swiss Alps and other European countries this side of the iron curtain.

However, the Swiss market is far more significant, and with the advent of the American music machines, the Swiss market is becoming more important.

Western Germany’s coin machine importers seem to have come complete with American machines. They are importing both new and used machines from America. Germany is growing in numbers, and the machines are changing over to American machines.

What can be most assuredly stated, in conclusion, and barring any unforeseen incidents or war, is that Europe’s coin machines are far from being a toy. The coin-op machines are here to stay and, as the future unfolds, they will play an increasing role in the affairs of European countries.
Through The Coin Chute
NEW ENGLAND NIBBLES

New fees are being studied by the Boston City Council for music and amusement games. More than $100,000 is involved. The Huh. License fee is now $320 per machine. More than 600 ops attended the first annual banquet of the Music Operators' Association of Massachusetts, Inc. at Commonwealth Country Club in Newton Tuesday, Nov. 15, at which record artists were entertained. A handsome souvenir program brochure was distributed to those attending and David J. Baker, Melo-Tone Music, Arlington and president of the association, said that brochures will be distributed by mail to ops who could not attend. A blast of cold hit the Hub week-end of the 10th leaving ops closed. Fine weather on the holiday, Monday, Nov. 12, brought many into the city.

Business reported holding fine at all districts here with big emphasis on games. At Redd Distributors (Wurlitzer), S. L. Redd reports Bally's "Big Show" in-line game nabbing the approval of ops and still far oversold. Wurlitzer also reports the sale of the new Rock-Ola "Special" to a gala party for ops. Firm reports good results in the export market. At Atlantic Distributors (AMI), Louis and Barney Blatt racking up orders for new color engineered AMI and greeting visiting ops at the Commonwealth Ave. plant.

At Trimount Automatic Sales Corp. (Seeburg), Irwin Margoli says deals are in for Seeburg "V-200" climbing all pace. Report hitting new highs. Shortage of good used equipment still continues. Ops trading in used equipment for new games.

Op visiting district this week included: George Chapelas, Malden; Mark Shalol, Brookline; Ray Faini, Framingham; Emanuel Espanola, Lowell; Ralph Lane, West Roxbury; John Leech, Boston; Phil Peromer, Cambridge; Al Dohles, Hyannis; Adolph Dugas, Webster; Bill Hamel, Concord, N. H.; Louis Ziedman, Portland, N. H.; Paul Dobranyi, Al Colter, Raph, Conn.; Vincent McNeair, S. Portland, Me.; Bill O'Brien, Newport, R. I.; Del Frechette, Lewiston, Me.; Dave Cotton, Newburyport; Martin Oliver, Sid Wolber, Newton; Ed. Blanchard, Webster; Harry Deschowitl, Chelsea; Al Yokowitz, Brockton; Sol Robbins, Newton; Connie Pocius, South Boston; Carl Dyer, Wakefield; Maurice Smith, Portland, Maine; Sol Taube, Manchester, N. H.; O. E. Gilbert, Colebrook, N. H.; Tom Libby, Harvard; Bill Sullivan, Bangor, Me.; Eddie Ross, Dorchester; Ralph Moulthrop, Island Park, Elmsford, N. Y.; Ralph Ridgeway, Springfield; Oscar Pratt, John Lazar, Manchester, N. H.; Leo Van-Dyke, Williamsport, Pa.; Ed. Leon, Cohoes, N. Y.; Ernest Marcantonio, Middleton, Conn.; James O'Connell, Danvers, Conn.; Ed. Dicye, Caribou, Me.; and Bill Lang, Fairlawn, Vl. Eileen Rodgers, Columbia records chip, was among the cognizant entertainment at the Music Operators' Baker Sisters in town visiting dealers promoting their new platter, "One by One" on Mercury label. Guy Lamboardo呕 current at Willoughby's at the Frolic, Rever; Jerry Vale opens there Sunday, Nov. 18. Ohno Alden current at the Reef. Rever. Dizzy Gillespie current at Storyville.

careful inspection necessary to produce trouble-free equipment. The group also viewed the AMI-financed color and sound film, "Music for Everyone," produced on behalf of the entire automatic phonograph industry by AMI. The film drew many the enthusiastic comments of which the statement of a Canadian operator is typical, "That's the best job of public service that I have ever heard; How soon can I get it for showing in my territory?"

The following men, among those viewed herewith, were present at the Award ceremony for successful completion of the course at the Friday night banquet:

R. C. Graham, Tip Top Amuse-
ment, Langenau, Saskatchewan; Ray Bank, New Orleans, Louisiana; Carl Nault, Gerald Nault Amuse-
ments, Marcell, Min-
esota; Leslie Beach, Resort At-
tractions, Washington, Canada; Emery Hilbert, Hilbert Coin Machine Co., Idenach, Manitoba, Can.; Laverne Technologies, Alphabet Co., Traverse City, Michigan; Anthony Molettiere, John Molettiere, Lansdale, Pennsylvania; S. M. Pascal, S. M. Pascal Co., West Killowam, Winnipeg, Canada; L. R. Keffer, Central Music & Games, Wau-
sau, Wisconsin; John F. Newman, Central Music & Games, Schofield, Wisconsin; John W. Reed, B. J. Nov-
ey Co., Covington, Kentucky; Harry G. Housak, Banner Specialties Co., Pittsburgh, Pennsylvania; William Wong, United Engineering Agencies, Limited, Toronto; Ray Galetta, Rayon Vending Co., Richmond, Vir-
ginia; Ed. Soc, Wurflig Cola Ma-
achine Co., Winnipeg, Canada; Al Cashon, Southern Automatic Music Co., La Crosse, Kansas; Tony Danis Distributing Co., Seattle, Wash-
ington; Junior Peters, Southern Auto-
matic Music Co., Clinton-Min., Ohio; John D. Caldwell, Dixie Coin Ma-
chine Co., Nashville, Tennessee; Leo Morse, Miller-Newton, Detroit, Michigan.

Additional classes are now being offered for the remainder of the 1956 and 1957. Operators and servicers interested in an intensive, interesting review of the "G-200" can get full details by writing: AMI Service School, C. L. Bitting, Director, 1500 Union Avenue S. E., Grand Rapids, Mi. The week-long course is free and meals and hotel rooms are paid for by AMI for those attending.

"It's What in THE CASINO BOX That Counts"
"It's What's in THE CASH BOX That Counts"
**NYACK SLATE TOPS**

**GUARANTEED FINEST TOPS MADE**
- The only Top that has proved satisfactory
- Over 7,000 now in use
- Only solid 3/4" American Slate used
- Do not be fooled by inferior slate that cracks in months while

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SLATE TOPS FOR EVERY TYPE GAME. ALSO MADE UP TO YOUR SPECIFICATIONS.

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52 Issues . . . . $15.
First Class . . . . . . $20.
Airmail . . . . . . . . . $30.
52 Issues + Free Weekly Classified Ad...$48.

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**Through The Coin Chute Eastern Flashes**

All here, wholesalers and operators are in agreement that business, which
started to show considerable improvement over the past few weeks, continues
to improve. Operators report that collections on both music and amusement machines are much better. Wholesalers tell us that sales of new and reconditioned music machines is steady; new game sales big; and export business taking in many machines as can be processed.

The trade terriably shocked by accidental death of Bill Rahbin, president of International Mutoscope Corp., on Tuesday, Nov. 13. Bill, one of the real veteran coin machine men, was loved and respected by everyone, not only for his business methods and personal associations with those in the trade, but also for his continuous philanthropist endeavors. The Cash Box and members of its staff, extend their sincerest condolences to his wife, Grace, and the members of their family.

Received a wonderful souvenir photo album of pictures taken at the recent Wurlitzer “Centennial Celebration”. Roy, oh boy, does that A. D. Palmer have ideas, and how he works them out! Joe Young, Irv Holzman and Abe Lipsky, Yonk distributing, mulling over an invitation to attend the Army-Navy football game in Phila. on Sat., Dec. 1. Young advises the firm is now shipping that big music export order, but still is not in a hurry to move good used machines. Al Simon and Al D'Inzillo, Albert Simon, Inc., reflect the activity in their showrooms with a report that “George's new 'Skill Bell' is the biggest seller the firm has handled in the past several years.” . . . Mike and Joe Munyas prepare to attend the Park Show. Mike, known as the “Arkeen King”, is based out of these shows in 30 years. . . . One of his friends, a fifteen-year-old singer, Jay Saunders, now recording on the Club label. . . . Charlie Earle, Bay Shore, L.I., visits on the row. . . . Harry and Hym Becker of Koepel Distributing, who have met selling quarters for the end of the year (entire block of buildings coming down to make a parking lot), believe they've found their spot for the new set-up. Will know definitely by the end of the week.

Meyer Palkoff, Murray Kaye, Gene Brody and entire staff of Atlantic New York Corp. play host to members of the Worcester Music Co., New York State operators Guild and Orange, Ulster and Duchess County Assn. on Tues., Nov. 13. Big spread of buffet and refreshments. Palkoff says he'll continue with service of not one to visitng ops—but setting up when he calls a "Coffee Room." Also says "Senator" Al Bedkin has agreed to install, maintain and service a cold drink vendor—with free beverages to visitors. Is this true, Sen? Roger Brown, Southeastern representative, with associates from Atlantic N. Y., has a program arranged where he visits small groups of music ops and shows a 20 minute film on the Seebing 280 phone. Film stresses engineering, mechanical parts, and shows plans for programing. Gordon combines a talk in conjunction with the showing.

Mr. and Mrs. Pete Wye of Havre, Mont., stopped in the Twin Cities on their way back home. The Wyes had been in Rochester, Minn., where Pete had a check-up at the Mayo Clinic. . . . Harold Havener of Eleva, Wis., stopped for gasoline at the Twin Cities. Harold ran in the 32nd district in Wisconsin on the Democratic ticket and lost out to his Republican opponent by just a few votes, but he wants to keep him on as Mayor of Eleva. . . . Art Haggens of Grand Forks, N.D., spent several hours in town shopping for used games for his route. . . . Royal Hagan of Minn., was shown several pool games for his route. Harold and Bob Gerdes of the Gerdes Brothers Amusement Co., Fort Madison, Iowa, brought over several lines from Minneapolis to take to the Iowa-Minnesota football game and naturally were pleased when Iowa came out ahead by the score of 7-0. Also taking in the game were Don Hall of Spencer, Iowa, and Art Anderson of Cedar Rapids, Iowa. . . . Those who stopped in for a look at Little Falls, Minn., is getting around very well without his crutches now but is complaining now that he can't get any sympathy from his doctor. . . . Gordon Stout of Philadelphia came back in for a look at the Iowa game. . . . Seen here and there shopping for equipment and picking up parts and records for their route were Fred Kirschman of St. Cloud, Minn.; Frank Phillips of Winona, Minn.; Matt Huppert of Red Wing, Minn.; Bernie Misch of La Crosse, Wis.; Al Stephen of La Crosse, Wis.; and Dick Grant of Mount, Minn. . . . The federal district court in St. Paul in a ruling last week went along with the 9th circuit in Illinois in holding that bingo games were not intended to be included under the $250 license.

**Through The Coin Chute Western Flashes**

Mr. and Mrs. Pete Wye of Havre, Mont., stopped in the Twin Cities on their way back home. The Wyes had been in Rochester, Minn., where Pete had a check-up at the Mayo Clinic. . . . Harold Havener of Eleva, Wis., stopped for gasoline at the Twin Cities. Harold ran in the 32nd district in Wisconsin on the Democratic ticket and lost out to his Republican opponent by just a few votes, but he wants to keep him on as Mayor of Eleva. . . . Art Haggens of Grand Forks, N.D., spent several hours in town shopping for used games for his route. . . . Royal Hagan of Minn., was shown several pool games for his route. Harold and Bob Gerdes of the Gerdes Brothers Amusement Co., Fort Madison, Iowa, brought over several lines from Minneapolis to take to the Iowa-Minnesota football game and naturally were pleased when Iowa came out ahead by the score of 7-0. Also taking in the game were Don Hall of Spencer, Iowa, and Art Anderson of Cedar Rapids, Iowa. . . . Those who stopped in for a look at Little Falls, Minn., is getting around very well without his crutches now but is complaining now that he can't get any sympathy from his doctor. . . . Gordon Stout of Philadelphia came back in for a look at the Iowa game. . . . Seen here and there shopping for equipment and picking up parts and records for their route were Fred Kirschman of St. Cloud, Minn.; Frank Phillips of Winona, Minn.; Matt Huppert of Red Wing, Minn.; Bernie Misch of La Crosse, Wis.; Al Stephen of La Crosse, Wis.; and Dick Grant of Mount, Minn. . . . The federal district court in St. Paul in a ruling last week went along with the 9th circuit in Illinois in holding that bingo games were not intended to be included under the $250 license.

**It's What's in THE CASH BOX That Counts**
Long overdue is the time when games should meet high costs and increased expenses by going all-out for 60-40 or 70-30 PLUS. Many games that can be read in The Cash Box that contain in certain European countries no give cumpulations at all to locations, or 10% up to 20% for the privilege of printing in the location that guarantees themselves a decent income. If not can get together in some of them to the players, and so the game will start started especially on expensive new games. And To Dave Gottlieb the honor of being voted “Most Outstanding Coin Operator Man of the Year" by members of the “20 Year Club." Presentation of the beautiful, engraved gold coin with Friday, Nov. 16th, by Bill Gersh. Bill D'Ommunni hosted Al Coldman, Ed Morrison, Spokane office of Donus Distributing, this past week. Bill says Bally never before had so many new products for the trade." All selling at a phenomenal rate," which is why Bill is putting up record in phone activity.

Congratulations to Mr. & Mrs. Leon Wizcer (Wico) on their 50th Wedding Anniversary. More than 300 guests attended gala affair in their honor Nov. 10 at Belden-Strattford. Wico's Bob, and Wico's Jack, Wats (Ed Ruber) provided dinner, entertainment and dancing that appreciative guests will long remember with great pleasure. Including virtuoso Morris and his violinists. Sam Wolber and Sam Schmid are briskly busy at Chicago Coin as they work together on increased production schedule. Ed Levin back in the office after a fast ride to N. Y., Philadelphia and Baltimore. Mort Seco left Tues., last week at 6:00 AM to make Champions Bowling Show in Buffalo, Des Moines area, first distrib Phil Moss, Atlas Music. "They," says Mort, "to keep up." Ohio, City, Jan. 20th, San Antonio, Houston and Santa Clara, to Chi. For Nothing happening in Chicago, Mort草 worries to all over the announcement, all agents don't make happy.

Frank Mencari made wide swing thru the East last week, and Phillips glad to meet friends from wherever he goes. Williams factory a busy, busy place, almost impossible to corner Sam Stern or Sam Berger for news. But from all the action and hustle, it’s safe to assume a lot of new things are being given new life, and Bally, not only has new products to show, but also, as he shows his story in Irv Kupcinet's column the proper appearance of the picture and himself. They are even more bustling as it readied venders for the coming NAMA show. Paul Huchis advises he’s already shipping samples of the new and the country by Roy McGinnis, maintains the reason for great industrial leadership of U.S. Is exports to work. Many more players are coming along long, Latin type "sketeas" every day. Roy, incidentally, started in this biz with a peanut machine route in Chi's North Side. This seemingly 45 years in combination of talks, Avron Ginsburg wanted first-hand interviews with our boys. On ball game, they have been doing quite a bit of creating ads and promotions for long line of different products. "Gal Friday Estelle Bye, Marvel advises she just bought a new machine, but I don't wear it to work much or the boss might get the wrong idea." Ted Rubenstein, however, reportedly not worried, and will not be looking to tell him the books are all O.K. With Maurie and Eddie Ginsburg working together at Atlas, Nate Feinsteind and Harold Schwartz report “everything splendid in understanding expert problems.” George Stated, "We note a marked increase in number of wall boxes sold lately. Ours are tailor made customers on these type games installations to needs of locations for proper sound distribution. They find it more profitable to place speakers and wall boxes in strategic spots.”

At Dave Rockola's big 'n busy plant, Wayne (Brad) Bradford reports unusual sales surge of 30,000, phone. "A great big thanks to operators," dedicates the special 10 selections at top of the Rockola called "Hit Parade Programmers," featuring ten different music programs. For sales deal, Ed Ristau, Kurt Kueher and Les Riek were meeting the problem of being "oversold on 120." Art Arzyk back at Baltimore, has combined some shows in many eastern cities. Says Art, "Reception and response of ops and distros was simply terrific." Norm Ginsburg, of Chicago, reports that several locations are conferring with distro Jack Rosenfeld, regarding, beyond a doubt, Rifle Sport, scales and counter games. Also the Frank display booth at New York and Chicago, reports plenty of action in United factory as several different games go thru the production lines. "Demand has been far above all of us catching up as fast as we can. Al Traehel and John Casola still traveling far and wide, but hope to get over to Illinois to see things a show." To wishes to Mike and Irene Detzek of Champion Distributors. They celebrate their 7th wedding anniversary Nov. 26. Rockola's foreign sales consultants, conforming. Receiving Bill Gersh's coverage of European markets is the following by Jack Stern of World Wide: Tell Bill I think he has done a terrific job of reporting Europe's coin machine market. It was educational, enlightening, easy to read and "I would like to see more things of this nature." For Happy Birthday this week, can't do without Charlie on Monarch so busy all day long a couple of his customers set up their own production line to finish off pool table tops for themselves. At F,H, S, and D, we're in the market for a famous mural in Chinese motif to cover one wall of his office. Joe Kline, says Wally's "on the phone all day long, but all work." Bill Weinhagen in Dallas this week says catching up as fast as we can. Al Bally's big selection of hit games. . . . All here shocked by the sudden death of our friend, Roy McGinnis. Chuck & Ed want to wish you all a very Happy Birthday."
Genco Appoints Atlas Music Co.
Nebraska Distribu

CHICAGO—Avron Gensburg, president of Genco Manufacturing & Sales Company, this city, announced the appointment of Atlas Music Company of Des Moines, Iowa, as distributors for the entire state of Nebraska in addition to the present Iowa territory Atlas covers.

Gensburg also reported that Moss and his men "are doing a very outstanding sales job for us with 'Skill Ball' and have already broken all order records for Genco products".

He also advised, "It's a pleasure to be able to tell the Nebraska operators that from now on they will be able to enjoy the efficient, outstanding service of Atlas in their state."

"They are assured of any and all parts for all Genco products. They can also rest assured that Phil Moss and his entire organization will cooperate with them in every way to make the operation of Genco products profitable for them everywhere in Nebraska."

Over the long-distance telephone, when queried by this publication, Phil Moss reported:

"The fact that we have been appointed distributors for Genco for the entire state of Nebraska has thrilled our entire organization."

"Genco", he continued, "is a young, energetic and progressive manufacturer with outstanding, modern ideas and complete knowledge of what the operators of today want and require to be assured top profits."

"Therefore", he concluded, "the fact that we shall also handle distribution in Nebraska as well as in Iowa for Genco has caused everyone here in our organization the greatest of pleasure.

"Avron Gensburg also asked The Cash Box to report that his firm is working as speedily as possible in an effort to fill all orders. He begged the nation's operators to bear with the firm on deliveries which are being speeded as production steps up."

see the first samples coming off the production line and right there demanded immediate shipment of the first truckload.

"Bowling Alley" will be featured in the United Booth at the forthcoming NAAPB show, along with 'Pirate Gun'.

"In the meantime," concluded DeSelm, "we urge all operators to visit the nearest distributor. Just one game on 'Bowling Alley' will convince everyone we have a great profit-producer that will be popular for years to come."

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

United Introduces New 14-ft.
Six Player "Bowling Alley"

CHICAGO—C. B. "Bill" DeSelm, sales manager of United Manufacturing Company, this city, reported this past week that samples of the new 14-foot, 6-player roll-down game "Bowling Alley," are being shipped to its distributors.

"This is the most realistic bowling game in miniature ever produced," declared DeSelm. "Scoring is in accord with authentic, regulation bowling scoring."

Popular 14-foot length permits players to use all the skill shots of regular bowling—hook, back-up ball, straight ball and curve ball.

"Bowling Alley" is played with 3-inch hard rubber balls. The 6 player game affords players every opportunity for competitive play. The game features a ball return and ringer which delivers balls to players at hand level. No stoop. No bending down. This feature alone, according to DeSelm, increases greatly the appeal of the game to women and men, as well as any age group.

"Those of our distributing organization who have thus far seen 'Bowling Alley' are all highly enthusiastic about the new and different features as well as the attractive appearance of the game," DeSelm commented.

"For example, Al Rodstein, Banner Specialty, Philadelphia, happened to

Keeney's 3 VENDERS

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BRING 3-WAY PROFITS!
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J. H. Keeney & Co. Inc.
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Chi Music Ops Meeting

CHICAGO—Recorded Music Service Association, music operators organization here, held a general meeting at the Bismarck Hotel, this city, on Thursday night, November 18. Complete report of this meeting, together with prices, will be made in the next issue of The Cash Box.
Over 600 Attend 1st Annual Banquet of Mass. Music Ops Association

BOSTON, MASS.—More than 600 ops, distribs, guests and interested persons connected with related industries had one of the most fabulous evenings in Hub entertainment history at the first annual banquet of the Music Operators' Association; Commonwealth Country Club in Newton, Tuesday, November 13. The affair was a smash success with 50 acts in a floor show running into the wee hours headlined by big names in the record business.

In addition, acts from the city's top night spots were brought in for a round of entertainment that bids to stand unequalled for a long, long time. Credit for the success of the first effort of the association went to David J. Baker, Melo-Tone Music, Arlington, and president of the association, the board of directors, David Gropman, Cyrus J. Jacobs, Ralph Lackey, Peter Pompee, Leon Shurtz, Talent Inspector, Arthur C. Burgis, Philip Swartz and Sidney A. Wolbars; officers Baker, president; Lackey, vice-president; Burgis, treasurer; Pompee, secretary and Jacob Levy, general counsel; and the committee, headed by Jerry Flatto, Boston Record Distributors, who was master of ceremonies.

Accredited names included: Rusty Draper, Eileen Rodgers, Teddy King, Cadillacs, Jerry Vale, Don Rondo, Dick Moran, Monroe Carroll, Ronnie Marten, Pat O'Day, George Show, Splendors, Three D's, G-Clefs. Present were Guy Lombardo, current at Blins trib's; Don Rickles, current at the Bradford Roof; Arthur Fiedler, Boston Pops conductor; and a long list of vaude, acts which included: Manny Williams, Bobby Winters, George Groves, Frank Amato, Dan Baliero, Del Roy Trio, Bobby Baxter, Bobby Sherwood flew in from New York for the gathering. Rusty Draper carried the crowd from the start.

Present were representatives from the recording companies, ops from throughout Massachusetts, officials of numerous banks, Hub distributors and their guests. Most striking effect of the night was the star studded show brought in to entertain the big gathering. So enthralled was the huge crowd, that as each disk star went overboard to please, the celebrities gave them their undivided attention. Praise for the handling of the big show and details going into the presentation of the gala affair was heard on all sides, and guests were overwhelmed with the brilliance and talent array. Autograph speakers had a field day. Each performer did two numbers, backed up by Jack Sager and a 10-piece orchestra.

Representatives of the four Hub publications who were present included: Dave Bond, president of Tri mount Automatic Sales Corporation (Genco); Louis Blatt, head of Atha Distributors (AMI); St Redde, president of Ized Distributors (War Charger); Ed Ravely, head of Associated Amenity

ments (Rock-Ola). They were accompanied by members and associates in their respective firms.

Among the out of towners were Arthur W. Duddles, district sales representative AMI, and Mrs. Duddles, Local distributors and their personnel occupied many tables. The affair opened with a cocktail hour from 6 to 7, followed by dinner, from 7 to 9 and the all star variety show.

President Baker was presented an anyx desk set by the association presenting the festivities. General Counsel Jacob Levy welcomed the crowd and detailed the association's development and aims.

In his "president's message," Baker said: "While laboring to convert penny profits into livelihood, few businesses are as heaevily beset as ours with taxes, excess governmental regulations and restrictions.

"In order to elevate our young industry to the level of the public regard and legislative rights respected by more conventional enterprises, we have established for ourselves a superior code of ethics; we have undertaken public benefactions with distinguished success; we have maintained a high scale of wages for our workers; and we have generally functioned in a manner respectful of both the spirit and the letter of the law and meriting the greatest confidence of the location owners and the public we serve.

"It is very well for us to set and pursue these high standards for ourselves, but unless we constitute the great majority of the operators of the Commonwealth, ours cannot but be a voice in the wilderness from the standpoint of the good we can hope to achieve for all concerned.

"Ours must be the word of the industry, but this can only be an idle dream unless the industry by joining us lends scope and meaning to our word. We must associate for survival; we must co-operate for progress.

"With a small group of pioneers we have abundantly justified our Association. We have fended off proposed disastrous taxation leveled against our industry; we have averted the exclusion of music machines from drug stores throughout the Commonwealth; we have alerted our membership to every menace to its survival. Our record of real accomplishment should convince every non-member operator in Massachusetts that we are serving a need vital to him livelihood; that we need and receive his membership and support; and that he cannot afford to remain a non-member." (Ed note: Pictures taken at the banquet appear in the music section.)

"It's what's in THE CASH BOX that counts"
Through The Coin Chute

CALIFORNIA CLIPPINGS

The unusual warm spell for this time of year brought a great influx in walk-in business for coin machine distributors and one-stops along Pic Boulevard this past week. In some instances they have had to call men off the road to aid in sales in the showrooms. ... Mimi Greenfield has had to take leave of her office duties at A & A Vending Machines to nurse her mother, Mrs. "Mom" Lazar, who suffered a broken wrist in a fall. Sid Greenfield reports that the two new Metropolitans have proven very expedient in answering service calls. ... Frank Lamb, Montebello, San Diego is the new owner of his new model Tex Bright, formerly of Portland. ... Sammy Richlin and the Gabe Orlando will soon be called "the other two" with moving from the new building, handling the mounting mail order business and taking over the bookkeeping duties while Bella Stack is lolling on Waikiki. Sammy and Gabe are to have re-opened the Nevada of California Music Company in two weeks and then back to normal turmoil. ... Martha Delgado predicts that "Soitoule" by Johnny Maddox on Dot should take off well from now on. ... Frank reports that "Witchita & Eden" by Joe Valino on Vik has really started to move.

Perry Shields, of Minktone Annex, feeling well enough after his recent illness to visit his many friends along Pic Boulevard. ... Frank Davis reports that the Pool Table Conversion Kits are going very strong at Sierra Distributors and spooking the pool table business in many locations. ... Lloyd Copeland is so busy making sales of the Wurlitzer 200 phograph that he can only get out of his office to eat lunch. Pete Ley returned from Las Vegas and is remaining in his showrooms. ... Frank completed arrangements for a Wurlitzer 2000 to be used on NBC's color television show "Love, Marriage and $5,000." Ed Wiesler sending in orders from the San Bernardino area. ... Clyde Denlinger has taken time off from his operations in Newport Beach to work his mining claim on the desert. ... John Bricker, Palm Springs, is the new partner of the Mix Wallack Company. ... The former headquarters, to see Charley Robinson and Al Bettleman before leaving for Phoenix and his new business venture. ... Charley reports that he has been receiving the annual two shipments of DeLuxe Unit and they are going out as fast as they are received. Al says the operators are very much interested and enthusiastic about United's new "Little A," that has just appeared in the showroom. ... At Thoelke, United factory engineer, is expected on the West Coast the latter part of November. ... John Koenig, Long Beach, is back in the office. ... J. A. Raylton, Inc., with head office is Long Beach. ... Leuenhagen's Record Bar to say goodbye to Mary, Kay and Claire Scolle before leaving for Tennessee where John's parents will see their grandson for the first time.

Rex Lawrence, Whist Comics, should take off with the operators and Claire predicts "Since I Met You Baby," by Ivory Joe Hunter on Atlantic will do the same. ... Mary reports that "Tricky" by Gus Jinkins on Flash should start showing on the charts with the reaction it is getting from the operators.

Phil Robinson reports that Chicago Coin's new "Championship" regulation bowler has been very well received by the operators and is awaiting another shipment. ... Phil has completed all arrangements to leave the 21st of November for Portland, Wash. in his new car. ... Al the A. Layton, Inc., Paul Layton was demonstrating Bally's new "Balls-A-Poppin'" game to a group of operators.... Other "Fair Lady" features include preferred seven-digit high score up to 1,999, lite-up pop bumpers, two lite-up cyclic kickers and two super-powered flippers. ... The game is for one or two players. At option of operator, it is adjustable for three or five-ball play.

"Fair Lady" is available with twin chutes. The quarter chute is adjustable for three, four or five plays.

Alvin Gottlieb in conclusion, "There are many ways of expressing tremendous enthusiasm for a great five-ball. But we prefer to let Fair Lady stand on her own merits and convince every operator he has a sensational money maker to pop up his receipt. The only best way is for him to go to his Gottlieb distributor and play the game. Playing is believing."
Chicago Phono
Bowling League

CHICAGO—The first clash of the evening resulted in Star Music winning two from Mercury. Lee Donell was high for Star with 478, Melvin Jones' 451 was high for Mercury.

Walter Oomens won two from Singer One-Stop. Johnny Oomens topped his team with 450, followed by his wife Isabel, whose 454 score was high for women. Harry Julian was high for Singer with 478.

Roy McGinnis On His Peanut Machine Route

CHICAGO—Just 38 years ago, skimming along in his Model T Ford, Roy McGinnis, president of J.H. Keeney & Company, Inc., was operating his route of peanut vending machines on Chicago's north side.

Said Roy, “That's a picture of me, proud and happy over my new Model T Ford and the fact that I could cover my big peanut machine route faster and more efficiently than ever.”

(Editor's Note: If any other old timers have pictures of themselves and their operating conveyances of years and years ago, send them in to The Cash Box for publication.)

Chicago Phono Bowling League
Big Attendance Marks CIAA Meet

Chi Game Ops Discuss Future Policies For Individual Security

CHICAGO—More than 50 Chicago operators attended this past week's meeting of the Chicago Independent Amusement Association in the Washington Room of the Congress Hotel, November 8.

Spirited discussion by enthusiastic operators clarified the problems of this sincere group of businessmen. The formulation of policies to advance individual and collective security was debated.

Most of the operators expressed the view that strengthening the association would increase membership and bring about a sense of security in the operation of new types of games now being considered for licensing by city officials.

Sam Greenberg, president of the organization, pointed out that, with the city officials favorably inclined toward the aims and objectives of CIAA, a stronger association could advance the interests of all Chicago game operators.

In less than a year, CIAA has made considerable progress. The organization was instrumental in getting the City Council to eliminate the amendment to the "Bagatelle Ordinance" that would have included shuffle games and other amusement devices that are now being licensed. (The Cash Box, Sept. 1)

Further efforts to change the city licensing rules in order to pro-rate licenses and the right of transfer of licenses was also mentioned by Greenberg. A more complete report of progress on this problem was promised in the near future.

Greenberg presented to members a new, group-rate disability insurance plan which individual members could join if they so desired.

With attorney Milton (Ted) Raynor out of town on important business and therefore unable to attend this meeting, final decisions on future policies were deferred until the next meeting.

At the conclusion of the meeting, refreshments were served thru the courtesy of United Manufacturing Company.

"It's What's in THE CASH BOX That Counts"
Lou Spear Oak Leaf Rep.

CULVER CITY, CALIF. — Sti Bloom, Oak Mfg. Co., announced the appointment of Lou Spear of the Southern Vending Supply Co., Houston, Texas, as representative for the mfg. firm in the Houston area.

Kansas Assoc. Song Contest Winner

EMPORIA, KAN.—Martha Snodgrass of Kansas City, Mo., won first prize in the Kansas Music Association's songs and contest show heard every Saturday night over some 350 ABC network radio stations.

Miss Snodgrass' letter on why she liked a certain song on the program, and why she thought it should be among the top tunes of the nation, was selected as the best.

Pictured herewith is Ivan Martin, Winfield, Kan., president of the association, 11) presenting Miss Snodgrass with a Longines-Wittmaier watch, while Harold C. Wingrave, Emporia, Kan., secretary-treasurer of the association, and an MOA director, (r) looks on.

"It's What's in THE CASH BOX That Counts"
FOR SALE—Bingo in Quantities. Bally—Night Clubs, Broadway, Miami Beaches, Big Times, Variety, Beach Clubs; GLOBE DISTRIBUTING, 631 W. CALIFORNIA AVE., CHICAGO 47, ILL. (Tel.: AR 0780).

FOR SALE—The best buy in used Bingo Games. Just buy one and you will see why you pay a little more. Also be glad you did. Your money back if not completely satisfied. 1/3 deposit with all orders. Write or call: ALLAN SALES, INC., 935 W. CALIFORNIA, CHICAGO 13, ILL. (Tel.: W. VA. 5472).

FOR SALE—All types used AMI, Wurlitzer, Seeburg, Crane, Bally, Mills, Pay, or trade. Clean and shipped, or as is. Factory Distributor for Seeburg. DICKSON DISTRIBUTING, 631 W. CALIFORNIA, PHILADELPHIA 3, PA.


FOR SALE—Seeburg “C”, $252; Seeburg “B”, $395; Seeburg “A”, $290; AMI E-120 Phonographs, $475; Wurlizer 1000, $775. All the above machines are clean and ready for location. UNITED DISTRIBUTORS, INC., 902 W. SECOND, WICHITA, KANSAS (Tel.: HO 4-6111, 4-3506).

FOR SALE—200 Seeburg; Write: 4 Seeburg 1000 Selection Boxes, $800; Seeburg C, $650; AMI D40, $185; AMI B, $110; AMI C, $125; Coner Island Phonograph, $150; Gypsy Queen, $145; AMI A, $125; Seeburg C, $95; AMI B, $75; Seeburg C, $65. For location Seeburg Boxes, $8; 3020 Boxes, $4: 1717 Rock-Ola Stepsters, $225; H & H MUSIC AND DISTRIBUTING, 1625 THIRD AVE., MOLINE, ILL. (Tel.: 4-6703).

FOR SALE—Comco—Extended Range Speakers and Baffles. Quality at moderate prices. Engraved for heavy duty use. Satisfaction guaranteed or money refunded. Write: Lined Oak, Natural or Mahogany. Pack two to a carton. $11.95 each. COMCO, 738 WELSTON AVE., CHICAGO 18, ILL. (Tel.: Independence 3-2210).

FOR SALE—Rock-Ola Comets, $475; Rock-Ola 1444, $275; Seeburg “R”, $75; “B”, $55; “C”, $50; “A”, $47. For location, no quantity too large. NATIONAL VENDING CO., 183 E. MERRICK ROAD, FIRESTONE, LONG ISLAND, NEW YORK. (Tel.: FReport 8-7701).

FOR SALE—Bingo in Quantities. Bally—Night Clubs, Broadway, Miami Beaches, Big Times, Variety, Beach Clubs; GLOBE DISTRIBUTING, 631 W. CALIFORNIA AVE., CHICAGO 47, ILL. (Tel.: AR 0780).

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THE CASH BOX

"The Industry's Market Place"

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CLASSIFIED AD RATE 10 CENTS PER WORD
Count every word including all words in firm name. Numbers to address count as one word, minimum of accepted $1.00. CASH OR CHECK MUST ACCOMPANY ALL ORDERS FOR CLASSIFIED ADS. WANTS COULD BE USED ONCE WITHOUT ADVERTISING. Class Ads will be held for following issue pending receipt of your check or cash.

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

NOTICE—Meet your United Yankee, Sparkling Frame, and all United games after that, into a 300 Scoring Bowler. For particulars write or call DAVE LOWY, 592 TENNY AVE., NEW YORK, N. Y. (Tel.: 2-3199).

NOTICE—These 3 telephone numbers are important to you! The Cash Box, New York City, 6D-202; The Cash Box, Chicago, Ill., DEarborn 2-0545; The Cash Box, Hollywood, Calif., Hollywood 5-2129.

NOTICE—Texas operators—write or phone your Rock-Ola Distributor. PHOEN-YEND OF TEXAS, 1023 BASSE ROAD, SAN ANTONIO, TEXAS. (Tel.: 3-7199) for genuine factory parts. Also extra clean 1436 Fireballs and other reconditioned phonographs priced right.

NOTICE—That idea you have can become a new coin operated device. Contact Bob Young for Development and Engineering advice. BOB YOUNG'S SERVICE, 3427 BEN LOMOND Pl., LOS ANGELES 27, CALIF. (Tel.: NO 3-2354).

NOTICE—In "THE CASH BOX" you get the news before it ever becomes news. You get your own, up-to-date, informative, helpful editorials. Latest industry developments, Advance news of all new machines, Intimate columns. Absolutely invaluable charts. And many, many other important and valuable features. You can now obtain 52 consecutive weekly issues of "THE CASH BOX"—for only $15 on a DOUBLE YOUR MONEY BACK GUARANTEE! YOU CAN'T LOSE!! Mail your order for $15 today to THE CASH BOX, 26 WEST 47TH STREET, NEW YORK 36, N. Y.

For Sale—Special. Wishing Well, $155; Easy Aces, $195; Harbor Lites, $190; Tournament, $215; Score Board, $265; Race The Clock, $165; Handicap, $60. Call us when you are looking for late model Bingo Games. We always carry the largest stock and assortment of games in the city, all of our games are thoroughly refinished, mechanically perfect. Fast Delivery guaranteed. One-third deposit required. BROWN NOVELTY CO., INC., 920 H Howard Ave., New Orleans, La. (Tel.: Canal 7137).

For Sale—New Chicago Coin Blonde, original crates, "Priced Right." C & I DISTRIBUTING CO., 2202 E. WAUGH DRIVE, Houston 6, Tex. (Tel.: Jackson 9-9908).


For Sale—Floor Samples: 4 Chicago Coin Miami Shuffle Alleys, $195 ea. T & I DISTRIBUTING CO., 1663 CENTRAL PARKWAY, CINCINNATI 14, Ohio. (Tel.: Main 1-6751).


For Sale—15 foot Rock-Ola Shuffle Board game, wax (12 cans) $3.50; Fast wax cans (12 cases) $4.50; Pucks (set of 9) $12; Fluorescent Lights pairs $22.50; Adjusters $18.50. PURVEYOR DISTRIBUTING CO., 4232 N. WESTERN, CHICAGO 18, ILL. (Tel.: JUniper 8-1814).

For Sale—3 Keyne Speedlances, Chien Sam Riffle, Shuffle Bowlers, Guns, Also Pool Tables—all makes and models. For best buys, write or call: HY POLO AMUSEMENTS, INC., 1960 W. WILSON AVE., CHICAGO 40, ILL. (Tel.: Longbeach 1-3378).

For Sale—Numbered Pool Balls—Marked Ace, $4; White, $6; White & 1 to 5, Red, Price $14.95 set. Non-War Post Slides, Price $2.25 ea. For Sale 1952 Parts Catalog. WICO CORP., 2913 N. PULASKI RD., CHICAGO 41, ILL. (Tel.: MULberry 3-3000).

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 Value? 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 18 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 any 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 ever becomes news. You get your own, up-to-date, informative, helpful editorials. Latest industry developments, Advance news of all new machines, Intimate columns. Absolutely invaluable charts. And many, many other important and valuable features. You can now obtain 52 consecutive weekly issues of "THE CASH BOX"—for only $15 on a DOUBLE YOUR MONEY BACK GUARANTEE! YOU CAN'T LOSE!! Mail your order for $15 today to THE CASH BOX, 26 WEST 47TH STREET, NEW YORK 36, N. Y.
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18th YEAR OF PUBLICATION
894th CONSECUTIVE WEEK'S ISSUE

How To Use
"THE CASH BOX PRICE LIST"

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

FOREWORD: Many times, wide differences appear in the quotation of high and low prices of certain equipment. Like any true reporter, "The Price Lists" can only feature the market prices as they are quoted. "The Price Lists" acts exactly the same as the market quotation board at the Stock Exchange—posting the prices as they are quoted for the past week, regardless of how much they may seem to be out of line. Some prices do not change for months. "The Price Lists," rather than show no price, retain the last known for such equipment that the subscriber at least has the last known prices as a basis to work with. Prices may be very widely divergent. Someone on the East Coast may feel a certain machine worth $150.00 whereas someone on the West Coast may think it worth but $75.00. Of course, serial, appearances, demand, territory, quantity, and condition of equipment must be taken into consideration. (Some equipment by outmoding firms, having a reputation for shipping completely reconditioned machines, will be offered at higher prices than others, due to the added cost of reconditioning.) "The Price Lists" reports each quotation exactly as it may be made and depends on the subscriber to make average price adjustments to fit the peculiarities of his territory.

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

FOREIGN BUYERS: To cover cost of packing, crating, shipping, etc., figure an additional $20 to $25 on Pin Games—and $35 to $40 on Phonographs.

CODE
1. Prices Up
2. Prices Down
3. Prices Up and Down
4. No change from Last Week
5. No quotations Last 2 to 4 Weeks
6. No quotations 4 Weeks or Longer
7. Machines Just Added
8. Great Activity

REGARDING SELLING PRICES

IMPORTANT!

Reports received indicate that, in some cases, purchasers become confused due to the fact that there are not, many times, buy equipment listed in the lower price brackets. Sometimes sellers of machines listed at from $10.00 to $25.00 ask from $50.00 up to $75.00 and even more for these very same machines. Purchasers of such equipment and those who deal in machines in the very low price brackets are much wiser to be priced at these low figures. To completely recondi- tion such machines the reconditioning must add some price the cost of transportation to obtain these machines, the labor, parts and supplies needed to recondition the machines, plus the cost of cartage, crates and labor for packing and shipping of the machines, in addition to a decent profit which will, in most cases, raise the price of a $10.00 or $25.00 machine to anywhere from $50.00 to $75.00 and up. In the case of small machines, it is a wise policy to see exactly how much a buyer is asking for each machine, by hand or contracted for 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 for reconditioning. Purchasers of such equipment should take these facts into consideration and, at the same time, should also realize that many buyers today have their own repair and reconditioning departments as well as experienced mechanics. These buyers will purchase machines "as is" at prices quoted by the trade at large and recondi- tion the machines themselves to meet their own operating standards.
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<td>1. Happy Days (Got 7/52)</td>
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<td>2. Happy-Go-Lucky</td>
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<td>(Got 3/51)</td>
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<td>2&quot; Harber Lites (Got 2/56)</td>
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<td>6. Harvest Moon</td>
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<td>4. Harvest Time</td>
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<td>7. Hi-Fi (B 6/47)</td>
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<td>8. Hit Parade (CC 2/51)</td>
<td>10.00</td>
<td>15.00</td>
</tr>
<tr>
<td>9. Hit 'Rum (Got 4/52)</td>
<td>30.00</td>
<td>60.00</td>
</tr>
<tr>
<td>10. Holiday (E 12/51)</td>
<td>25.00</td>
<td>45.00</td>
</tr>
<tr>
<td>11. Hong Kong (Wn 9/51)</td>
<td>35.00</td>
<td>65.00</td>
</tr>
<tr>
<td>12. Horse Shoe</td>
<td></td>
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</tr>
<tr>
<td>(Wn 12/52)</td>
<td>35.00</td>
<td>70.00</td>
</tr>
<tr>
<td>13. Disk Jockey (Wn 12/51)</td>
<td>35.00</td>
<td>70.00</td>
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<tr>
<td>14. Domino (E 12/51)</td>
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<tr>
<td>15. Double Action</td>
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<tr>
<td>(Got 1/52)</td>
<td>20.00</td>
<td>35.00</td>
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<tr>
<td>16. Dbl. Feature</td>
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<tr>
<td>(Got 12/50)</td>
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<tr>
<td>17. Dbl. Home Run</td>
<td></td>
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<tr>
<td>(B 7/52)</td>
<td>45.00</td>
<td>75.00</td>
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<tr>
<td>18. Dbl. Shuffle (Got 6/49)</td>
<td>15.00</td>
<td>25.00</td>
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<tr>
<td>19. Draggin' Girl (6/47)</td>
<td>125.00</td>
<td>200.00</td>
</tr>
<tr>
<td>20. Dreamy Girl (Wm 5/51)</td>
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</tr>
<tr>
<td>21. Dude Ranch (B 9/53)</td>
<td>50.00</td>
<td>95.00</td>
</tr>
<tr>
<td>22. Dugout (CC 4/55)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>23. Easy Aces (Got 12/55)</td>
<td>195.00</td>
<td>225.00</td>
</tr>
<tr>
<td>24. Eight Ball (Wn 12/51)</td>
<td>50.00</td>
<td>65.00</td>
</tr>
<tr>
<td>25. Fairway (Wn 12/53)</td>
<td></td>
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<tr>
<td>26. Fighting Irish</td>
<td></td>
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<tr>
<td>(CC 1150)</td>
<td>15.00</td>
<td>25.00</td>
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<tr>
<td>27. Five Star (Univ 12/50)</td>
<td>30.00</td>
<td>75.00</td>
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<tr>
<td>28. Floating Power</td>
<td></td>
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<tr>
<td>(Ge 12/52)</td>
<td>10.00</td>
<td>15.00</td>
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<tr>
<td>29. Flying High (Got 2/53)</td>
<td>50.00</td>
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<tr>
<td>30. Flying Success</td>
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<tr>
<td>(Got 12/52)</td>
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<tr>
<td>31. Four Bear (Got 10/53)</td>
<td>15.00</td>
<td>20.00</td>
</tr>
<tr>
<td>32. Four Corner</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Wn 12/52)</td>
<td>40.00</td>
<td>90.00</td>
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<tr>
<td>33. Four Horsemen</td>
<td></td>
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</tr>
<tr>
<td>(Got 9/50)</td>
<td>25.00</td>
<td>50.00</td>
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<tr>
<td>34. &quot;4 Star&quot; Upright</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Ge 11/52)</td>
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<tr>
<td>35. &quot;4-Stroke&quot; (Up)</td>
<td>35.00</td>
<td>60.00</td>
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<tr>
<td>36. Four Stars (Got 6/52)</td>
<td>50.00</td>
<td>75.00</td>
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<tr>
<td>37. Freshie Win</td>
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<tr>
<td>(Got 1/52)</td>
<td>20.00</td>
<td>30.00</td>
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<tr>
<td>38. Fradie (B 10/52)</td>
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<tr>
<td>39. Fronteemas</td>
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<tr>
<td>(Got 11/52)</td>
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<tr>
<td>40. Furtity (B 1/51)</td>
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<td>41. Guy Times (B 6/45)</td>
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<td>42. Guyette (B 1/55)</td>
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<td>43. Georgia (Wn 7/50)</td>
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<td>44. Gin Rummy (Got 6/49)</td>
<td>40.00</td>
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<td>45. Gladiator (Got 1/50)</td>
<td>250.00</td>
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<tr>
<td>46. Glamour (Got 7/51)</td>
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<td>24.00</td>
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<tr>
<td>47. Glider (Ge 12/51)</td>
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<td>48. Glob Trotter</td>
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<tr>
<td>(Oklah 12/51)</td>
<td>30.00</td>
<td>50.00</td>
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<tr>
<td>49. Golden Gloves</td>
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<tr>
<td>(CC 4/97)</td>
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<tr>
<td>50. Golden Nugget (Upright)</td>
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<tr>
<td>(Ge 2/53)</td>
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<td>65.00</td>
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<tr>
<td>51. Gold Dust</td>
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<tr>
<td>(Univ 12/52)</td>
<td>135.00</td>
<td>300.00</td>
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<tr>
<td>52. Good Luck (Ex 10/52)</td>
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<td>53. Grand Award</td>
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<tr>
<td>(CC 12/50)</td>
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<tr>
<td>54. Grand Champion</td>
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<tr>
<td>(Wn 8/55)</td>
<td>50.00</td>
<td>95.00</td>
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<tr>
<td>55. Grand Slam</td>
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<tr>
<td>(Got 4/53)</td>
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<td>15.00</td>
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<tr>
<td>56. Grand Stand (B 50)</td>
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<td>57. Green Pheasant</td>
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<tr>
<td>(Got 1/54)</td>
<td>75.00</td>
<td>125.00</td>
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<tr>
<td>58. Gun Club (Wn 11/51)</td>
<td>50.00</td>
<td>75.00</td>
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<tr>
<td>59. Guy-Dallas (Wn 6/52)</td>
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<td>125.00</td>
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<tr>
<td>60. Gypsy Queen</td>
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<tr>
<td>(Wm 6/52)</td>
<td>145.00</td>
<td>195.00</td>
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<tr>
<td>61. Handicap (Wm 6/52)</td>
<td>45.00</td>
<td>85.00</td>
</tr>
<tr>
<td>TOTAL NO.</td>
<td>USED</td>
<td>TOTAL VALUE</td>
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</tbody>
</table>
### PINBALL GAMES (Cont.)

1. Bally Victory Bowler (12/54) 100.00 195.00
2. Bally Champion Bowler (12/54) 100.00 200.00
3. Bally Jet Bowler (12/54) 100.00 200.00
4. Bally Rocket Bowler 100.00 210.00
5. Bally Mystic Bowler (12/54) 175.00 250.00
6. Bally Magic Bowler (12/54) 185.00 265.00
7. Bally Blue Ribbon (12/54) 265.00 310.00
8. Bally Gold Medal (12/54) 265.00 325.00
9. ChiCoin 6-player (12/54) 35.00 75.00
10. ChiCoin 6-player DeLuxe (12/54) 35.00 80.00
11. ChiCoin Match Bowler (12/54) 35.00 85.00
12. ChiCoin Bowl-A-Ball Special (12/54) 35.00 90.00
13. ChiCoin Name Bowler (11/54) 35.00 95.00
14. ChiCoin 8-frame Double Score Bowler (12/54) 35.00 100.00
15. ChiCoin Crown (4/53) 45.00 125.00
16. ChiCoin Genco Star (6/53) 50.00 115.00
17. ChiCoin Triple Score (6/53) 50.00 130.00
18. ChiCoin Gold Cap (6/53) 50.00 135.00
19. ChiCoin High Speed (6/53) 65.00 140.00
20. ChiCoin High Speed Triple Score (6/53) 65.00 145.00
21. ChiCoin Super Star (10/53) 75.00 150.00
22. ChiCoin King (10/53) 75.00 155.00
23. ChiCoin Cross Bowler (12/53) 75.00 165.00
24. ChiCoin Super Frame (12/53) 85.00 175.00
25. ChiCoin Starlite (5/54) 125.00 150.00
26. ChiCoin Starlite (10/54) 150.00 180.00
27. ChiCoin Holiday (9/54) 155.00 185.00
28. ChiCoin Flash (10/54) 110.00 200.00
29. ChiCoin Playtime (10/54) 140.00 225.00

**TOTAL NO.** **TOTAL VALUE**

### SHUFFLES (Cont.)

1. ChiCoin Fireball (11/54) 175.00 250.00
2. ChiCoin Thunderbolt (12/54) 185.00 265.00
3. ChiCoin Triple Strike Deluxe (2/54) 225.00 295.00
4. ChiCoin Arrow (2/54) 225.00 295.00
5. ChiCoin Criss Cross Deluxe (5/54) 175.00 245.00
6. Deluxe Model (4/54) 150.00 225.00
7. Deluxe Model (5/44) 245.00 325.00
8. Deluxe Model (3/54) 175.00 225.00
9. Deluxe Model (5/55) 150.00 225.00
10. Deluxe Model (5/56) 175.00 225.00
11. Deluxe Model (5/56) 195.00 255.00
12. Deluxe Model (5/56) 225.00 300.00
13. Deluxe Model (5/56) 255.00 325.00
14. Deluxe Model (5/56) 285.00 355.00
15. Deluxe Model (5/56) 315.00 385.00

**TOTAL NO.** **TOTAL VALUE**

### SHUFFLES (Cont.)

1. United Mercury (12/54) 150.00 225.00
2. Deluxe model 155.00 225.00
3. United Model (3/55) 160.00 225.00
4. Deluxe model 162.00 225.00
5. Un. Lightning (2/55) 165.00 225.00
6. Deluxe model 170.00 225.00
7. Un. Venus (3/55) 170.00 225.00
8. Deluxe model 175.00 225.00
9. Un. Clipper (5/55) 175.00 225.00
10. Deluxe model 195.00 255.00
11. Un. Derby (5/55) 225.00 300.00
12. Deluxe model 225.00 300.00
13. Un. Clipper (5/55) 225.00 300.00
14. Deluxe model 225.00 300.00
15. Un. Clipper (5/55) 225.00 300.00
16. Deluxe model 225.00 300.00
17. Un. Clipper (5/55) 225.00 300.00
18. Deluxe model 225.00 300.00
19. Un. Clipper (5/55) 225.00 300.00
20. Deluxe model 225.00 300.00

**TOTAL NO.** **TOTAL VALUE**

### CHERRY MACHINE OWNED

### MACHINE OWNED

### VALUE OF MACHINES HERE

### VALUE OF MACHINES HERE

### NUMBER OF EACH MACHINE OWNED

### NUMBER OF EACH MACHINE OWNED

### VALUE OF MACHINES HERE

### VALUE OF MACHINES HERE

### ARCADE EQUIPMENT

1. ABT 6 Gun Rifle Range 525.00 625.00
2. Bally Champion Horse 325.00 395.00
3. Bally Moon Ride 290.00 325.00
4. Bally Space Ship 225.00 250.00
5. Bally Speed 195.00 225.00
6. Chicago Coin Super Jet 195.00 275.00
7. Deeco Merry-Go-Round 225.00 325.00
8. Exhibit Big Fish 250.00 325.00
9. Exhibit Mustang 250.00 325.00
10. Exhibit Space Control 275.00 350.00
11. Scientific Television 275.00 345.00

**TOTAL NO.** **TOTAL VALUE**

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Manufacturers New Equipment

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

AMI, INCORPORATED

"C-200" 200-sel., phonograph... $325.00
"C-200" 120-sel., phonograph... $275.00
"HS-200" Selective Hideaway... $125.00
"HS-300" Continuous-play Hideaway... $300.00
"HC-100" Continuous-play Hideaway... $300.00
"W-200" 200-selection Wall Box... $225.00
Bargrill Wallbox Bracket... $10.00
Recessed Ceiling Speaker... $25.00
Wall Speaker... $175.00
Corner Speaker... $100.00

AUTO-PHOTO CO.

Studio Model "11"... $3,245.00

BALLY MFG. CO.

Bike (Kiddie Ride)... $835.00
Model T (without Record Changer)... $765.00
Model T (with Record Changer)... $755.00
Ball-A-Poppin' (2 Player, 3 or 5 Ball)... $145.00
Big Show... $799.00
Pin-Pool ("52" x 36" Model)... $325.00
Model A-110, 100 a play... $760.00
Model A-325, 3 plays for $25... $780.00
Congress Bowler (with Match Feature)... $805.00
Model C-110, 100 a play... $825.00
Model C-325, 3 plays for $25... $825.00
The Champion (with new-wood cabinet)... $335.00

CHICAGO COIN MACHINE CO.

Championship Bowler... $720.00
Miami Shuffle... $695.00
Capri... $675.00
Blonde (3 or 5 Ball, Match and Replay)... $650.00
Seaside (Regular Model)... $550.00
Model A-110... $650.00
Model A-325... $675.00
Twin Hocks... $575.00
Model C-110... $625.00
Model C-325... $625.00
The Champion (with new-wood cabinet)... $335.00

EXHIBIT SUPPLY CO.

Ringer Bell... No List Price

J. F. FRANTZ MFG. CO.

Kicker & Catcher... No List Price

ALF Challenge Pistol... No List Price

Genco MFG. & SALES CO.

Official Skill Ball... No List Price

D. COTTLEEH & CO.

Register... No List Price

INTERNATIONAL MUTOSCOPE CORP.

Lord's Prayer Vendor... $390.00
"HALF-DOLLAR PLAY
Doubled My Take"

When it comes to earnings, the Wurlitzer Model 2000 with half-dollar play heralded the dawn of a new day. Up to twice the take over former phonographs on the same location is a common occurrence. It's just one more Wurlitzer 1st for the benefit of Wurlitzer Operators.

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 BRAZIL

WITH

NEW BUILD-UP SELECTION FEATURE

Arrows Flash to Lite

SELECT-A-ROW

Choice of 3 Spot Numbers
Up to 15 Numbers to Select from

New 4-Corners Score for 5-in-Line

4th and 5th Ball Selections

3-IN-LINE • 4-IN-LINE

5-IN-LINE SCORES

LITE-A-NAME

PENNANT FEATURE

EXTRA BALLS

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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 pinball history! Get your share! Get Bally BIG SHOW on location today!

Balls-a-poppin’
new type novelty game by Bally

WITH RIOTOUSLY EXCITING

Wild Balls
SCORE-BOOSTER FEATURE

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BALLY MANUFACTURING COMPANY, CHICAGO