

# THE CASH BOX

VOLUME XVI

JANUARY 1, 1955

NUMBER 15



The Johnny Desmond Show which comes out of Chicago over the ABC-TV network, makes full use of many of *The Cash Box* charts. Johnny is pictured above with a teenage model showing the latest fashions for youngsters as the background features a large blowup of *The Cash Box*. Johnny is not only going great on his TV and radio shows, but his latest recording efforts for Coral, "My Own True Love" and "The Song From Desiree", are both getting plenty of play.



# BIG 3

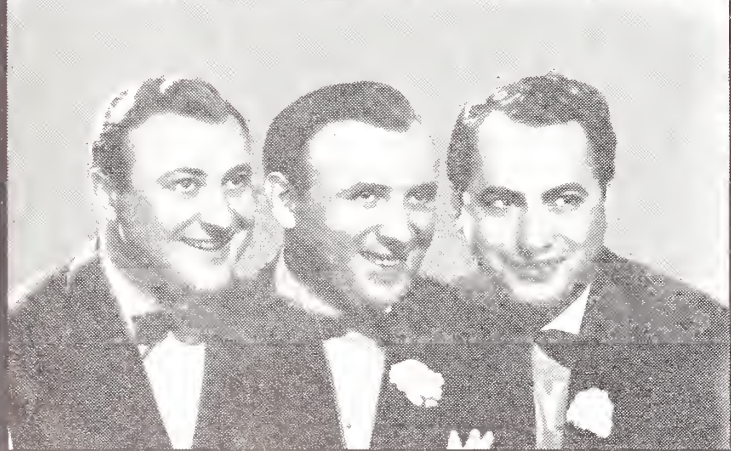
# PLUS

FOR  
TURN TABLES • COIN MACHINES • RECORD STORES



**1**  
**DINAH SHORE**  
**TONY MARTIN**  
**MELODY OF LOVE**  
**YOU'RE GETTING TO BE A HABIT WITH ME**  
20/47—5975

**2**  
**THE HI-FI FOUR with HENRI RENÉ**  
**FAR AWAY**  
**MY LITTLE NEST OF HEAVENLY BLUE**  
20/47—5971



**3**  
**THE THREE SUNS**  
**FOR YOU / PERDIDO**  
20/47—5961

**PLUS 1**  
**EDDY ARNOLD'S latest**  
**I'VE BEEN THINKING / DON'T FORGET**  
20/47—6000



**RCA VICTOR**  
FIRST IN RECORDED MUSIC



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# The Cash Box

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January 1, 1955

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# WHAT'S AHEAD FOR '55?

1954 is winding up with a bang.

The Christmas season will be one of the greatest that the record business has ever experienced. Both singles and packaged goods are selling in large quantities in stores all over the country stimulated by a couple of spectacular hits which are bringing the customers into the stores.

What's ahead for 1955?

Even greater business, as far as anyone can see.

The general economic situation of the country has improved tremendously in the past several months. Whereas at the beginning of this year, most economists were predicting a slight decline in activity, all predictions for the future year are for an increase in business.

Every sign points to the fact that people have much more money to spend today than they have had in some time. The enormous business which stores are doing in Christmas merchandise is positive proof of that. And when people have money to spend in excess of their absolute basic needs, the sale of records and juke box play necessarily increase.

1955 therefore should be one of the best years which our industry has ever experienced. Indeed it may even set a new record.

Almost every company, enjoying fine business today, is set to go in January with important new releases. All the top names will be represented early in the year with their strongest material. Packaged goods are being planned which should attract many new album buyers. And new juke boxes which will draw even more players than now, are certainly in the works.

Many trends started in previous years will undoubtedly be continued and strengthened in the coming year. The trend to 45 rpm will be even more insistent. As a matter of fact 1955 may see the death knell of the 78 if the acceleration of the use of 45 rpm goes on at the same rate as it did last year.

In juke boxes, the use of EPs will reach greater heights as more and more localities switch to 10¢ play. EPs have been found ideal for standards and it is in that area where they will receive their greatest acceptance.

In general the picture for 1955 is one of the brightest we can remember. We can look forward to a year of intense economic improvement throughout the entire nation in industry in general and in our record and music business in particular.



**SPECIAL OPERATOR RELEASE!**



*The*  
**McGuire Sisters**  
*Sing*

**"MELODY OF LOVE"**

And

**"OPEN UP YOUR HEART"**

(And Let The Sunshine In)

CORAL 61334 (78 RPM) and 9-61334 (45 RPM)

**"HEARTS OF STONE"**

And

**"THE NAUGHTY LADY OF SHADY LANE"**

CORAL 61335 (78 RPM) and 9-61335 (45 RPM)



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**CORAL RECORDS**

America's Fastest Growing Record Company



**THE NATION'S TOP TEN**  
PLUS THE NEXT 25  
**JUKE BOX TUNES**

The Top Ten Tunes Netting Heaviest Play In The Nation's Juke Boxes, Compiled From Reports Submitted Weekly To The Cash Box By Leading Music Operators Throughout The Country.



AB—Abbott	CD—Cadence	CODE	NG—Norgren	SA—Savoy
AL—Aladdin	CH—Chess	DY—Derby	PA—Parrot	SP—Specialty
AM—Ambassador	CK—Checker	EP—Epic	PE—Peacock	SW—Swingtime
AP—Apollo	CO—Columbia	ES—Essex	PO—Potter	TF—Tiffany
AT—Atlantic	CR—Coral	FA—Favorite	PR—Prestige	TI—Tico
BE—Bell	CT—Cat	FB—Fobor	RA—Rainbow	TR—Trend
BR—Brunswick	DA—Dana	FE—Federal	RE—Regent	UN—United
BT—Bethlehem	DE—Decca	FI—Fiesta	RH—Recorded in Hollywood	VA—Valley
CA—Capitol	DO—Dot	4 Star—Four Star	MJ—Major	VI—RCA Victor
	DU—Duke	GR—Groove	MO—Modern	WA—Waco

- |           |   |           |
|-----------|---|-----------|
| <b>1</b>  | <b>MR. SANDMAN</b><br><b>THE CHORDETTES</b><br>BE-1079 (45-1079)—Three Bells<br>CD-1247 (45-1247)—Chordettes<br>CO-40383 (4-40383)—Les Elgart<br>CR-61288 (9-61288)—Lancers   | <b>1</b>  |
|           | DE-29344 (9-29344)—Four Aces<br>FA-21003X—Song Singers<br>ME-70477 (70477x4S)—Buddy Morrow<br>VI-20-5767 (47-5767)—Vaughn Monroe  |           |
| <b>2</b>  | <b>TEACH ME TONIGHT</b><br><b>DeCASTRO SISTERS</b><br>AB-3001 (45-3001)—DeCastro Sisters<br>CO-40351 (4-40351)—Jo Stafford<br>CR-61265 (9-61265)—Modernaires<br>DE-28990 (9-28990)—Janet Brice  | <b>3</b>  |
|           | ME-70497 (70497x4S)—Dinah Washington<br>MG-11856 (K-11856)—Rosanne June<br>X-0051 (4X-0051)—Helen Grayco  |           |
| <b>3</b>  | <b>I NEED YOU NOW</b><br><b>EDDIE FISHER</b><br>BE-1054 (45-1054)—Betty Johnson<br>CO-40346 (4-40346)—Ken Griffin   | <b>2</b>  |
|           | FA-21003X—Susan Sisters<br>VI-20-5830 (47-5830)—Eddie Fisher  |           |
| <b>4</b>  | <b>LET ME GO, LOVER</b><br><b>JOAN WEBER</b><br>CO-40366 (4-40366)—Joan Weber<br>CR-61315 (9-61315)—Teresa Brewer<br>DE-29373 (9-29373)—Peggy Lee<br>DE-29374 (9-29374)—Georgie Shaw  | <b>9</b>  |
|           | ME-70511 (70511x4S)—Patti Page<br>VI-20-5952 (47-5952)—Sunny Gale<br>VI-20-5960 (47-5960)—Hank Snow   |           |
| <b>5</b>  | <b>PAPA LOVES MAMBO</b><br><b>PERRY COMO</b><br>BE-1064 (45-1064)—Tommy & Jimmy Dorey<br>CO-40324 (4-40324)—Johnnie Ray<br>RA-264 (45-264)—Alfredito Orch.  | <b>4</b>  |
|           | TI-1092 (45-1092)—Peacock's Mamba Combo<br>VI-20-5857 (47-5857)—Perry Como  |           |
| <b>6</b>  | <b>NAUGHTY LADY OF SHADY LANE</b><br><b>AMES BROTHERS</b><br>BE-1077 (45-1077)—Barry Frank<br>CD-1254 (45-1254)—Archie Bleyer   | <b>8</b>  |
|           | VI-20-5897 (47-5897)—Ames Brothers  |           |
| <b>7</b>  | <b>SHAKE, RATTLE AND ROLL</b><br><b>BILL HALEY AND HIS COMETS</b><br>AT-1026 (45-1026)—Joe Turner<br>BE-1069 (45-1069)—Jim Brown & 4 Bells  | <b>5</b>  |
|           | DE-29204 (9-29204)—Bill Haley<br>FA-21004X—Tomcats  |           |
| <b>8</b>  | <b>MAMBO ITALIANO</b><br><b>ROSEMARY CLOONEY</b><br>BE-1077 (45-1077)—Barry Frank   | <b>6</b>  |
|           | CO-40361 (4-40361)—Rosemary Clooney   |           |
| <b>9</b>  | <b>COUNT YOUR BLESSINGS</b><br><b>EDDIE FISHER</b><br>BE-1070 (45-1070)—Arthur Norman<br>CA-2927 (F-2927)—Gordon MacRae<br>CO-40321 (4-40321)—Arthur Godfrey<br>CO-40370 (4-40370)—Rosemary Clooney   | <b>10</b> |
|           | FA-21005X—Cary Stewart<br>DE-29251 (9-29251)—Bing Crosby<br>JU-5172 (45-5172)—Orioles<br>VI-20-5871 (47-5871)—Eddie Fisher  |           |
| <b>10</b> | <b>IF I GIVE MY HEART TO YOU</b><br><b>DORIS DAY—DENISE LOR</b><br>BE-1059 (45-1059)—Barry Frank<br>CA-2868 (F-2868)—Monica Lewis<br>CA-2930 (F-2930)—Duke Ellington<br>CO-40300 (4-40300)—Doris Day<br>CR-61236 (9-61236)—Buddy Greco<br>DE-29148 (9-29148)—Connie Boswell<br>FA-21007X—Merry South<br>JZ-768 (45-768)—Four Bars | <b>7</b>  |
|           | MG-11776 (K-11776)—Wright Bras.<br>ME-70451 (70451x4S)—A. Powell & D. Smith<br>MJ-27 (45-27)—Denise Lor<br>TI-1092 (45-1092)—Peacock's Mambo Combo<br>VI-20-5853 (47-5853)—Dinah Shore  |           |

11) THIS OLE HOUSE. 12) MAKE YOURSELF COMFORTABLE. 13) DIM, DIM THE LIGHTS. 14) HEARTS OF STONE. 15) HEY THERE. 16) HOLD MY HAND. 17) THAT'S ALL I WANT FROM YOU. 18) I NEED YOUR LOVIN' (BAZOOM). 19) MUSKRAT RAMBLE. 20) IT'S A WOMAN'S WORLD. 21) MELODY OF LOVE. 22) MOBILE. 23) THAT'S WHAT I LIKE. 24) CARA MIA. 25) HOME FOR THE HOLIDAYS. 26) WHITHER THOU GOEST. 27) HAJJI BABA. 28) PUPALINA. 29) NO MORE. 30) WHEN WE COME OF AGE. 31) SKOKIAAN. 32) SONG OF THE BAREFOOT CONTESSA. 33) MOOD INDIGO. 34) ON THE ALAMO. 35) FUNNY THING.



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*the Greatest by-*

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DOUBLE-SIDED  
SMASH!

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# RECORD REVIEWS

ⓐ DISK & SLEEPER	ⓐ GOOD
ⓑ EXCELLENT	ⓑ FAIR
ⓓ VERY GOOD	ⓓ MEDIOCRE

### THREE SUNS

(RCA Victor 20-5961; 47-5961)

**B+** "PERDIDO" (2:53) [Tempo ASCAP—Tizol, Lengsfelder, Drake] The Three Suns offer a unique rendition of a great big oldie. The number is loaded with commercial instrumental gimmicks that could send it up onto the lists.

**B+** "FOR YOU" (2:45) [Witmark ASCAP—Dubin, Burke] Another wonderful standard is beautifully rendered by the crew. Good slow tempo with a lovely effect in the backdrop. Potent side.

### FRANKLYN MacCORMACK

(MGM 11908; K-11908)

**B+** "MELODY OF LOVE" [Shapiro-Bernstein ASCAP—Engleman, Glazer] Franklyn MacCormack offers a smooth recitation on the re-release of one of the original versions of "Melody Of Love." Herbert Foote supplies the background on the organ. Pretty job that could draw loot.

**C+** "TOUCHING SHOULDERS" [Public Domain] MacCormack comes through with another penetrating recital on this number. Organ backing enhances beauty.

### JILL COREY

(Columbia 40410; 4-40410)

**B+** "I'M NOT AT ALL IN LOVE" (2:55) [Frank, ASCAP—Adler, Ross] Jill Corey does a big job with another great song from "Pajama Game." It's a big waltz item. Chorus assists. Number could be real hot.

**C** "EDWARD" (1:58) [Rylan ASCAP—Merrill] Jill bounces over a cute novelty on this end. Real lighthearted number full of life.

### GEORGIA GIBBS

(Mercury 70517; 70517 x 45)

**B+** "TWEEDLEE DEE" (2:35) [Progressive BMI—Scott] A big rhythm and blues number is belted out by Georgia Gibbs in a fashion that should send it up into the pop charts. Real socko side. Full of oomph.

**C+** "YOU'RE WRONG, ALL WRONG" (2:30) [United ASCAP—Simon, Tobias] The vibrant songstress offers a pretty ballad to a shuffle tempo. Chorus rounds out deck. Lovely song flavorfully delivered.

### CHUCK RAY

(IntraState 17; 45-17)

**C** "WHISTLIN' AT MY BABY" (2:47) [Homestead BMI—Lupberger] Chuck Ray handles the vocal and leads the ork through a cute bounce instrumental. Catchy ditty with a colorful air.

**C** "WHEN I'M WITH YOU" (3:07) [Homestead BMI—Hard] This end is a latin tempo ballad vocalled by Chuck.

## THE CASH BOX

# DISK OF THE WEEK

"I'M GONNA LIVE TILL I DIE" (1:53)

[Barton ASCAP—Hoffman, Kent Curtis]

"MELODY OF LOVE" (3:00)

[Shapiro-Bernstein ASCAP—Glazer, Engleman]

FRANK SINATRA & RAY ANTHONY

(Capitol 3018; F-3018)



FRANK SINATRA



RAY ANTHONY

● As Frank Sinatra's popularity continues to grow, Capitol issues a great new release by the "Voice" that could easily top "Young At Heart." It's a fabulous rhythm interpretation of the great oldie "I'm Gonna Live Till I Die" and supplying the brilliant trumpet work is none other than Ray Anthony. This is definitely Sinatra's best jump

number to date and he's come up with some lulu in his "Swing Easy" LP. Ray is penetrating on the horn. The fans will be wild about this record. Flip is a warm and mellow interpretation of the hot ballad "Melody Of Love." Here again, Sinatra and Anthony blend beautifully. We think the top half is the very "end." Listen to it.

### LORRY RAINE

(Dot 1202; 45-1202)

**C+** "WHEN YOUR LOVER HAS GONE" (3:03) [Remick ASCAP—Swan] Lorry Raine comes up with a classy, sultry reading of a great standard as Russ Garcia leads the ork and Murray MacEachern supplies a fitting trombone solo.

**B** "LOST WEEKEND" (2:40) [Tim Gayle ASCAP—Gayle, Moon] The songbird hands in a warm and feelingful rendition of a sentimental romantic ballad. It's a commercial offering that could make the grade.

### BING CROSBY

(Decca 29376; 9-29376)

**B** "THE RIVER" (3:19) [Mellin BMI—Concina, Mellin] A slow folk-flavored song is presented with meaning and expression by Der Bingle. Haunting number that could catch on.

**C+** "TOBERMORY BAY" (3:16) [Leeds ASCAP—Reine, North, Harper] A Scottish tune is sung as only Crosby can. Pretty number.

### BUDDY GRECO

(Coral 61295; 9-61295)

**C+** "PARIS LOVES LOVERS" (2:28) [Chappell ASCAP—Porter] A big and beautiful ballad from the new forthcoming Cole Porter musical "Silk Stockings," is warmly rendered by the rich voice of Buddy Greco.

**C** "AIN'T NO IN BETWEEN" (2:31) [Sherwin ASCAP—Skyler] This end features Buddy on a pleasing rhythm number with Don Costa's ork assisting.

### PHIL BRITO

(King 1417; 45-1417)

**C+** "YOU LIED WHEN YOU CRIED TO ME" (2:56) [Revere ASCAP—Sanford, Douglas, Mysels] Popular Phil Brito softly delivers a sentimental romantic ballad with the assist of a chorus. Pretty tune.

**C+** "NEED ME" (2:56) [Peer BMI—Worth, DeCurtis] This end is another romantic item by the crooner. Good material.

### BETSY GAY

(Decca 29340; 9-29340)

**C+** "SWEET" (2:30) [Paco ASCAP—Watts, Bohme, Fascinato] The pert voice of Betsy Gay is enhanced by a multiple track gimmick as she offers a cute bounce novelty on the light and inviting side.

**C+** "COOL MAN" (2:28) [Brandom ASCAP—Watts, Dave Bohme, Fascinato] This end is another zany novelty presented in a colorful manner by the thrush.

### JOHNNY VADNAL ORCH.

(RCA Victor 20-5951; 47-5951)

**C+** "THE OLD FORGOTTEN WALTZ" [Baum, Kaye] Johnny Vadnal and his polka boys glide through a pretty waltz number on this side. Tony Vadnal handles the vocal chores. Lovely melody.

**C** "NO MORE" [Iviglia, Siegel] This end is a lively polka ditty full of punch. Another exceptionally pretty melody excellently executed.

### ADRIENNE KENT

(Bruce 2005; 45-2005)

**B** "I'LL REMEMBER APRIL" [Leeds ASCAP—Raye, DePaul, Johnston] With the aid of a multiple track system, Adrienne Kent offers a beautiful piano version of a great standard. Chorus assists capably.

**C+** "ROSE ROOM" [Miller ASCAP—Hickman, Williams] The pianist bounces through a pretty number with the chorus again doing a big job in the vocal department.

### BERNICE PARKS

(Coral 61317; 9-61317)

**B** "ONLY LOVE ME" (2:42) [Larry Speir ASCAP—Alstone, Sigman] The exciting voice of Bernice Parks comes over with sparkle on this dramatic romantic ballad. Jack Pleis sets up a lush accompaniment. Good job.

**B+** "LOVIN' MACHINE" (2:41) [Stratton BMI—Cochrane, Waldman, Charles] The polished songstress dishes up one of her most commercial sides on this end. Real good deck that could catch like wild fire. Bernice can sing up a storm.

### ROSEMARY CLOONEY & JOSE FERRER

(Columbia 40407; 4-40407)

**C** "MR. AND MRS." (2:38) [M. Witmark ASCAP—Wood, Romberg] Hubby and wife Rosemary Clooney and Jose Ferrer fashion on wax the delightful Romberg novelty which they offer in the movie "Deep In My Heart."

**B** "MARRY THE MAN" (2:12) [Advanced ASCAP—David, Carr] The Luboff choir and Paul Weston's ork assist the pair on this cute waltz tempo novelty. A most inviting deck that could stir up some noise.

## THE CASH BOX

# BEST BETS

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

- ★ "TWEEDLEE DEE" ..... Georgia Gibbs ..... Mercury 70517; 70517 x 45
- ★ "PERDIDO"/"FOR YOU" ..... Three Suns ..... RCA Victor 20-5961; 47-5961
- ★ "I'M NOT AT ALL IN LOVE" ..... Jill Corey ..... Columbia 40410; 4-40410
- ★ "MELODY OF LOVE" ..... Franklyn MacCormack ..... MGM 11908; K-11908
- ★ "LOVIN' MACHINE" ..... Bernice Parks ..... Coral 61317; 9-61317



# ANOTHER WINNING YEAR FOR...



AS DETERMINED BY THE JUKE BOX OPERATORS OF AMERICA IN THE CASH BOX POLL OF 1954

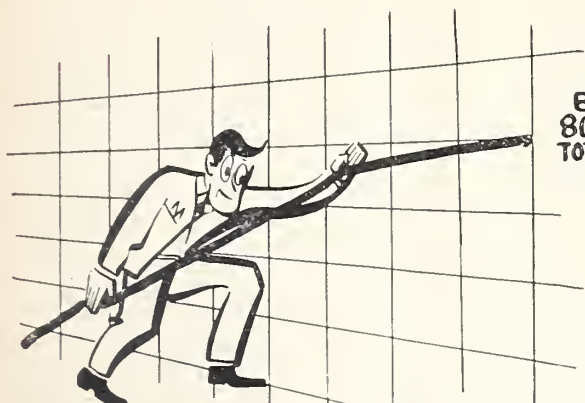


● **BEST POP**

BMI  
17% OF  
TOTAL VOTES

**BEST POP RECORD OF 1954 (BMI 7 out of 36)**

- |  |                                |
|--|--------------------------------|
| YOUNG AT HEART (Sunbeam)                     | Frank Sinatra (Capitol)        |
| SH-BOOM (Progressive-St. Louis)              | Crewcuts (Mercury)             |
| CHANGING PARTNERS (Porgie)                   | Patti Page (Mercury)           |
| THIS OLE HOUSE (Hamblen)                     | Rosemary Clooney (Columbia)    |
| HERE (Hill & Range)                          | Tony Martin (Victor)           |
| GOODNIGHT SWEETHEART, GOODNIGHT (Arc-Regent) | McGuire Sisters (Coral)        |
| I'M A FOOL TO CARE (Peer)                    | Les Paul & Mary Ford (Capitol) |



● **BEST R&B**

BMI  
80.2% OF  
TOTAL VOTES

**BEST RHYTHM & BLUES RECORD OF 1954 (BMI 19 out of 26)**

- |   |                         |
|---|-------------------------|
| WORK WITH ME, ANNIE (Lois)                      | Midnighters (Federal)   |
| HONEY LOVE (Progressive)                        | Drifters (Atlantic)     |
| OH, WHAT A DREAM (Berkshire)                    | Ruth Brown (Atlantic)   |
| THINGS THAT I USED TO DO (Venice)               | Guitar Slim (Specialty) |
| SHAKE, RATTLE AND ROLL (Progressive)            | Joe Turner (Atlantic)   |
| HURTS ME TO MY HEART (Monument)                 | Faye Adams (Herald)     |
| SH-BOOM (Progressive-St. Louis)                 | Chords (Cat)            |
| SEXY WAYS (Lois)                                | Midnighters (Federal)   |
| I'LL BE TRUE (Angel)                            | Faye Adams (Herald)     |
| ANNIE HAD A BABY (Jay & Cee)                    | Midnighters (Federal)   |
| LOVEY DOVEY (Progressive)                       | Clovers (Atlantic)      |
| SUCH A NIGHT (Raleigh)                          | Drifters (Atlantic)     |
| SAVING MY LOVE FOR YOU (Lois)                   | Johnny Ace (Duke)       |
| GOODNIGHT SWEETHEART, GOODNIGHT (Arc-Regent)    | Spaniels (Vee Jay)      |
| YOU'RE SO FINE (Arc)                            | Little Walter (Checker) |
| IT SHOULD'VE BEEN ME (Progressive)              | Ray Charles (Atlantic)  |
| HONEY HUSH (Progressive)                        | Joe Turner (Atlantic)   |
| PLEASE FORGIVE ME (Lois)                        | Johnny Ace (Duke)       |
| YOUR CASH AIN'T NOTHIN' BUT TRASH (Progressive) | Clovers (Atlantic)      |



● **BEST COUNTRY**

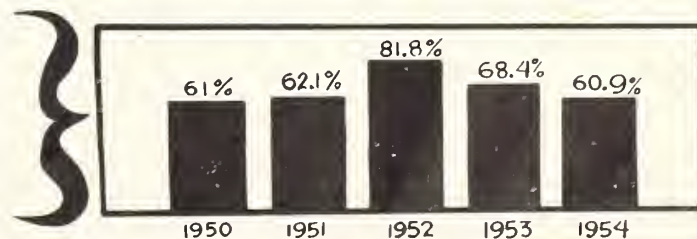
BMI  
93.8% OF  
TOTAL VOTES

**BEST COUNTRY RECORD OF 1954 (BMI 23 out of 25)**

- |  |                                     |
|--|-------------------------------------|
| SLOWLY (Cedarwood)                           | Webb Pierce (Decca)                 |
| I DON'T HURT ANYMORE (Hill & Range)          | Hank Snow (Victor)                  |
| I REALLY DON'T WANT TO KNOW (Hill & Range)   | Eddy Arnold (Victor)                |
| ONE BY ONE (Acuff-Rose)                      | Wells & Foley (Decca)               |
| EVEN THO' (Acuff-Rose)                       | Webb Pierce (Decca)                 |
| BIMBO (Fairway)                              | Jim Reeves (Abbott)                 |
| THERE STANDS THE GLASS (Country)             | Webb Pierce (Decca)                 |
| YOU BETTER NOT DO THAT (Central)             | Tommy Collins (Capitol)             |
| I'LL BE THERE (Acuff-Rose)                   | Ray Price (Columbia)                |
| LET ME BE THE ONE (Four Star)                | Hank Locklin (Four Star)            |
| WAKE UP, IRENE (Brazos Valley)               | Hank Thompson (Capitol)             |
| LOOKING BACK TO SEE (Dandelion)              | Hill & Tubb (Decca)                 |
| SPARKLING BROWN EYES (Forrest)               | Webb Pierce & Wilburn Bros. (Decca) |
| BACK UP, BUDDY (Tannen)                      | Carl Smith (Columbia)               |
| RELEASE ME (Four Star)                       | Ray Price (Columbia)                |
| GOODNIGHT SWEETHEART, GOODNIGHT (Arc-Regent) | Johnnie & Jack (Victor)             |
| MORE AND MORE (Cedarwood-Commodore)          | Webb Pierce (Decca)                 |
| THIS IS THE THANKS I GET (Hill & Range)      | Eddy Arnold (Victor)                |
| THIS OLE HOUSE (Hamblen)                     | Stuart Hamblen (Columbia)           |
| COURTIN' IN THE RAIN (Four Star)             | T. Texas Tyler (Four Star)          |
| LOOKIN' BACK TO SEE (Dandelion)              | J. E. & M. Brown (Fabor)            |
| DON'T DROP IT (American)                     | Terry Fell ("X")                    |
| RELEASE ME (Four Star)                       | Jimmy Heap (Capitol)                |

**BMI-LICENSED SONGS RECEIVED 60.9% OF THE TOTAL VOTES CAST**

For the past five consecutive years BMI has consistently maintained strong leadership in the annual Cash Box Polls. This vote of confidence by the nation's juke box operators is sincerely appreciated. The results of these yearly polls are a resounding tribute to the composers and publishers affiliated with BMI and to the entire recording industry. It has been their efforts which have achieved this continued recognition.



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



# RECORD REVIEWS

<input checked="" type="radio"/> A DISK & SLEEPER	<input checked="" type="radio"/> C GOOD
<input checked="" type="radio"/> B+ EXCELLENT	<input checked="" type="radio"/> C FAIR
<input checked="" type="radio"/> B VERY GOOD	<input checked="" type="radio"/> D MEDIOCRE

## HI FI FOUR

(RCA Victor 20-5971; 47-5971)

**B** "MY LITTLE NEST OF HEAVENLY BLUE" (2:15) [E. B. Marks BMI—Spaeth, Lehar] The Hi Fi Four adds new lyrics to the familiar "Frasquita Serenade" and belts it out in commercial and enjoyable fashion. Boys have good sound.

**C+** "FAR AWAY" (2:52) [Sherwin ASCAP—Howard, Farley, Gilbert, Norman] Henri Rene sets up a fitting backdrop for the crew's delivery of a pretty ballad. Lead voice has a good quality that sells the song.

## THE FORTEES

(Pic 0014; 45-0014)

**C+** "CLOSE TO YOU" (2:07) [Barton ASCAP—Hoffman, Livingston, Lamp] The Fortees debut on the Pic label with an inviting beaty item that'll attract coin.

**B** "CA-RAZY" (2:20) [Alamo ASCAP—Varnick, Lisbona, Sloane] This end is a wonderful novelty with a good jump beat. Great material for the boxes. Kids'll love it.

## JOHNNIE RAY

(Columbia 40392; 4-40392)

**B** "NOBODY'S SWEETHEART" (2:13) [Mills ASCAP—Kahn, Erdman, Meyers, Schoebel] Right along with his two-sider from the "Show-Biz" movie, Columbia issues a regular single by Johnnie Ray. This end is a great standard. Could catch on.

**B** "AS TIME GOES BY" (3:10) [Harms ASCAP—Hupfeld] Percy Faith assists Johnnie on his emotional delivery of this classic oldie. Tormented reading that comes over with strength. His fans'll love this one.

## JOHNNY MADDOX

(Dot 15270; 45-15270)

**B+** "LADY IN RED" [Remick ASCAP—Wrubel, Dixon] Johnny Maddox, the master of the 88's, gets hold of a great oldie and belts it across in his winning commercial fashion. The Rhythmasters assist.

**B** "BLUE NIGHT" [Lois BMI—Rhodes] Maddox shows his versatility as he eases through a slow bluesy item. Excellent keyboard work.

## THE TWIN TUNES

(Coral 61319; 9-61319)

**C+** "YOU ARE THE MOST" (2:39) [Banks BMI—Lowe] A good jump novelty is smoothly handled by the Twin Tunes as they debut on Coral. Boys have a good sound and style that sells records. Side moves.

**C** "WHERE DO I GO" [Sound ASCAP—Reichner] The boys show their versatility as they render a pretty love song against a soft backdrop.

## THE CASH BOX SLEEPER OF THE WEEK

"MELODY OF LOVE"  
[Shapiro-Bernstein ASCAP—Engleman, Glazer]  
"MELODY OF LOVE"  
[Shapiro-Bernstein ASCAP—Engleman, Glazer]  
DAVID CARROLL & PAUL TREMAINE  
(Mercury 70521; 70521 x 45)



DAVID CARROLL

● David Carroll hands in a two-sided version of "Melody Of Love," the high flying sleeper that looks like it's headed for the top. One end features Carroll leading the ork through a beautiful instrumentation of the song while Paul Tremaine injects a romantic and moving narration. This is a most commercial version of a lovely song. The coupling is an all-instrumental delivery of the same song. Either side is mood music at its best. Great arrangements.

"WABASH 4-7473"  
[Rytvoc ASCAP—Kirby, Wood, Musolino, Leyden]  
"AN OLD BEER BOTTLE"  
[Trinity BMI—Leisy, Grean]  
JIMMIE KOMACK  
(Coral 61322; 9-61322)



JIMMIE KOMACK

● Jimmie Komack, who made a strong initial showing for Coral with his clever version of "Nic-Name Song," has a potent follow-up that could be a real big hit and shoot the songster into national prominence. It's a delightful bouncer called "Wabash 4-7473." Jimmie comes over exceptionally well as a chorus assists. The lower lid, "An Old Beer Bottle," is an unusual waltz tempo tune with a very pretty melody. Song has a flavor that sticks with the listener. Listen to the top half. It could go.

"I HAD THE FUNNIEST FEELING" (2:22)  
[Marguerita ASCAP—Segal, Russell]  
"BE A LITTLE DARLIN'" (2:57)  
[Miller ASCAP—Carr, David]  
BETTY MADIGAN  
(MGM 11903; K-11903)



BETTY MADIGAN

● Betty Madigan, who won the Cash Box Poll as the most promising new female vocalist, comes up with a most promising tune that should have little trouble topping "Joey." It's a wonderful, sentimental, country-flavored song dubbed "I Had The Funniest Feeling." It's Betty's best job to date and it could establish her in the top name class. Sparkling ork support is by Joe Lipman and the ace guitar work by Tony Mottola. Watch this side. Flip, "Be A Little Darlin'" is another "Joey" type ditty pertly handled by the chirp. Big things could happen to the top segment.

"GEORGE"  
[Marielle ASCAP—Maxwell]  
"SILLY MAN"  
[Jefferson ASCAP—Elliott, Scholl]  
DOLORES HAWKINS  
(Epic 9089; 5-9089)



DOLORES HAWKINS

● Here's that unbelievable "George" record that everyone's talking about. It's a beautiful melody excellently executed by the smooth voice of Dolores Hawkins . . . but the lyrics are beyond the realm of belief. The weird words are entirely different and record fans will buy this number just so their friends can hear it if for no other reason. Song was penned by Pobby Maxwell, author of "Ebb Tide." "George" will be the most talked about record of the year, and it could be a big hit too. "Silly Man," the other side, is a slow bluesy item capably handled. You gotta hear "George." You'll be shocked.

## LES ELGART ORCH.

(Columbia 40414; 4-40414)

**B** "NIGHT TRAIN" (1:50) [Pamlee BMI—Washington, Simpkins, Forrest] Les Elgart leads his band through another of his classy arrangements, this time using a great oldie. Top-drawer material that could click all over again.

**C+** "EVER SINCE YOU WENT AWAY" (2:00) [Moonlight BMI—Anthony, Galucci] Don Forbes has a bit of Sinatra in his voice as he offers a slow jumper. Les Elgart supplies the solid beat and instrumentation.

## VIC SCHOEN & ORCH.

(Decca 29346; 9-29346)

**B** "I COVER THE WATERFRONT" (3:11) [Harms ASCAP—Green, Heyman] Vic Schoen is joined by the smooth harmony of the Notables on a lovely ork-chorus presentation of a top grade standard. From an LP.

**C+** "LA VIE EN ROSE" (2:20) [Harms ASCAP—Louiguy, Piaf, David] Vic does a fine job with only the instruments on this classic romancer. Rendition has an interesting up-tempo that pleases.

## THE JONES BOY

(S & G Records 5009; 45-5009)

**C+** "I DON'T STAND A GHOST OF A CHANCE WITH YOU" (2:52) [American Academy ASCAP—Washington, Crosby, Young] The Jones Boys offer an interesting interpretation of a top notch oldie. Number is done to an up-tempo. Low voice leads.

**C** "BABY, YOU'VE GOTTA GOT TO LEARN" (2:05) [Richard ASCAP—Blake, Cutner, Shuken] This end is another jumper given an OK delivery.

## JO STAFFORD

(Columbia 40406; 4-40406)

**B+** "DON'T GET AROUND MUCH ANYMORE" (3:12) [Robbins ASCAP—Russell, Ellington] A great oldie is superbly presented by the fabulous voice of Jo Stafford. A potent song that's ripe enough to hit again. And Jo can make it happen.

**B** "DARLING! DARLING! DARLING!" (2:10) [Mayfair ASCAP—Copeland, Lloyd] This inviting little ditty has a beautiful story about a Swiss lad. Good commercial cutie. Norman Luboff Choir and Weston ork assist.

## MICHAEL RAINE

(Pacifica 1001; 45-1001)

**B** "DO YOU RECALL" [Har-Bock BMI—Raine] Michael Raine makes an impressive bow on the label as she fashions a warm romantic ballad. Tender number. Thrush has a good commercial vocal quality.

**C** "CHRISTMAS IS THE TIME FOR LOVE" [Har-Bock BMI—Raine] Russ Garcia's ork sets up another lush backing for Miss Raine's presentation of a Christmas love scrg. Bit too late for holiday sales.



... One of the brightest, swingyest sides by the petite thrush

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# GEORGIA GIBBS

coupled with

**"YOU'RE WRONG, ALL WRONG"**

MERCURY 70517 70517X45

## GOING STRONGER WEEK BY WEEK!

**Sarah Vaughan**

**"Make Yourself Comfortable, Baby"**

AND

**"IDLE GOSSIP"**

MERCURY 70469 • 70469X45

**David Carroll**

**"Melody Of Love"**

AND

**"LA GOLONDRINA"**

MERCURY 70516 • 70516X45

**Patti Page**

**"Let Me Go Lover"**

AND

**"HOCUS, POCUS"**

MERCURY 70511 • 70511X45

**Denise Lor**

**"From Nine To Five"**

AND

**"Our Future Has Only Begun"**

MERCURY 70509 • 70509X45

**The Crew Cuts**

**"Twinkle Toes"**

AND

**"Dance Mr. Snowman"**

MERCURY 70491 • 70491X45

**Vic Damone**

**"Silk Stockings"**

AND

**"THE WIND SONG"**

MERCURY 70480 • 70480X45

**Eddy Howard**

**"All Of You"**

From the Broadway Show "Silk Stockings"

AND

**"I'LL WRAP YOU IN MY ARMS"**

MERCURY 70513 • 70513X45

**Jan August**

**"The Love Nest"**

AND

**"MAMBO IS IN THE AIR"**

MERCURY 70498 • 70498X45



CHICAGO 1, ILLINOIS

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



# Nesuhi Ertegun Joins Atlantic Records As A Partner

NEW YORK—Nesuhi Ertegun has joined Atlantic Records as a partner and vice-president it was announced this week by that company.

Ertegun, who is a brother of Atlantic's Vice-President Ahmet Ertegun, purchased an interest in the indie firm as one of the first steps in the company's plans for a long range expansion program.

Ertegun's first project with the company will be the expansion and development of Atlantic's package merchandise. Plans have been formulated for an entirely new line of LP's and EP's with the emphasis on jazz in both the progressive and traditional fields.

Ertegun is a recognized jazz authority, and has been associated with jazz as a writer, critic, teacher and A & R man.

He has been the owner of two jazz labels, Crescent and Jazz Man, and was the proprietor of the famous Jazz Man Record Shop in Hollywood. Most recently he was associated with the Good Time Jazz and Contemporary Record Companies. For the past four years Ertegun has given a college

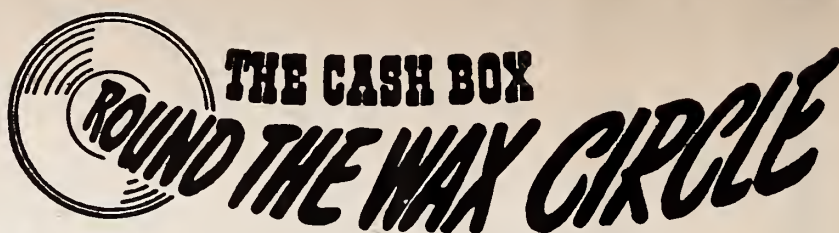
credit course in jazz at U.C.L.A. Ertegun has come to New York from California where he has resided for the past few years, to begin his duties with Atlantic.

Atlantic management, in addition to Ertegun, will comprise vice-presidents Miriam Abramson, Ahmet Ertegun and Jerry Wexler with president Herbert C. Abramson, currently on leave from the company as a Captain in the Air Corps.

## Planetary Buys "George"

NEW YORK—It was announced this week that Phil Kahl of Planetary Music paid \$5,000.00 to Robert Maxwell and Don Seat for the publishing rights to the song "George." "George" is the latest tune recorded by Dolores Hawkins and is a ballad with a weird set of lyrics. It is one of the most talked about songs of the year.

Maxwell, the author of "Ebb Tide," also penned this song. Don Seat is Miss Hawkins' manager. He had published the tune in his Marielle firm prior to selling.



## NEW YORK:

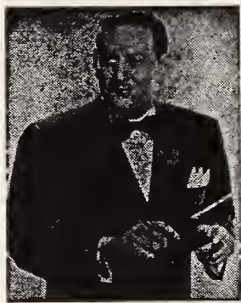
The music business took time out to celebrate the holidays last week with parties galore. There was general rejoicing that the year wound up with great business and there was a feeling of genuine confidence for the coming year. . . . Guy Lombardo is the subject of profiles in the current issues of "Look" and "Coronet" magazines. The "Look" story analyzes his longstanding success, particularly at New York's Roosevelt Grill. The "Coronet" six-page profile by music critic George Frazier contains many heretofore untold anecdotes connected with Guy's career, home life and sports activities. . . . Al Martino back in this country after seven months touring the British Isles. . . . Jimmie Komack, whose "Wabash 4-7473" has just been released on Coral, set for the Casino Theater in Toronto with the Crew Cuts, and then the Latin Casino in Philadelphia. . . . Show-business greats were on hand at the Composer last Wednesday to celebrate the birthday of Deems Taylor. . . . Bill Haley's Comets, whose Decca recordings of "Shake, Rattle and Roll" and "Dim, Dim The Lights" are among the nation's best-sellers, have been signed to be featured in a forthcoming Universal movie to be made in Hollywood. . . . Joe Carlton has signed Betty Johnson to the RCA pop label. Betty is a member of the Johnson Family, which records on Victor's country label. She also cut "I Want Eddie Fisher for Christmas" solo for Bell Records. . . . Hank Snow set for the Perry Como show December 29. . . . Sorry to hear that George Goldner's mother passed away last week.

## CHICAGO:

The Chicago Theatre reports terrific box office for their current show which stars Don Cornell and features an ice review which is being handled by Truly McGee, a topnotch coach here. Don is travelling with his wife and daughter this trip and as soon as he closes the Chicago, he heads for New York. . . . Label "X"'s Frank Lester in town for a day or two working on his current release, "Wedding Bells" b/w "Tell It To Me Again." Frankie formerly sang with several bands including Buddy Morrow. . . . Larry Norrett, we are sorry to report, has not as yet been able to complete his contemplated Florida trip. Seems Larry stopped off in Cincinnati on a promotion and while there, suffered a heart attack and is now in a hospital there. Everyone hopin' Larry will be up and around again but soon. . . . Johnny Holiday whom many remember as Danny Parker, now recording for Pacific Jazz. And out with a new LP titled 'Johnny Holiday Sings.' . . . For jazz enthusiasts, Chicago now offers Woody Herman at the Blue Note and Herbie Fields and his fine aggregation at the Preview. . . . Johnny Desmond preparing to bid Chicago 'adieu.' Johnny moving to New York City where, it is reported, he will have a part in a stage play. Meanwhile several male vocalists keeping their fingers crossed that perhaps the 'Breakfast Club' plum will come their way. . . . Denise Lor in town once again promoting her first Mercury waxing titled "From Nine To Five." . . . Tommy Leonetti tells us he goes into Fazzio's in Milwaukee for two weeks beginning January 28. . . . Albert Latauska, vice-president and regional manager of Capitol Record Distributing Co. here, announced this past week that he is resigning as of 12/31 in order to enter into a business venture with Stan Kenton. Latauska says he will temporarily make his headquarters in Hollywood. . . . Jimmy Boyd here for "In Town Tonight," a CBS-TV'er. . . . The "Tattle-Tales" now appearing at Mangam's Chateau. . . . MAY WE WISH EACH AND EVERY ONE OF YOU A VERY HAPPY, HEALTHY AND SUCCESSFUL NEW YEAR.

## HOLLYWOOD:

Here it is a new year already. Time for making New Year's resolutions, putting into effect new policies and ideas. 1955 has all the prospects of a big year for the record industry. . . . Top ingredients for making a hit these days seem to be: (1) Select a TV show with 25 to 50 million viewers. (2) Build a plot around a phonograph record. (3) Add a DJ for good measure. It worked for Joan Weber on Studio One and didn't hurt Teresa Brewer on Ed Sullivan's show. Two weeks ago it was Capitol's turn via the Jackie Gleason show using "My Love Song To You" sung by Bob Manning. Tune is breaking wide open throughout the country. . . . The Four Knights have returned home again to spend the holidays with their families after a year on the road. They have been busy cutting new sides at Capitol's Melrose studios. The group will leave for club dates throughout the Northwest starting the first of the new year. . . . Sammy Davis, Jr. is making a sensational comeback since losing his eye. He opens at Ciro's Jan. 11th. . . . Decca is getting tremendous air play on "Open Up Your Heart" by The Cowboy Church School. Tune is expected to hit the best seller lists very soon. . . . Ricky Lido, new vocal find, sings with The Janice Luce Trio at the Beverly-Wilshire Hotel. He makes his debut on records with "Someday, Sometimes, Somewhere" b/w "Monday Morning Blues" on the Treasure Tone label. . . . Frankie Laine will top the list of entertainers at KLAC's Third Annual 'Holiday Hop' Dec. 28th. Peggy King, Georgie Auld, June Christy, and The Jud Conlon Rhythmaires will also share the spotlight along with Les Brown's orchestra. Complete proceeds will go to the Casa Colina Home for Crippled Children. . . . Lyrics have been written for the instrumental "Palsy Walsy" which George Siravo recorded a year ago. New arrangement of the tune features Gary Crosby on vocal. . . . Gordon Jenkins was visiting deejays and one-stops saying that his latest wax efforts "Slowly But Surely" is slowly but surely selling. . . . Abbott's new hit recipe includes: The blending of a beautiful ballad plus an up-beat tempo number titled "I'm Bewildered" b/w "To Say You're Mine." Thoro mixing with the harmonious voices of The De Castro Sisters. A dash of seasoning by Skip Martin and his orchestra, under the watchful eye of chief Faber Robison. Any gourmet of fine music should enjoy these delightful tuneful tidbits.



GUY LOMBARDO



DON CORNELL



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2. Earth Angel (Penguins)
3. I Need Your Lovin' (Cheers)
4. Barefoot Contessa (Hugo Winterhalter)
5. Let Me Go, Lover (J. Weber)
6. Naughty Lady (Ames Bros.)
7. This Ole House (R. Clooney)
8. Shake, Rattle & Roll (Haley)
9. Papa Loves Mambo (Como)
10. Mambo Italiano (R. Clooney)

**KOPS PIANO HOUSE**  
Great Falls, Mont.

1. Mr. Sandman (Chordettes)
2. I Need You Now (Fisher)
3. This Ole House (R. Clooney)
4. Teach Me Tonight (DeCastros)
5. Hold My Hand (Don Cornell)
6. Papa Loves Mambo (Como)
7. Count Your Blessings (Fisher)
8. Naughty Lady (Ames Bros.)
9. Shake, Rattle & Roll (Haley)
10. If I Give My Heart To You (Doris Day)

**DENVER DRY GOODS CO.**  
Denver, Colo.

1. Mr. Sandman (Chordettes)
2. Let Me Go, Lover (Weber)
3. Mr. Sandman (Four Aces)
4. Count Your Blessings (Fisher)
5. This Ole House (Clooney)
6. Teach Me Tonight (Stafford)
7. Santa And The Doodle-De-Boop (Carney)
8. Sh-Boom (Crewcuts)
9. Papa Loves Mambo (Como)
10. I Need You Now (Fisher)

**GAIETY MUSIC SHOP**  
New York, N. Y.

1. Mr. Sandman (Chordettes)
2. Papa Loves Mambo (Como)
3. Let Me Go, Lover (Weber)
4. Naughty Lady (Ames Bros.)
5. Teach Me Tonight (DeCastros)
6. If I Give My Heart To You (Denis Lor)
7. Santo Natale (Whitfield)
8. Count Your Blessings (Fisher)
9. That's All I Want From You (Jaye P. Morgan)
10. Christmas Alphabet (McGuire)

**HUDSON ROSS**  
Chicago, Ill.

1. Let Me Go, Lover (Weber)
2. Mr. Sandman (Chordettes)
3. Make Yourself Comfortable (Sarah Vaughan)
4. This Ole House (Clooney)
5. Hearts Of Stone (Fontanes)
6. No More (DeJohns)
7. Mambo Italiano (R. Clooney)
8. Twinkle Toes (Crewcuts)
9. That's All I Want From You (Jaye P. Morgan)
10. Yours (Dick Contino)

**STIX, BAER & FULLER**  
St. Louis, Mo.

1. Let Me Go, Lover (Weber)
2. Naughty Lady (Ames Bros.)
3. Hey There (R. Clooney)
4. Make Yourself Comfortable (Sarah Vaughan)
5. Mr. Sandman (Chordettes)
6. I Need You Now (Fisher)
7. Mama Doll Song (P. Page)
8. Home For The Holidays (Perry Como)
9. Dim, Dim The Lights (Haley)
10. Twinkle Toes (Crewcuts)

**MARTY'S MUSIC STORE**  
Lebanon, Pa.

1. Teach Me Tonight (DeCastros)
2. Mr. Sandman (Chordettes)
3. Let Me Go, Lover (Weber/Brewer)
4. Hearts Of Stone (Fontanes)
5. Naughty Lady (Ames Bros.)
6. Hey There (R. Clooney)
7. I Need You Now (Fisher)
8. Papa Loves Mambo (Como)
9. Whither Thou Goest (Paul & Ford)
10. Make Yourself Comfortable (Sarah Vaughan)

**PARKER HOUSE OF MUSIC**  
Fayetteville, N. C.

1. Hearts Of Stone (Charms)
2. Teach Me Tonight (DeCastros)
3. Let Me Go, Lover (Brewer)
4. Mr. Sandman (Four Aces)
5. Hey There (R. Clooney)
6. Papa Loves Mambo (Como)
7. Whither Thou Goest (Paul & Ford)
8. If I Give My Heart To You (Doris Day)
9. I Need You Now (Fisher)
10. Naughty Lady (Ames Bros.)

**THE MUSIC BOX**  
Spokane, Wash.

1. Mr. Sandman (Chordettes)
2. Shake, Rattle & Roll (Haley)
3. This Ole House (R. Clooney)
4. Count Your Blessings (Fisher)
5. Teach Me Tonight (DeCastros)
6. Dim, Dim The Lights (Haley)
7. Make Yourself Comfortable (Sarah Vaughan)
8. Let Me Go, Lover (P. Page)
9. Hearts Of Stone (Fontanes)
10. Naughty Lady (Ames Bros.)

**GRAYMAT MUSIC SHOP**  
Morristown, N. J.

1. Let Me Go, Lover (J. Weber)
2. Mr. Sandman (Chordettes)
3. Teach Me Tonight (DeCastros)
4. I Need You Now (E. Fisher)
5. Count Your Blessings (Fisher)
6. Papa Loves Mambo (Como)
7. Mambo Italiano (R. Clooney)
8. Naughty Lady (Ames Bros.)
9. Muskrat Ramble (McGuire)
10. Shake, Rattle & Roll (Haley)

**COMER'S RECORD NOOK**  
San Antonio, Tex.

1. Let Me Go, Lover (Weber)
2. Mr. Sandman (Four Aces)
3. Hearts Of Stone (Charms)
4. Naughty Lady (Ames Bros.)
5. Teach Me Tonight (DeCastros)
6. This Ole House (Clooney)
7. Papa Loves Mambo (Como)
8. Count Your Blessings (Fisher)
9. I Need You Now (Fisher)
10. White Christmas (B. Crosby)

**DUCHESS RECORD SHOP**  
Indianapolis, Ind.

1. Teach Me Tonight (DeCastros)
2. Mr. Sandman (Chordettes)
3. Hearts Of Stone (Fontanes)
4. Naughty Lady (Ames Bros.)
5. Shake, Rattle & Roll (Haley)
6. Let Me Go, Lover (Weber)
7. Papa Loves Mambo (Como)
8. I Need You Now (Fisher)
9. This Ole House (R. Clooney)
10. No More (McGuire)

**THE GROOVE RECORD SHOP**  
Norfolk, Va.

1. Let Me Go, Lover (Weber)
2. Mr. Sandman (Chordettes)
3. Naughty Lady (A. Bleyer)
4. Teach Me Tonight (DeCastros)
5. Hearts Of Stone (Fontanes)
6. That's All I Want From You (Jaye P. Morgan)
7. Make Yourself Comfortable (Sarah Vaughan)
8. This Ole House (R. Clooney)
9. Papa Loves Mambo (Como)
10. I Saw Mommy Doin' The Mambo (Jimmy Boyd)

**MARTHA JANE'S MELODY LANE**  
New Orleans, La.

1. Let Me Go, Lover (Weber/Brewer)
2. Mr. Sandman (Four Aces)
3. Home For The Holidays (Perry Como)
4. That's All I Want From You (Jaye P. Morgan)
5. Hearts Of Stone (Charms)
6. Shake, Rattle & Roll (Haley)
7. La Mer (Henry Trenet)
8. Mambo Italiano (R. Clooney)
9. Naughty Lady (Ames Bros.)
10. I Need You Now (Fisher)

**THE RECORD SHOP**  
Hartford, Conn.

1. I'm A Rollin' (Jackie Miles)
2. Let Me Go Lover (T. Brewer)
3. Open Up Your Heart (Cowboy Choir)
4. Home For The Holidays (Perry Como)
5. Hajji Baba (Nat "King" Cole)
6. I Need You Now (Fisher)
7. Make Yourself Comfortable (Sarah Vaughan)
8. Let Me Go, Lover (Weber)
9. Christmas Song (Nat "King" Cole)
10. Shake, Rattle & Roll (Haley)

**W. ROXBURY MUSIC CENTER**  
West Roxbury, Mass.

1. Drink, Drink, Drink (Lanza)
2. Hey There (R. Clooney)
3. Teach Me Tonight (DeCastros)
4. Papa Loves Mambo (Como)
5. Mr. Sandman (Chordettes)
6. Count Your Blessings (Fisher)
7. A.B.C. Boogie (Bill Haley)
8. That's All I Want From You (Jaye P. Morgan)
9. Naughty Lady (Ames Bros.)
10. Bandit (Johnston Bros.)

**RADIO DOCTORS**  
Milwaukee, Wis.

1. Mr. Sandman (Chordettes)
2. Let Me Go, Lover (Weber)
3. Hearts Of Stone (Fontanes)
4. Teach Me Tonight (DeCastros)
5. Stardust Mambo (R. Maltby)
6. That's What I Like (Don, Dick & Jimmy)
7. Shake, Rattle & Roll (Haley)
8. Make Yourself Comfortable (Sarah Vaughan)
9. Naughty Lady (A. Bleyer)
10. Drink, Drink, Drink (Lanza)

**GILCHRIST RECORD SHOP**  
Cleveland, Ohio

1. Open Up Your Heart (Cowboy Choir)
2. Melody Of Love (Vaughn)
3. Mr. Sandman (Chordettes)
4. Dim, Dim The Lights (Haley)
5. Let Me Go, Lover (J. Weber)
6. Naughty Lady (Ames Bros.)
7. Home For The Holidays (Perry Como)
8. Teach Me Tonight (DeCastros)
9. Hearts Of Stone (Fontanes)
10. Sincerely (McGuire)

**FERGUSON'S RECORD SHOP**  
Memphis, Tenn.

1. Hearts Of Stone (Charms)
2. Mr. Sandman (Four Aces)
3. This Ole House (Clooney)
4. Naughty Lady (Ames Bros.)
5. Let Me Go, Lover (Weber)
6. Shake, Rattle & Roll (Haley)
7. Papa Loves Mambo (P. Como)
8. Count Your Blessings (Fisher)
9. Muskrat Ramble (McGuire)
10. They Were Doin' The Mambo (Vaughn Monroe)

**MODRONA RECORD SHOP**  
Portland, Ore.

1. Let Me Go, Lover (P. Page)
2. Mr. Sandman (Chordettes)
3. Teach Me Tonight (DeCastros)
4. I Need You Now (E. Fisher)
5. Shake, Rattle & Roll (Haley)
6. Naughty Lady (Ames Bros.)
7. This Ole House (Clooney)
8. Count Your Blessings (Fisher)
9. If I Give My Heart To You (Doris Day)
10. Hearts Of Stone (Fontanes)

**VAN CURLER MUSIC**  
Albany, N. Y.

1. Mr. Sandman (Chordettes)
2. Teach Me Tonight (DeCastros)
3. Count Your Blessings (Crosby)
4. Let Me Go, Lover (Brewer)
5. This Ole House (R. Clooney)
6. Papa Loves Mambo (Como)
7. Mambo Italiano (R. Clooney)
8. Song From Desiree (Cordell)
9. Barefoot Contessa (Hugo Winterhalter)
10. Dim, Dim The Lights (Haley)

*It's bouncy and bright!*

**LES MARY PAUL FORD**

**SONG IN BLUE**  
*vocal by Mary*

**SOMEDAY SWEETHEART**  
*a unique instrumental*

record no. 3015







**THE CASH BOX**  
*Disk Jockeys'*  
**REGIONAL RECORD REPORTS**

Listings below are reprinted exactly as submitted by leading disk jockeys throughout the nation for the week ending December 25 without any changes on the part of THE CASH BOX.

**Stan "The Record Man" Dale**  
WJJD—Chicago, Ill.

1. Naughty Lady (Bleyer Ames Bros.)
2. Mr. Sandman (Chordettes)
3. Let Me Go, Lover (Brewer/Weber Page)
4. Santo Natale (D. Whitfield)
5. Make Yourself Comfortable (Sarah Vaughan)
6. No More (De Johns)
7. That's All I Want (J. Morgan)
8. Mambo Italiano (R. Clooney)
9. Please Don't Break My Heart (Nick Noble)
10. Dance Mr. Snowman, Dance (Crewcuts)

**Murray Kaufman**  
WMCA—New York

1. Make Yourself Comfortable (Sarah Vaughan)
2. Mambo Italiano (R. Clooney)
3. Mr. Sandman (Chordettes)
4. Teach Me Tonight (DeCastros)
5. Let Me Go, Lover (J. Weber)
6. That's All I Want (J. Morgan)
7. Naughty Lady (Ames Bros. Bleyer)
8. Unsuspecting Heart (Stevens)
9. On The Alamo (Norman Petty Trio)
10. Jug Of Wine (Jim Amelche)

**A! Radka**  
KFRE—Fresno, Calif.

1. Let Me Go, Lover (J. Weber)
2. Mr. Sandman (Chordettes)
3. Naughty Lady (Archie Bleyer)
4. Mambo Italiano (R. Clooney)
5. Make Yourself Comfortable (Sarah Vaughan)
6. I Need You Now (E. Fisher)
7. Home For The Holidays (Perry Como)
8. Teach Me Tonight (DeCastros)
9. Hearts Of Stone (Goofers)
10. No More (De Johns)

**Bob Maxwell**  
WWJ—Detroit, Mich.

1. Mr. Sandman (Chordettes)
2. I Need You Now (E. Fisher)
3. That's All I Want (J. Morgan)
4. Unsuspecting Heart (Stevens)
5. Let Me Go, Lover (Lee Page)
6. Slowly But Surely (Jenkins)
7. I Love You Madly (4 Coins)
8. Santa Do The Mambo (Darnell & Smith Bros.)
9. Open Up Your Heart (Cowboy Church Choir)
10. Butterscotch Mop (V. Monroe)

**Bob Watson**  
WQXI—Atlanta, Ga.

1. Let Me Go, Lover (T. Brewer)
2. My Own True Love (Johnny Desmond)
3. Mr. Sandman (Archie Bleyer)
4. All Of You (Mel Torme)
5. Song From Desiree (Froman)
6. On The Alamo (N. Petty Trio)
7. Star Dust Mambo (R. Maltby)
8. Melody Of Love (B. Vaughn)
9. Open Up Your Heart (Cowboy Church Choir)
10. Ole Pappy Time (S. Hamblen)

**Lou Barile**  
WKAL—Rome, N. Y.

1. Let Me Go, Lover (J. Weber)
2. Make Yourself Comfortable (Sarah Vaughan)
3. Dim, Dim The Lights (Haley)
4. Teach Me Tonight (Stafford)
5. I Want You All To Myself (Kitty Kallen)
6. Naughty Lady (Ames Bros.)
7. That's All I Want (J. Morgan)
8. Give Me Your Heart For Christmas (McGuire)
9. When We Come Of Age (Joni James)
10. Mr. Sandman (Chordettes)

**Johnny Fairchild**  
WORZ—Orlando, Fla.

1. Mr. Sandman (Chordettes)
2. Always You (Betty Madigan)
3. Hold My Hand (Don Cornell)
4. Whither Thou Goest (Loman Paul & Ford)
5. Christmas Alphabet (McGuire Sisters)
6. Spirit Of Christmas (Kallen)
7. Woman's World (Four Aces)
8. Tara's Theme (LeRoy Holmes)
9. Please Don't Break My Heart (Nick Noble)
10. From Nine To Five (D. Lor)

**Gallagher & O'Brien**  
WMCA—New York, N. Y.

1. Home For The Holidays (Perry Como)
2. Naughty Lady (Ames Bros.)
3. Our Future Has Only Begun (Denise Lor)
4. Dance Mr. Snowman Dance (Crewcuts)
5. Hocus Pocus (Patti Page)
6. Make Yourself Comfortable (Sarah Vaughan)
7. Unsuspecting Heart (Stevens)
8. The Finger of Suspicion (Dickie Valentine)
9. From Nine To Five (D. Lor)
10. A Pair Of Blue Eyes (Harmer)

**Dick Gilbert**  
KTYL—Phoenix, Ariz.

1. Let Me Go, Lover (J. Weber)
2. Mr. Sandman (Four Aces)
3. Count Your Blessings (Fisher)
4. Hold My Hand (Don Cornell)
5. In A Little Spanish Town (Russ Carlyle)
6. Where Can You Be (J. Marlin)
7. Barefoot Contessa (Hugo Winterhalter)
8. And One To Grow On (Lor)
9. Muskrat Rumble (McGuire Sisters)
10. Mambo Italiano (R. Clooney)

**Barry Kaye**  
WIAS—Pittsburgh, Pa.

1. Let Me Go, Lover (J. Weber)
2. Make Yourself Comfortable (Sarah Vaughan)
3. Hearts Of Stone (Fontanes)
4. Teach Me Tonight (DeCastros)
5. That's All I Want (J. Morgan)
6. Go, Baby Go (Four Larks)
7. No More (De Johns)
8. Always You (Betty Madigan)
9. Dixie Danny (Matys Bros.)
10. Night & Day (Four Larks)

**Pete Ward**  
WCCM—Lawrence, Mass.

1. Let Me Go, Lover (J. Weber)
2. Home For The Holidays (Perry Como)
3. What Is Christmas (Penney)
4. Mr. Sandman (Chordettes)
5. Hold My Hand (Don Cornell)
6. Naughty Lady (Ames Bros.)
7. Make Yourself Comfortable (Sarah Vaughan)
8. No More (De Johns)
9. Santo Natale (D. Whitfield)
10. Dim, Dim The Lights (Haley)

**Ray Perkins**  
KIMN—Denver, Colo.

1. Mr. Sandman (Chordettes)
2. Let Me Go, Lover (J. Weber)
3. I Need You Now (E. Fisher)
4. If I Give My Heart To You (Doris Day)
5. Count Your Blessings (Fisher)
6. Naughty Lady (Ames Bros.)
7. Hey There (R. Clooney)
8. This Ole House (R. Clooney)
9. Teach Me Tonight (Stafford)
10. Hajji Baba (Nat "King" Cole)

**Jay Michael**  
WCAE—Pittsburgh, Pa.

1. White Christmas (Drifters)
2. Let Me Go, Lover (Weber/Page)
3. Sincerely (McGuire)
4. That's All I Want (J. Morgan)
5. When We Come Of Age (Joni James)
6. Melody Of Love (Billy Vaughn/Four Aces)
7. Make Yourself Comfortable (Sarah Vaughan)
8. Santo Natale (D. Whitfield)
9. Alevai (Harvey Grant)
10. St. Louis Blues (Esquire Boys)

**Art Preston**  
WSPR—Springfield, Mass.

1. Funny Thing (Tony Bennett)
2. Let Me Go, Lover (J. Weber)
3. Always You (Betty Madigan)
4. Mobile (Julius La Rosa)
5. Santo Natale (D. Whitfield)
6. Land Of Dreams (Hugo Winterhalter)
7. Old Shoes (Frankie Laine)
8. Pupalino (Gaylords)
9. Tara's Theme (L. Anderson)
10. Hold Me In Your Arms (Day)

**Bob Gotsch**  
KXOK—St. Louis, Mo.

1. Let Me Go, Lover (Brewer/Lancers)
2. Mr. Sandman (Chordettes)
3. Teach Me Tonight (H. Grayco)
4. Melody Of Love (B. Vaughn)
5. Make Yourself Comfortable (Sarah Vaughan)
6. Hearts Of Stone (Fontanes)
7. Mobile (Julius La Rosa)
8. Hurt (Roy Hamilton)
9. Majorca (Monte Kelly Orch.)
10. Vera Cruz (Tony Martin)

**Nick Nickson**  
WBFB—Rochester, N. Y.

1. Mr. Sandman (Chordettes/Four Aces)
2. Let Me Go, Lover (J. Weber)
3. Teach Me Tonight (DeCastros)
4. That's All I Want (J. Morgan)
5. Home For The Holidays (Perry Como)
6. Naughty Lady (Ames Bros.)
7. Count Your Blessings (Fisher)
8. Hearts Of Stone (Charms)
9. Make Yourself Comfortable (Sarah Vaughan)
10. Dim, Dim The Lights (Haley)

**Ralph Phillips**  
WFBZ—Baltimore, Md.

1. Let Me Go, Lover (J. Weber)
2. Mr. Sandman (Chordettes)
3. Dim, Dim The Lights (Haley)
4. Naughty Lady (Ames Bros.)
5. Teach Me Tonight (DeCastros)
6. Shake, Rattle & Roll (Haley)
7. Count Your Blessings (Fisher)
8. Mambo Italiano (R. Clooney)
9. I Need Your Lovin' (Cheers)
10. Hey There (R. Clooney)

**Will Lenay**  
WSAI—Cincinnati, Ohio

1. Mr. Sandman (Chordettes)
2. Let Me Go, Lover (J. Weber)
3. Hearts Of Stone (Fontanes)
4. This Ole House (R. Clooney)
5. Teach Me Tonight (DeCastros)
6. Hearts Of Stone (Charms)
7. Naughty Lady (Ames Bros.)
8. Make Yourself Comfortable (Sarah Vaughan)
9. I Need You Now (E. Fisher)
10. Papa Loves Mambo (P. Como)

**Bill Phillips**  
WBAX—Wilkes Barre, Pa.

1. Let Me Go, Lover (J. Weber)
2. Mr. Sandman (Chordettes)
3. I Want You All To Myself (Kitty Kallen)
4. Teach Me Tonight (DeCastros)
5. Santo Natale (D. Whitfield)
6. Naughty Lady (Ames Bros.)
7. This Ole House (R. Clooney)
8. Mambo Italiano (R. Clooney)
9. I Need You Now (E. Fisher)
10. That's What I Like (Don, Dick & Jimmy)

**Ed Robbins**  
WKNB—W. Hartford, Conn.

1. Let Me Go, Lover (J. Weber)
2. Dim, Dim The Lights (Haley)
3. Teach Me Tonight (DeCastros)
4. Mr. Sandman (Chordettes)
5. Make Yourself Comfortable (Sarah Vaughan)
6. I Need You Now (E. Fisher)
7. Naughty Lady (Ames Bros.)
8. Home For The Holidays (Perry Como)
9. Time Waits For No One (Hiltoppers)
10. St. Louis Blues Mambo (Maltby)

**Jim Lowe**  
WRR—Dallas, Tex.

1. Hearts Of Stone (Fontanes)
2. Mr. Sandman (Lancers 4 Aces)
3. I Need Your Lovin' (Cheers)
4. Teach Me Tonight (DeCastros)
5. I Need You Now (E. Fisher)
6. No More (De Johns)
7. My Own True Love (Jenkins)
8. Stars Never Cry (Applewhite)
9. Melody Of Love (B. Vaughn)
10. Naughty Lady (Laine Bleyer)



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*Disk Jockeys'*  
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**Russ Coglín**  
KROW—Oakland, Calif.

1. Mr. Sandman (Chordettes)
2. Let Me Go, Lover (J. Weber)
3. Make Yourself Comfortable (Sarah Vaughan)
4. Hold My Hand (Don Cornell)
5. Naughty Lady (Archie Bleyer)
6. Count Your Blessings (Fisher)
7. Hajji Baba (Nat "King" Cole)
8. Santo Natale (D. Whitfield)
9. Shake, Rattle & Roll (Haley)
10. Runaround (Chuckles)

**Mike Woloson**  
WNOR—Norfolk, Va.

1. Things I Didn't Do (P. Como)
2. Make Yourself Comfortable (Sarah Vaughan)
3. Let Me Go, Lover (J. Weber)
4. My Own True Love (Johnny Desmond)
5. No More (De Johns)
6. Mama Doll Song (Patti Page)
7. Unsuspecting Heart (S. Gale)
8. That's All I Want (J. Morgan)
9. Mood Indigo (Norman Petty Trio)
10. Mobile (Julius LaRosa)

**Wes Hopkins**  
WTTM—Trenton, N. J.

1. Mr. Sandman (Chordettes)
2. Naughty Lady (Ames Bros.)
3. Runaround (Three Chuckles)
4. Santo Natale (D. Whitfield)
5. Butterscotch Mop (V. Monroe)
6. I Want Eddie Fisher For Christmas (Betty Johnson)
7. Where Can You Be (J. Martin)
8. Teach Me Tonight (DeCastros)
9. Tara's Theme (LeRoy Holmes)
10. No More (De Johns)

**Tony Donald**  
WITH—Baltimore, Md.

1. Let Me Go, Lover (T. Brewer)
2. Mr. Sandman (Chordettes)
3. Naughty Lady (Ames Bros.)
4. Make Yourself Comfortable (Sarah Vaughan)
5. Melody Of Love (B. Vaughn)
6. Count Your Blessings (Crosby)
7. When We Come Of Age (Joni James)
8. Mambo Italiano (R. Clooney)
9. Woman's World (B. Stewart)
10. December (Gordon Jenkins)

**Dave Rosehill**  
WGSN—Huntington, L. I.

1. Let Me Go, Lover (J. Weber)
2. Mr. Sandman (Chordettes)
3. Teach Me Tonight (DeCastros)
4. I Need You Now (E. Fisher)
5. Papa Loves Mambo (P. Como)
6. Naughty Lady (Archie Bleyer)
7. This Ole House (R. Clooney)
8. If I Give My Heart (D. Lor)
9. Hold My Hand (Don Cornell)
10. Strictly Instrumental (Maltby)

**Ross Mulholland**  
WWJ—Detroit, Mich.

1. Let Me Go, Lover (J. Weber)
2. Mr. Sandman (Chordettes)
3. Make Yourself Comfortable (Sarah Vaughan)
4. Naughty Lady (Ames Bros.)
5. That's All I Want (J. Morgan)
6. Dim, Dim The Lights (Bill Haley & Comets)
7. Teach Me Tonight (DeCastros)
8. Hearts Of Stone (Fontanes)
9. Count Your Blessings (Fisher)
10. Home For The Holidays (Perry Como)

**Norman Wain**  
WDOK—Cleveland, Ohio

1. Melody Of Love (B. Vaughn)
2. Let Me Go, Lover (J. Weber)
3. No More (De Johns)
4. Home For The Holidays (Perry Como)
5. Christmas Alphabet (McGuire Sisters)
6. Mr. Sandman (Chordettes)
7. Hearts Of Stone (Fontanes)
8. Sincerely (McGuire Sisters)
9. Always You (Betty Madigan)
10. Song From Desiree (Froman)

**Norman Prescott**  
WORL—Boston, Mass.

1. Open Up Your Heart (Cowboy Church Choir)
2. Mr. Sandman (Chordettes)
3. Dim, Dim The Lights (Haley)
4. Make Yourself Comfortable (Sarah Vaughan)
5. When We Come Of Age (Joni James)
6. Hajji Baba (Nat "King" Cole)
7. Mobile (Julius La Rosa)
8. Melody Of Love (B. Vaughn)
9. Hearts Of Stone (Fontanes)
10. Home For The Holidays (Perry Como)

**John Michaels**  
WOKY—Milwaukee, Wisc.

1. Naughty Lady (Archie Bleyer)
2. Mr. Sandman (Chordettes)
3. Let Me Go, Lover (J. Weber)
4. That's What I Like (Don, Dick & Jimmy)
5. Make Yourself Comfortable (Peggy King)
6. No More (De Johns)
7. I Need You Now (E. Fisher)
8. Dim, Dim The Lights (Haley)
9. Unsuspecting Heart (G. Shaw)
10. A Cuckoo Cries (Frank Weir)

**Jack Karey**  
WFCL—Chicago, Ill.

1. Let Me Go, Lover (J. Weber)
2. Mr. Sandman (Chordettes)
3. Make Yourself Comfortable (Sarah Vaughan)
4. Yours (Dick Contino)
5. Naughty Lady (Archie Bleyer)
6. Unsuspecting Heart (Stevens)
7. Count Your Blessings (Fisher)
8. Santo Natale (D. Whitfield)
9. Hearts Of Stone (Fontanes)
10. Song From Desiree (Dean/Desmond)

**Frank Gordon Tucker**  
WCOV—Montgomery, Ala.

1. Mr. Sandman (Four Aces)
2. Hold My Hand (Don Cornell)
3. Teach Me Tonight (J. Stafford)
4. I Need You Now (E. Fisher)
5. Count Your Blessings (Fisher)
6. Woman's World (Four Aces)
7. Naughty Lady (Archie Bleyer)
8. Let Me Go, Lover (J. Weber)
9. Silk Stockings (Perry Como)
10. Dream (Four Aces)

**Bill Burns**  
WQAM—Miami, Fla.

1. Mr. Sandman (Chordettes)
2. Let Me Go, Lover (T. Brewer)
3. Hearts Of Stone (Charms)
4. Count Your Blessings (Fisher)
5. Naughty Lady (Archie Bleyer)
6. Make Yourself Comfortable (Sarah Vaughan)
7. Star Dust Mambo (D. Maltby)
8. All At Once (Don Cornell)
9. Santo Natale (D. Whitfield)
10. No More (De Johns)

**Mort Nusbaum**  
WBFB—Rochester, N. Y.

1. Mr. Sandman (Chordettes)
3. Santo Natale (D. Whitfield)
3. Santa & The Doodle-De-Boop (Sam Ullano)
4. Naughty Lady (Ames Bros.)
5. Hajji Baba (Nat "King" Cole)
5. That's What I Like (Don, Dick & Jimmy)
7. Song From Desiree (Anna Maria Alberghetti)
8. Always You (Betty Madigan)
9. Woman's World (Four Aces)
10. I Need You Now (E. Fisher)

**Bob Gentry**  
KUTI—Yakima, Wash.

1. Hold My Hand (Don Cornell)
2. Teach Me Tonight (DeCastros)
3. Mr. Sandman (Chordettes)
4. If I Give My Heart To You (Doris Day)
5. Mood Indigo (N. Petty Trio)
6. Woman's World (Four Aces)
7. Naughty Lady (Ames Bros.)
8. Shake, Rattle & Roll (Haley)
9. I Need You Now (E. Fisher)
10. Mambo Italiano (R. Clooney)

**Bud Davies**  
CKLW—Detroit, Mich.

1. Naughty Lady (Ames Bros.)
2. Make Yourself Comfortable (Sarah Vaughan)
3. Dim, Dim The Lights (Bill Haley & Comets)
4. That's All I Want (J. Morgan)
5. Let Me Go, Lover (Brewer/Weber)
6. On The Alamo (Norman Petty Trio)
7. No More (De Johns)
8. Why (Jane Morgan)
9. Melody Of Love (D. Carroll)
10. My Love Song To You (Bob Manning)

**Maurice Jackson**  
WVCO—Columbus, Ohio

1. Mr. Sandman (Chordettes)
2. Let Me Go, Lover (J. Weber)
3. Count Your Blessings (Fisher)
4. Teach Me Tonight (DeCastros)
5. Naughty Lady (Ames Bros.)
6. Make Yourself Comfortable (Sarah Vaughan)
7. Hearts Of Stone (Goofers)
8. Runaround (Billy Farrell)
9. Home For The Holidays (Perry Como)
10. The Lord Is Counting On You (Cowboy Church Choir)

**Frank Darien**  
KSJO—San Jose, Calif.

1. Mr. Sandman (Chordettes)
2. Let Me Go, Lover (J. Weber)
3. Mambo Italiano (R. Clooney)
4. Teach Me Tonight (H. Grayco)
5. Count Your Blessings (Fisher)
6. Hold My Hand (Don Cornell)
7. Naughty Lady (Archie Bleyer)
8. Make Yourself Comfortable (Sarah Vaughan)
9. White Christmas (B. Crosby)
10. Anyone Can Fall In Love (Doris Day)

**Don Bell**  
KRNT—Des Moines, Iowa

1. Mr. Sandman (Chordettes)
2. Let Me Go, Lover (T. Brewer)
3. Let Me Go, Lover (J. Weber)
4. Shake, Rattle & Roll (Haley)
5. This Ole House (R. Clooney)
6. Teach Me Tonight (DeCastros)
7. I Need You Now (E. Fisher)
8. Naughty Lady (Ames Bros.)
9. If I Give My Heart (D. Day)
10. Count Your Blessings (Fisher)

**Larry Kane**  
KLBS—Houston, Texas

1. Let Me Go, Lover (J. Weber)
2. Hearts Of Stone (Charms)
3. Mr. Sandman (Chordettes)
4. I Need You Now (E. Fisher)
5. Papa Loves Mambo (P. Como)
6. If I Give My Heart (D. Day)
7. Hey There (R. Clooney)
8. Naughty Lady (Ames Bros.)
9. Mobile (Julius La Rosa)
10. Barefoot Contessa (Hugo Winterhalter)

**Sandy Singer**  
KCRG—Cedar Rapids, Iowa

1. Mambo Italiano (R. Clooney)
2. Naughty Lady (Ames Bros.)
3. Hold My Hand (Don Cornell)
4. Mr. Sandman (Four Aces)
5. Tara's Theme (LeRoy Holmes)
6. Woman's World (Four Aces)
7. Runaround (Chuckles)
8. Make Yourself Comfortable (Sarah Vaughan)
9. Christmas Alphabet (McGuire Sisters)
10. 'Twas The Night Before Christmas (Lancers)

**Don Sherman**  
WLYN—Lynn, Mass.

1. Home For The Holidays (Perry Como)
2. No More (De Johns)
3. Santo Natale (D. Whitfield)
4. Finger Of Suspicion (Froman)
5. What Is Christmas (Penney)
6. Unsuspecting Heart (S. Gale)
7. Hearts Of Stone (Fontanes)
8. Melody Of Love (D. Carroll)
9. George (Dolores Hawkins)
10. Wabash 4-7473 (J. Komack)



## THE CASH BOX



## POPULAR

**NAT "KING" COLE SINGS**—Capitol EAP 1-9120 (45 rpm EP) List: \$1.47  
IF I GIVE MY HEART TO YOU; HOLD MY HAND; PAPA LOVES MAMBO; TEACH ME TONIGHT.  
Nat Cole comes up with a tremendous EP that is already reported selling in vast quantities. It's a wonderful platter including four of today's top hits. Nat performs the numbers in his warm and tender fashion. Nelson Riddle and Billy May assist the songster. Should be one of the top selling EP's of the year. Cole has a big following too.

**"THE MAN THAT GOT AWAY"**—Georgia Gibbs—Mercury Records MG25199 (1-10" LP) List: \$3.00

THE MAN THAT GOT AWAY; I'LL BE SEEING YOU; HOW DID HE LOOK; WHAT'LL I DO; BABY WON'T YOU PLEASE COME HOME; AFTER YOU'VE GONE; IT'S THE TALK OF THE TOWN.  
The little gal with a big voice turns out an LP that will provide much pleasure to any listening audience. Georgia Gibbs, who makes any tune a delight, scoops seven standards and the title song, "The Man That Got Away." The latter tune is from the Judy Garland fic, "A Star Is Born." LP will have a long life, avoiding dating by the use of the seven standards. Should rack up a good sale.

**"THAT OLD FEELING"**—Malcolm Lockyer (piano) with drums and bass—London LB 1015 (10" LP) List: \$3.95

THAT OLD FEELING; TAKING A CHANCE ON LOVE; THEY CAN'T TAKE THAT AWAY FROM ME; THERE WAS A TIME; I ONLY HAVE EYES FOR YOU; I'LL NEVER SMILE AGAIN; STARS FELL ON ALABAMA; YOU TURNED THE TABLES ON ME; IT'S EASY TO REMEMBER; EMBRACEABLE YOU; I'VE GOT MY LOVE TO KEEP ME WARM; TWO SLEEPY PEOPLE.

Although Malcolm Lockyer is only in his early thirties, he has an impressive background in the music business that has helped label him one of England's top pianists. Wonderfully adept at the 88's, Lockyer presents a dozen great standards in a soft romantic fashion creating a beautiful atmosphere. Great listening. Ralph Collier and Joek Cummings assist on the bass and drums, respectively. Wonderful background matter for an evening for two alone. All the tunes are love songs.

**"THE PAGE CAVANAUGH TRIO"**—"X"—LXA-3027 (10" LP) List: \$3.15

ALL OF ME; I WOULD DO ANTHING FOR YOU; THE THREE BEARS; I WANT A LITTLE GIRL; THE MAN I LOVE; BACK IN YOUR OWN BACK YARD; NO MOON AT ALL; WALKIN' MY BABY BACK HOME.

Although the Page Cavanaugh Trio may not be a big record group, they are nevertheless one of the more popular crews in clubs and theatres and therefore have a good following. On this LP, "X" captures the smooth easy going technique of the boys as they fashion eight delightful numbers, most of them standards. The combo has a polished style that could click on singles with some good new material.

## BROADWAY SHOW

**"FANNY"**—Presented by David Merrick and Joshua Logan and starring EZIO PINZA, WALTER SLEZAK, FLORENCE HENDERSON, and WILLIAM TABBERT—Music and lyrics by Harold Rome—RCA Victor LOC-1015 (12" LP) List: \$5.72

Victor comes up with a prize package in the original cast recording of one of New York's biggest musicals "Fanny." Currently playing at the Majestic Theatre in the big city, the show received great acclaim from critics and the present ticket sale indicates that the show will have a long and prosperous run. The biggest tune from the show to date is the title song which Eddie Fisher has brought up on to the lists. However, there are endless beautiful songs by Harold Rome capably handled by the all-star cast. An hour of listening pleasure. Show goes will love "Fanny."

**BRAHMS CONCERTO NO. 1, in D Minor, Op. 15**—Artur Rubinstein—RCA Victor LM-1831 (1-12" LP) List: \$5.95

FRITZ REINER CONDUCTS THE CHICAGO SYMPHONY ORCHESTRA.  
The combining of such stellar musical names as Brahms, Artur Rubinstein and Fritz Reiner should guarantee a healthy sale. Although there are several good recordings of Brahms Concerto No. 1, the field is not satiated with them. Technically and musically this etching is a brilliant release. Stores should not hesitate to stock.

## JAZZ

**"THE NEW JACK TEAGARDEN PLAYS AND SINGS"**—Vol. 2.—Urania UJLP-1002 (1-10" LP) List: \$4.00

The trombone man, whose history on records covers a very large part of the jazz picture up to date, swings through four flavorsome items, "After You've Gone," "Blue and Esoteric," "Stars Fell on Alabama" and "Xmas Song." Supporting cast is top-flight, consisting of Lucky Thompson, tenor sax; Ruby Braff, trumpet; Sol Yaged, clarinet; Milton, bass; Kenny Kersey, piano; Denzil Best, drums; and Sidney Gross, guitar. Last named is A & R for Urania who handled the session. Heard here is a curious and novel mixture of what might be termed "modern dixieland." Whatever it is, we always liked the old Jack Teagarden and when he takes his solos and sings his songs he's still the old Jack Teagarden, which is good enough for us. Proper exposure should give this release a good sale.

**"GREAT SCOTT"**—The Bobby Scott Trio—Bethlehem Records—BCP 1004 (1-10" LP)

PEE WEE; PHIL'S MOOD; MOONBEAUX; TENDERLY; ODE TO MONK; POLKA DOTS AND MOONBEAMS; GONE WITH THE WIND; LULLABY OF BIRDLAND.  
An amazing performance from a tyro in years and a vet in experience. Young Bobby Scott, who has crowded more musical know-how into his seventeen years on this earth than most people acquire in a lifetime, does a fabulous job on the keyboard, accompanied by Whitey Mitchell, bass, and Bill Bradley, Jr., drums. An absorbing platter filled with delightful moments. The title of this album succinctly expresses our feelings. "Great Scott."

## Top 10 Best Selling Pop Albums

1. THE STUDENT PRINCE. Mario Lanza (RCA Victor LM 1837; ERB 1837)
2. WHITE CHRISTMAS ... Bing Crosby, Danny Kaye and Peggy Lee (Decca DL-8083; ED-819)
3. MUSIC, MARTINIS AND MEMORIES ... Jackie Gleason (Capitol W 509; EAP 1, 2, 3, 4-309)
4. A STAR IS BORN ... Judy Garland (Columbia BL 1021; BA 1021)
5. MUSIC FOR LOVERS ONLY ... Jackie Gleason (Capitol H 352; EBF 352)
6. SEVEN BRIDES FOR SEVEN BROTHERS ... Original Cast (MGM E 244; X 244)
7. MERRY CHRISTMAS ... Bing Crosby (Decca DL 5019; ED-547)
8. SELECTIONS FROM THE GLENN MILLER STORY ... Glenn Miller (RCA Victor LPT 3057; EPBT 3057)
9. GLENN MILLER LTD. EDITION, II ... Glenn Miller (RCA Victor LPT 6071; EPOT 6701)
10. MUSIC OF CHRISTMAS Percy Faith (Columbia CL 588; B 453)
10. CHRISTMAS CAROLS Mantovani (London LL 913; BET A5)

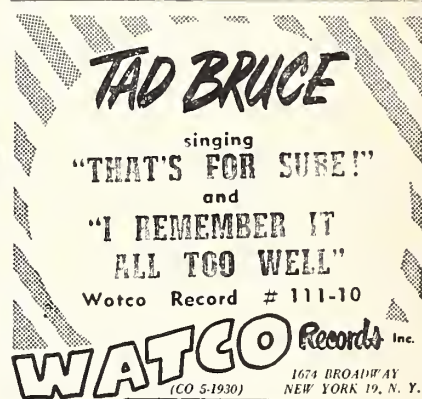
### Mercury Sponsors Contest To Promote David Carroll's "Melody of Love"

CHICAGO, ILL.—To assist in promoting the David Carroll version of the high flying tune "Melody Of Love", Mercury is sponsoring a fabulous contest open to all radio announcers. Here are the rules:

All announcers have to do is read "Why Do I Love You" (the poem which has become associated with the music to "Melody Of Love" through the years) while being accompanied by David Carroll's record of the song. You must read it with such sincerity that your listeners request you do it over again. The announcer who pulls the most requests between December 20, 1954 and midnight of January 15, 1955 wins first prize.

The contest is open to all announcers. Listener's requests must be postmarked no later than midnight Jan. 15, and must be collected by you and submitted in bulk to the Contest Editor, as your entry, which must be postmarked not later than January 19. Second prize will go to the announcer with the second most requests and third prize to the one with the third most requests. In case of a tie, duplicate prizes will be awarded. Listener's requests are to be sent in bulk with a letter from you on your station letterhead to Contest Editor, Mercury Record Corporation, Department B, 35 East Wacker Drive, Chicago, Ill.

First prize includes a \$500.00 cash award; a recording of your presentation of "Why Do I Love You" accompanied by David Carroll's "Melody Of Love", to be released for general sale to the public in your area and, with this a Mercury contract with the top artist royalty rate of 5%; a Gold Record Plaque of your recording as a trophy (whether or not it sells a million). Second Prize is a \$200.00 Cash Award. Third Prize: \$100.00.



### "OUR LADY OF GUADALUPE" b/w "THE TEN COMMANDMENTS"

# 1311

TIFFANY RECORDING CO.  
332 S. Michigan Ave. Chicago, Ill.



A Natural Hit!

# FINGER OF SUSPICION

DICKIE VALENTINE

No. 1498

## LONDON

\*\*\*\*\*

America's Next Instrumental Hit!

“MAJORCA”

by

**MONTY KELLY**

Essex # 375

**Essex RECORDS**

2302-14 SOUTH 6th STREET  
PHILADELPHIA 14, PENNA.  
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Manufactured and Distributed by Paldo Record Company

Two Big Instrumentals!

# “CINDERELLA WALTZ”

and

# “Blue Shuffle”

by

**THE FRANK SORRELL TRIO**

Audivox No. 111 (45-III)

**AUDIVOX RECORDS**

140 W. 57 ST.  
N. Y. C., N. Y.

# “THE LITTLE SHOEMAKER”

\*\*\*\*\*

# “SMILE”

**BOURNE, INC.**

136 W. 52nd Street, New York 19

JUST RELEASED!

Leroy Anderson's

# SANDPAPER BALLET

or

# SONG OF THE BELLS

Recorded by LEROY ANDERSON  
Decca #29319

**MILLS MUSIC, Inc.**

A 2 Sided HIT by

THE FOUR TUNES

# “GOOD NEWS”

(Chariot's Comin')

b/w

# “I SOLD MY HEART TO THE JUNKMAN”

Jubilee # 5174

**JUBILEE RECORD CO., Inc.**

315 W. 47th St., N. Y. N. Y.

## Capitol Readies Op And One-Stop Package of Gleason Standards

NEW YORK—Capitol Records will innovate another first when it introduces its new EP promotion, which is entitled “Jackie Gleason presents ‘Special Operator Package’”.

This is a program especially designed for extended play 45 rpm and single selections on 45 rpm. It is especially designed for juke box operators and one-stop operators. It will contain two separate packages of Jackie Gleason Mood Music.

Capitol Records has prepared two packages of identical music of all time favorites and standard selections and one package will contain twenty single 45 rpm selections while the other will contain ten 45 rpm EP records with two selections to a side.

Each kit will contain a fan photo of Gleason and also a set of title strips will accompany the records. The promotion will be inaugurated on Monday, December 27th and in addition, Gleason has sent all ops and one stop operators a letter explaining the entire program.

Although this package is being made especially for sale to juke box ops and one-stop ops, packages are also available for consumer purchase.

This will be one of the heaviest promotions Capitol Records has ever undertaken, and the entire promotion has been coordinated with the Gleason office so as to give every opportunity to the operators to program Gleason's all time standards.

## Myers Sets Up Canadian Pubbery

PHILADELPHIA, PA.—James E. Myers, head of Myers Music, Jem Publications and Standard Songs, ASCAP pub's, has concluded negotiations with Edward Kassner in Canada this past week, and has set up offices of Myers Music (Canada) Ltd. located at 1907 Queen St. East, Toronto, Ont., Canada. Eli Kassner will manage the new firm as well as handle his present position as manager of Canada's leading music store and music jobber Whaley, Poyce & Co. Legal matters are being handled by Howard A. Phillips, B.A.Sc., whose father has just been elected Mayor of Toronto. Firm has eight records that are moving strong with main activity centered on “Happy Baby” and “Rock-A-Beatin' Boogie”. Sole selling agent deals will be made with other American publishers.

## 4 Coins Cashing In

NEW YORK—The Four Coins, newest entry in the vocal group sweepstakes, have cracked show business in a big way since entering the field just five months ago. The lads, George Mantalis, Jim Gregorakis, Michael and George James, aren't even old enough to vote, but already have a big Epic record in “I Love You Madly”. They just closed the Boulevard Nightclub, Long Island, New York, where they did so well, they've been booked for a return engagement as headliners in the Spring. The Coins, who hail from Cannonsburg, Pennsylvania, Perry Como's hometown, have been promised a guest spot on his network TV show shortly after their current cross country tour of nightclubs and theaters which winds up in February.



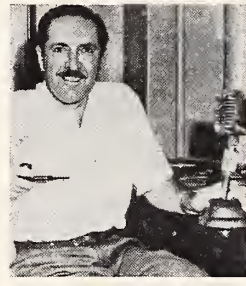
ALL ABOUT DISK JOCKEYS

## THE TEN RECORDS DISK JOCKEYS PLAYED MOST THIS WEEK PLUS THE NEXT FIVE

### A SUMMARY OF REPORTS RECEIVED FROM THE NATION'S DISC JOCKEYS

1. LET ME GO, LOVER ..... Joan Weber (Columbia)
2. MR. SANDMAN ..... {Chordettes (Cadence)  
Four Aces (Decca)
3. THE NAUGHTY LADY OF SHADY LANE ..... {Ames Brothers (RCA Victor)  
Archie Bleyer (Cadence)
4. TEACH ME TONIGHT ..... DeCastro Sisters (Abbott)
5. MAKE YOURSELF COMFORT- ABLE ..... Sarah Vaughan (Mercury)
6. HEARTS OF STONE ..... Fontane Sisters (Dot)
7. I NEED YOU NOW ..... Eddie Fisher (RCA Victor)
8. HOLD MY HAND ..... Don Cornell (Coral)
9. COUNT YOUR BLESSINGS ..... Eddie Fisher (RCA Victor)
10. NO MORE ..... DeJohn Sisters (Epic)
- 11) THAT'S ALL I WANT FROM YOU.      12) SANTO NATALE.
- 13) DIM, DIM THE LIGHTS.      14) MAMBO ITALIANO.      15) HOME FOR THE HOLIDAYS.

MGM joins the “Melody of Love” sweepstakes with the recitation version by Franklyn MacCormack. The original version was released as part of an album in 1947, entitled “Why Do I Love You.” MGM has rushed out the single under the title of “Melody of Love” and will also release the old album under the new title as a ten inch long playing record and two pocket e.p. All pop jockeys will be covered.



SID DICKLER  
(WEDO—Pittsburgh, Pa.)

Pic of the week—Sid Dickler (WEDO-Pittsburgh, Pa.) was “This Week in Pittsburgh” personality of the week in the December 10 issue. The official town guide devoted a whole column to the activities of the “Mustache.” . . . Many luminaries in sports and show business entertained at the WMGM-52 Association of New York Christmas Party for hospitalized servicemen and disabled veterans on Wednesday, December 16, at the Tavern-on-The-Green. Bi'l Silbert, conductor of the “Bill Silbert Show” over WMGM, as master of ceremonies, introduced such artists as Betty Cox, Terri Stevens, Sandy Solo and Tom Stewart. Ted Brown, “Ted Brown Show” on WMGM, served as Santa Claus during the morning hours, and Jo Ranson, WMGM publicity director, was Kris Kringle in the afternoon. . . . Disk jockeys throughout the country will soon be getting letters from Jackie Gleason, the honorary chairman, and Jerry Marshall, the chairman of the National Disk Jockey Committee for the 1955 Heart Fund. Enclosed with the two letters is a reply card with which a jockey can order the special Disk Jockey Heart Fund Kit, a kit complete with live spot announcements, transcribed spots by top record artists, and a handy reference catalogue of records with “Heart” in their titles. Members of the 1955 National Disk Jockey Committee include Art Brown, WWDC-Washington; Bill Burns, WQAM-Miami; Carl DeSuzo, WBZ-Boston; Gordon Eaton, WCCO-Minneapolis; Arty Kay, WVLK-Lexington; Bob McKeehan, KCNA-Tucson; Howard Miller, WIND-Chicago; Joe Mulvihill (1954's Chairman), WFAM-Cleveland; Art Pallen, WWSW-Pittsburgh; George Sanders, KRKD-Los Angeles; Jack Williams, WBRC-Birmingham. Members of the Record Industry Advisory Council for the Heart Fund include Mike Conner, Decca; Sol Handwerker, MGM; Dick Linke, Capitol; Bernie Miller, RCA Victor; and Arthur Schwartz, Columbia.

Jockeys who want to avail themselves of “The Story of San” for use with the current release of “San” on Capitol by Paul Whiteman, can do so by writing Lindsay McPhail, 333 West 56th St., New York. . . . Jerry Gaines, emcee of the “Musical Market Basket” and the “Jerry Gaines Show” (WHAT-Philadelphia, Pa.) has a cute contest going on. In conjunction with “Santa Claus and the Doodle Boop,” Jerry has asked his listeners to send in cards, letters, pictures and drawings of their conception of a Doodle Boop. Among some of the things he's received so far—a pair of false teeth, a piece of putty with a marble stuck in the middle, a pair of tire chains with tassels and small scale model of a Christmas tree with jelly beans sprouting from its branches. . . . Art Lane is back with WHAT after two years in the army. Art will resume his duties on the Platter Party, Story Time, Gospel Train and Sunrise Serenade. HAPPY NEW YEAR!



# THE CASH BOX

## JUKE BOX RECORD REPORT

### REGIONAL REPORT

The Top Ten Records — City by City

#### New York, N. Y.

1. Let Me Go, Lover (J. Weber)
2. Mr. Sandman (Chordettes)
3. Teach Me Tonight (DeCastros)
4. Papa Loves Mambo (Como)
5. Make Yourself Comfortable (Sarah Vaughan)
6. Naughty Lady (Ames Bros.)
7. I Need You Now (E. Fisher)
- B. Mambo Italiano (Clooney)
9. Count Your Blessings (Fisher)
10. Shake, Rattle & Roll (Haley)

#### Chicago, Ill.

1. Let Me Go, Lover (J. Weber)
2. Mr. Sandman (Chordettes)
3. Make Yourself Comfortable (Sarah Vaughan)
4. Mambo Italiano (R. Clooney)
5. Naughty Lady (Ames Bros.)
6. Hearts Of Stone (Fontanes)
7. Teach Me Tonight (DeCastros)
8. Yours (Dick Contino)
9. Count Your Blessings (Fisher)
10. That's All I Want From You (Jaye P. Morgan)

#### Los Angeles, Calif.

1. Mr. Sandman (Chordettes)
2. Let Me Go, Lover (J. Weber)
3. Papa Loves Mambo (Como)
4. I Need You Now (Fisher)
5. Naughty Lady (Ames Bros.)
6. Teach Me Tonight (DeCastros)
7. Count Your Blessings (Fisher)
- B. Mambo Italiano (Clooney)
9. This Ole Pose (R. Clooney)
10. Earth Angel (Penguins)

#### Philade'phia, Pa.

1. Let Me Go, Lover (Weber)
2. Mr. Sandman (Chordettes)
3. Teach Me Tonight (DeCastros)
4. Naughty Lady (Ames Bros.)
5. Make Yourself Comfortable (Sarah Vaughan)
6. Papa Loves Mambo (P. Como)
7. Count Your Blessings (Fisher)
- B. That's All I Want From You (Jaye P. Morgan)
9. This Ole House (R. Clooney)
10. Ling, Ting, Tong (Five Keys)

#### Boston, Mass.

1. Mr. Sandman (Chordettes)
2. Teach Me Tonight (DeCastros)
3. Let Me Go, Lover (J. Weber)
4. Naughty Lady (Bleever/Ames Bros.)
5. Papa Loves Mambo (Como)
6. Hajji Baba (Nat "King" Cole)
7. I Want You All To Myself (Kitty Kallen)
- B. Hearts Of Stone (Fontanes)
9. If I Give My Heart To You (Lor/Day)
10. Make Yourself Comfortable (Sarah Vaughan)

#### Dallas, Tex.

1. Let Me Go, Lover (Weber)
2. Mr. Sandman (Four Aces/Chordettes)
3. Naughty Lady (Ames Bros.)
4. I Need You Now (Fisher)
5. This Ole House (R. Clooney)
6. Hearts Of Stone (Fontanes/Charms)
7. Count Your Blessings (Fisher)
- B. Papa Loves Mambo (Como)
9. Teach Me Tonight (DeCastros)
10. Make Yourself Comfortable (Sarah Vaughan)

#### Baltimore, Md.

1. Let Me Go, Lover (Weber)
2. Mr. Sandman (Chordettes/Four Aces)
3. Teach Me Tonight (DeCastros)
4. I Need You Now (Fisher)
5. Shake, Rattle & Roll (Haley)
6. Papa Loves Mambo (Como)
7. Naughty Lady (Ames Bros.)
- B. If I Give My Heart To You (Doris Day)
9. This Ole House (R. Clooney)
10. Hold My Hand (Don Cornell)

#### Cleveland, Ohio

1. Let Me Go, Lover (J. Weber)
2. Mr. Sandman (Chordettes/Four Aces)
3. Melody Of Love (Vaughn)
4. Teach Me Tonight (DeCastros)
5. Dim, Dim The Lights (Haley)
6. Naughty Lady (Ames Bros.)
7. Hearts Of Stone (Fontanes)
- B. No More (DeJohns)
9. Yours (Dick Contino)
10. Count Your Blessings (Fisher)

#### Seattle, Wash.

1. Mr. Sandman (Chordettes)
2. Let Me Go, Lover (J. Weber)
3. Naughty Lady (Ames Bros.)
4. Teach Me Tonight (DeCastros)
5. I Need You Now (Fisher)
6. Count Your Blessings (Fisher)
7. This Ole House (R. Clooney)
- B. Dim, Dim The Lights (Haley)
9. Papa Loves Mambo (Como)
10. Shake, Rattle & Roll (Haley)

#### New Orleans, La.

1. Let Me Go, Lover (Weber/Brewer)
2. Mr. Sandman (Four Aces)
3. I Need You Now (E. Fisher)
4. Naughty Lady (Ames Bros.)
5. Hearts Of Stone (Charms)
6. Papa Loves Mambo (P. Como)
7. Teach Me Tonight (Stafford/DeCastros)
- B. That's All I Want (Morgan)
9. Mambo Italiano (R. Clooney)
10. If I Give My Heart To You (Doris Day)

#### Detroit, Mich.

1. Mr. Sandman (Chordettes)
2. Let Me Go, Lover (J. Weber)
3. That's All I Want From You (Jaye P. Morgan)
4. Dim, Dim The Lights (Haley)
5. Naughty Lady (Ames Bros.)
6. Land Of Dreams (Hugo Winterhalter)
7. Hearts Of Stone (Fontanes/Charms)
8. Make Yourself Comfortable (Sarah Vaughan)
9. Shake, Rattle & Roll (Haley)
10. Teach Me Tonight (DeCastros)

#### Denver, Colo.

1. Let Me Go, Lover (J. Weber)
2. Mr. Sandman (Chordettes)
3. I Need You Now (Fisher)
4. This Ole House (Cloney/Hamblen)
5. Papa Loves Mambo (Perry Como)
6. Count Your Blessings (Fisher)
7. Naughty Lady (Ames Bros.)
- B. Teach Me Tonight (DeCastros)
9. If I Give My Heart To You (Doris Day)
10. Hold My Hand (Don Cornell)

#### Atlanta, Ga.

1. Mr. Sandman (Chordettes)
2. Let Me Go, Lover (J. Weber)
3. Teach Me Tonight (DeCastros)
4. I Need You Now (Fisher)
5. Count Your Blessings (Fisher)
6. This Ole House (R. Clooney)
7. Papa Loves Mambo (Como)
- B. Naughty Lady (Ames Bros.)
9. If I Give My Heart To You (Day/Lor/Boswell)
10. Shake, Rattle & Roll (Haley)

#### San Francisco, Calif.

1. Let Me Go, Lover (Weber)
2. Mr. Sandman (Chordettes)
3. Teach Me Tonight (DeCastros)
4. I Need You Now (E. Fisher)
5. This Ole House (R. Clooney)
6. Papa Loves Mambo (Como)
7. Count Your Blessings (Fisher)
- B. Naughty Lady (Ames Bros.)
9. Shake, Rattle & Roll (Haley)
10. Make Yourself Comfortable (Sarah Vaughan)

#### Kansas City, Mo.

1. Mr. Sandman (Four Aces)
2. Let Me Go, Lover (Weber/Brewer)
3. Hearts Of Stone (Fontanes)
4. Naughty Lady (Ames Bros.)
5. Dim, Dim The Lights (Haley)
6. Count Your Blessings (Fisher)
7. That's All I Want From You (Jaye P. Morgan)
- B. I Need You Now (Fisher)
9. This Ole House (R. Clooney)
10. Make Yourself Comfortable (Sarah Vaughan)

#### Nashville, Tenn.

1. Let Me Go, Lover (Weber/Brewer)
2. Mr. Sandman (Four Aces)
3. I Need You Now (E. Fisher)
4. Papa Loves Mambo (Como)
5. Hearts Of Stone (Fontanes)
6. Teach Me Tonight (DeCastros)
7. Naughty Lady (Ames Bros.)
- B. Count Your Blessings (Fisher)
9. This Ole House (R. Clooney)
10. No More (DeJohns)

#### Omaha, Neb.

1. Let Me Go, Lover (J. Weber)
2. Teach Me Tonight (DeCastros)
3. Mr. Sandman (Chordettes)
4. This Ole House (R. Clooney)
5. Shake, Rattle & Roll (Haley)
6. Count Your Blessings (Fisher)
7. Hearts Of Stone (Fontanes)
- B. Home For The Holidays (Como)
9. Naughty Lady (Ames Bros.)
10. If I Give My Heart To You (Doris Day)

#### Brodhead, Wis.

1. Teach Me Tonight (Stafford)
2. Mr. Sandman (Four Aces)
3. Naughty Lady (Ames Bros.)
4. Count Your Blessings (Fisher)
5. Hajji Baba (Nat "King" Cole)
6. Hold My Hand (Don Cornell)
7. Let Me Go, Lover (S. Gale)
- B. Cara Mia (David Whitfield)
9. Runaround (Chuckles)
10. Hearts Of Stone (Fontanes)

#### Pittsburgh, Pa.

1. Let Me Go, Lover (J. Weber)
2. Mr. Sandman (Chordettes)
3. Naughty Lady (Ames Bros.)
4. Make Yourself Comfortable (Sarah Vaughan)
5. Teach Me Tonight (DeCastros)
6. Papa Loves Mambo (P. Como)
7. This Ole House (R. Clooney)
8. Hearts Of Stone (Fontanes)
9. Count Your Blessings (Fisher)
10. Runaround (Chuckles)

#### Milwaukee, Wis.

1. Mr. Sandman (Chordettes)
2. Let Me Go, Lover (J. Weber)
3. Shake, Rattle & Roll (Haley)
4. Naughty Lady (Ames Bros.)
5. Teach Me Tonight (DeCastros)
6. Count Your Blessings (Fisher)
7. Make Yourself Comfortable (Sarah Vaughan)
- B. Hearts Of Stone (Fontanes)
9. Dim, Dim The Lights (Haley)
10. This Ole House (R. Clooney)

#### St. Louis, Mo.

1. Mr. Sandman (Chordettes/Four Aces)
2. Let Me Go, Lover (J. Weber)
3. Make Yourself Comfortable (Sarah Vaughan)
4. Naughty Lady (Ames Bros.)
5. Dim, Dim The Lights (Haley)
6. Teach Me Tonight (DeCastros)
7. Hearts Of Stone (Fontanes)
- B. That's All I Want From You (Jaye P. Morgan)
9. Count Your Blessings (Fisher)
10. I Need You Now (Fisher)

# THE CASH BOX

## SURE SHOTS

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.

### "MELODY OF LOVE"

Four Aces

Decca 29395; 9-29395

### "OPEN UP YOUR HEART"

Cowboy Church Sunday School

Decca 29367; 9-29367

# THE CASH BOX

## CANADIAN CAPERS

FROM CANADA

TO THE CASH BOX READERS EVERYWHERE

WE WANT TO SEND

SINCERE GREETINGS AND BEST WISHES

FOR

"A VERY HAPPY HOLIDAY"

Toronto Topics . . .

At this time of the year when the message of "Peace on Earth and Goodwill to all Men" comes back to the minds of all of us, it is fitting to add our note of sincere appreciation for the many wonderful things that have been done by so many grand people in 1954 to open opportunities for Canadian singers, musicians, composers, and publishers.

So many wonderful things have taken place and so many people are to be thanked for their parts in creating the opportunities that this column could not provide space for all of their names. I know that "names make news" but "deeds make friends" and so I want to take this opportunity of saying a heartfelt "thank you" to all of you. May 1955 return your cooperation a hundredfold.

## Research Craft Company

Producers of

Finest Custom Record Pressings That Quality Materials and Intelligent Skill Can Offer

Any Type of Phonograph Record in Shellac • Flex • Vinylite

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A Happy and Prosperous  
New Year to One and All  
from Label . . .



A Product of Radio Corporation of America

RECORDS MARK THE HITS!



## Norm Prescott Joins WNEW

NEW YORK — New York radio station WNEW announced today that Norman Prescott had joined its staff, his first assignment to be on the independent's weekend segments starting December 25.

The Boston disk jockey, whose phenomenal success in Massachusetts brought him nationwide recognition and the WNEW offer, will be featured on some already established WNEW programs as well as inaugurating several new ones. From 1:00 to 2:00 P.M. on Saturday, he will take over "The Man on the Beat," the independent's high-rated rhythm segment, followed by a new Saturday night segment labelled "The Most in Music" from 10:00 to 12:00 P.M. From 11:00 to 12:00 A.M. on Sundays, Prescott will be featured in "Up

and Coming," a program devoted to near-future hits appearing on the horizon and "Sinatra Sings." The "Norman Prescott Show" from 5:00 to 7:30 P.M. on Sundays will feature WNEW's new addition with his own variety of chatter and music selections.

Prescott brought attention to himself by activities ranging from the narration of children's albums to the running of a contest which had Eddie Fisher's Army hat (left at the disk jockey's home) as first prize, an effort which garnered 4,000 letters from Bostonians within a 2-week period.

## Lawrence Welk Extends Contest

HOLLYWOOD—Due to the impressive response of his contest to inspire American youth to follow a musical career, Lawrence Welk has announced an extension to March 10 of his All American Music Competition.

Originally set to wind up December 10, many requests from prospective contestants both here in the states and in the military overseas, to extend the offer, helped the noted bandleader to do just that, in order to let as many youngsters participate as possible.

Personally sponsored by Lawrence Welk, this contest is to stimulate music among American youth, to discover outstanding talent and to give such performers an opportunity to be seen and heard.

Competition is open to anyone between the ages of 18 and 25 years. Entry blanks are available at any music store in America and may be secured at the Aragon Ballroom, Ocean Park, California.

Contestants may sing or play musical instruments. Judges will be top musical personalities in Hollywood including John teGroen, President of the MIPA, Local 47; George Cates of Coral Records; Jack Owens; Bob Crosby; Jimmy McHugh; Paul Smith, musical director at Walt Disney's and others.

Many valuable prizes including an all expense paid vacation in Hollywood as the guest of Lawrence Welk, a Welk cash award of \$500.00, a television appearance on the Welk KTLA show, a Coral Record of the winning contestant and many others which will be found listed on the entry blank.

## Mercury Issues DeeJay LP

CHICAGO — Mercury Records issued last week its first in a series of records that will aid the disk jockey in his programming chores and at the same time get more Mercury records played.

The disk is Volume 1 of the series which is being called "Hit Parade". The record is a 33 1/3 rpm disk and includes eight singles which are currently doing big things for the diskery.

The songs featured are: "Make Yourself Comfortable" — Sarah Vaughan; "Bongo Guitar"—Ralph Marterie; "Mama Doll Song"—Patti Page; "Yours"—Dick Contino; "The Barking Dog"—Crewcuts; "Mambo Baby"—Georgia Gibbs; "Love Me Tonight"—Eddy Howard; and "Pupalina"—the Gaylords.

On the back of the attractive two-color sleeve, Kenny Myers of Mercury requests that dee jays write to him as to their reaction to this type of LP. If the reactions are favorable, the diskery will continue the service.

## At The BMI Dinner



NEW YORK—The two photos above show music biz celebrities at the recent BMI dinner. The top photo pictures, from left to right: Bob Burton of BMI, Tommy Valando who received an award for publishing "Young At Heart," Carolyn Leigh and Johnny Richards who wrote the song, and Bob Sour of BMI. The bottom photo shows Pee Wee King, Carl Haviland, president of BMI, Patti Page and Sammy Kaye.

## Camden Sets Dealer Competition

NEW YORK—Prizes in a recently announced Camden Records dealer contest range from a \$6.75 billfold to a cash award of \$250. In between there are fifty-two other prizes. The winning dealer in the national competition gets the cash prize, while each record distributor picks a local winner who receives a prize from Camden.

"The Six Symphonies of Tchaikovsky," a six 12" Long Play set packaged in a hinged box and retailing for \$10.98 is one of the pieces of merchandise around which the competition is built. A similar package, to be announced in February, will also figure in the contest.

Awards in the competition go to the dealer in each distributor area who does the best job on the two packages. Many elements, such as window and counter display, as well as retail movement, figure in the contest. Since it is possible that a small neighborhood store could conceivably do the best local job, awards are made on a graduated basis, depending on the amount of merchandise sold.

## NIGHTCLUB ROUNDUP

### Ellington & Hamilton At Basin Street, N. Y.

NEW YORK—Basin Street has a star studded show parading across the stage for the next two weeks. Loaded with talent, the attractions should prove strong draw for the Holiday crowd.

Heading the list, is Duke Ellington, a holdover from the last three weeks show, with holdover Don Shirley from the previous Ellington show, and the new exciting personality to hit the disk field, Roy Hamilton.

Ellington is of course Ellington, whose tunes can be played for his entire five week stint without repeating. One of the highlights of the evening is the pyrotechnical drum display of Louie Bellson, currently with the Ellington aggregation, in a 15 minute solo that had the house rocking and Bellson exhausted.

Roy Hamilton sang a repertoire completely from his record releases building up to the big one, his first smash, "You'll Never Walk Alone". Hamilton, a fine looking lad described by Ellington as the foremost exponent of Folk Modern, comes through vocally in fine style. Although he still has some rough edges to be smoothed, his stage presence is remarkable considering he's only been in the business less than a year.

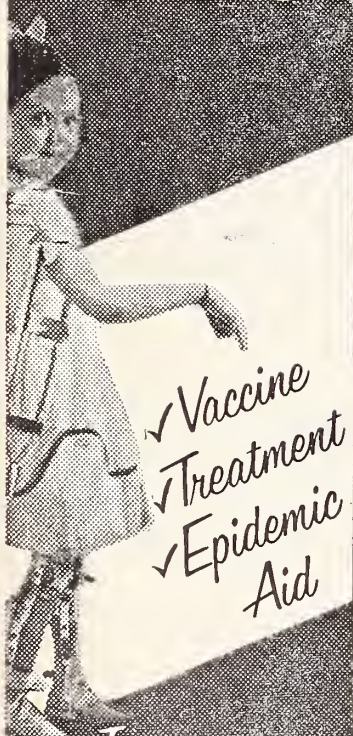
from the 20th Century-Fox CinemaScope Production "DESIREE"

## THE SONG FROM DESIRÉE

(WE MEET AGAIN)

MILLER MUSIC CORPORATION

## FIGHT POLIO!



✓Vaccine  
✓Treatment  
✓Epidemic Aid

## Join the MARCH OF DIMES

January 3-31



# THE CASH BOX RHYTHM N' BLUES Ramblings

### NEW YORK:

The r & b record biz, on the slow side for several months, awoke with a bang for the Christmas season according to the many distributors and manufacturers we've spoken to. Al Silver, Herald Records, flipping because of the upsurge of business that has revived all his current releases. Al has been insisting from the release date that the Charlie & Ray "I Love You Madly" etching would be a hit. Current excitement makes it look like the platter is finally on the move. New York, usually not the city to break a record, has begun to order and re-order in large quantities. Al also reveals the diskery has outgrown its current quarters and will move to the old CBS building at 1687 Broadway after the first of the year. The Messrs. Silver, Angel and Braverman will have a much larger layout including a soundproof rehearsal hall. . . . Expect a rash of top notch releases to hit the distributors from now on. Manufacturers were withholding releases during the past few weeks until the Christmas business had been gotten out of the way. Most of them are now ready to go. Atlantic Records is one of the first to release with a hard hitting trio consisting of Ruth Brown, Ray Charles and Atlantic's introductory offering of Ivory Joe Hunter. Ruth Brown's will be "I Bye Bye Young Man" and "Ever Since My Baby's Been Gone." Charles may have his greatest potential hit in "Come Back" and "I've Got A Woman," and Ivory Joe bows with "It May Sound Silly" and "I Got To Learn To Do The Mambo." Sidelight on Ray Charles' "Come Back" etching. Seems Ray, who had a couple of dubs for himself, couldn't contain his enthusiasm and let his friend, Jockey Jack (WERD-Atlanta, Ga.), preview it. Jockey Jack played it on the air 41 times in two hours and as a result the demand has been sensational even before release. . . . Lou Sprung, Baton Records, reports his Rivileers' "For Sentimental Reasons," is definitely selling in hit proportions in New York and Los Angeles. Also elated at breaking in Atlanta, first of the Southern cities. . . . Don Robey also joins the after Christmas release rush with six new disks including the new Johnny Ace "Pledging My Love" and "No Money." A new Johnny Ace release is always news. In the meantime,



BUDDY JOHNSON

Irv Marcus, headquartering in New York, is still working on and racking up big orders on Ace's current best seller, "Never Let Me Go." . . . That session Bobby Shad cut last week with Sarah Vaughan was a humdinger, according to Bobby, and several "hot" sides were the result. . . . George Goldner, Rama Records, enthusiastic as he tells of The Crows "Baby Doll" breaking out with force in Detroit. Deck suddenly took off after a very quiet period, which is reminiscent of their previous smash "Gee." Goldner also bubbling as he tells of his increased mambo catalogue sale over 1953. "It was a good year, but we're looking forward to a better one in 1955." . . . Atlantic Records announced the signing of a new group from Norfolk, Va., The Shieks. Lads are managed by Frank Guida proprietor of Birdland Record Shop in Norfolk. . . . Covers on "Tweedlee Dee" mount as the tune acting like another pop hit to add to the laurels of Atlantic Records. Original by Lavern Baker selling in large doses, both pop and R & B. . . . Herman Lubinsky, Savoy Records, excited as he tells of the continued strong sales of Wilbert Harrison's "Don't Drop It." Says he's already gone over 100,000. . . . Original Records getting a surprise release ready for all their distributors shortly after the first of the year. . . . Alan Freed readying his first r & b show for the St. Nicholas Ballroom January 14 and 15. Lined up so far are Joe Turner, the Drifters, Clovers, the Moonglows, the Moonlighters, Buddy and Ella Johnson, Nolan Lewis, Danny Overbea, Fats Domino, Red Prysock and the Harptones. Condolences to George Goldner, who lost his mother this week.

### CHICAGO:

As we optimistically greet the oncoming year, we thought we would bring to the trade the thoughts and ideas of the people in Our Town, so we called different of these people who had the following to say: Leonard Chess of Chess/Checker Records who believes that his biggest Chess hit was "Sincerely" by The Moonglows, while Checker's top tune for '54 was "Reconsider Baby" by Lowell Fulson, said, "I would like to thank the disc jockeys, operators and dealers for making 1954 one of the biggest years in our history and both Phil and myself will do all in our power to bring to you in the trade as many good disks as is in our power to produce." . . . Another local record manufacturer which has enjoyed a highly successful year is the Vee-Jay diskery. We spoke to Jimmy Bracken of this firm who had the following to say. "We feel that it was more than a lucky break for us to have had "Goodnight Sweetheart, Goodnight" by The Spaniels which definitely established us as a solid firm. We want to thank everyone who has helped us to grow. We feel confident that we are growing stronger and bigger daily and hope that '55 will continue in the same vein." . . . Milt Salstone of M. S. Distributing Company, whose '54 hits included "Cherry Pie" by Marvin and Johnny on Modern; "You're The One" by The Spiders on Imperial and the smash, "Marie" by The 4 Tunes on Jubilee had this to say: "I feel a good training program throughout the trade is called for at this time in order to re-establish R & B at the point I feel it once was and hope that in the coming year the manufacturers will concentrate more heavily on each and every release they turn out." . . . And, finally, a New Year Message from Ernie Leaner of United Record Distributors. "We leave 1954 and all the bouquets that were tossed to the outstanding now fade, allowing a new bud to blossom and bring success, prosperity and happiness to everyone in 1955." . . . And may we add to that simply, "HAPPY NEW YEAR AND MAY '55 BE FILLED WITH HEALTH, HAPPINESS AND SUCCESS."

### LOS ANGELES:

LOS ANGELES—The line which separates the R & B and POP fields is becoming thinner and thinner as more and more R & B hits break over into the POP field. . . . Two top attractions appeared in Los Angeles over the Holidays. The Clovers along with Jim Wynn and his band held down the spotlight at The Five Four Ballroom. Over at the Savoy Ballroom Billy Ward and the Dominoes were held over along with Charles Brown and his Orchestra.

## "I Love My Mama"



NEW YORK—When Tommy Leonetti, young Capitol Recording star was in New York, he visited with the composer of his latest release, Henry Jerome. Ditty, "I Love My Mama," was penned by Jerome, who records for MGM Records and is bandleader at the Hotel Edison.

. . . The rhythm and blues bouncer "O-O Wah" has been covered in the POP field by Mell Williams and The Montclairs on Decca. Material was picked for the group by George Motolla, sales manager for Easley sales, local Lincoln-Mercury dealer. . . . Al Sherman, Record Sales head, has taken over Southwest distribution for label "X". Bob Stern has been appointed to supervise X's West Coast promotion. He continues to handle his other accounts along with this new post. . . . Specialty Records are closing out the year with three big sellers. First is Percy Mayfield's "You Were Lyin' To Me". Next comes their latest by Roy Milton titled "Tell It Like It Is". The third number that is clicking saleswise is a spiritual by The Harmonettes "You Must Be Born Again". Art Rupe has been busy getting ready a new batch of releases for the first of the year which he admits are pretty terrific. . . . Final plans are being made by B. B. King for a big Holiday farewell dance at the Elks Hall Dec. 27th. This will be his last West Coast date before heading East again. Also on the program with him will be The Flairs, The Medallions and Roy Brown, who will come down from Holiday dates in Oakland to appear on the show. Many other top artists are also expected to be present for the show. . . . While looking forward to an even greater year in 1955, Leo and Eddie Mesner are sitting on top of The Five Pearls' "Please Let Me Know" which is showing strong possibilities of breaking wide open as a hit. Leo is hoping the number will also break into the POP field. . . . The Platters were so successful during their recent two day engagement at Larry Potter's Supper Club that they are slated for a return two week stand starting Jan. 28th. . . . Ralph Bass, just back from Cincinnati, was telling about the big policy meeting back at the King Records plant. Sid Nathan called in all his A & R men for the event. Those present included Henry Stone, Carl Lebow, Henry Glover and Bass. While in the East Bass also cut several new sides with The Lamplighters which will be released in January. . . . Luis Rivera, Jazz organist, recently signed with Federal Records for a new series of LP's, EP's and singles. . . . Pretty Ruth Burch, the new gal behind the counter at King Records, is receiving nothing but praises from her boss Milt Weiss. She is the sister of Mary Helman, manager of Johnson's Record City in Compton.



BILLY WARD & THE DOMINOES

## JAZZ JOTS

Benny Goodman seen at Basin Street opening with Duke Ellington, Roy Hamilton and Don Shirley. Benny will be longhair soloist with the Symphony of the Air at Carnegie Hall January 19. Leonard Bernstein will conduct. . . . That Basin Street show was a humdinger. Ellington's music is a joy, Shirley a very talented youngster and Roy Hamilton providing many exciting vocal moments. His spot could be speeded up by a change of several numbers but he finished in a blaze of glory with his big hit, "You'll Never Walk Alone." . . . Is George Shearing moving over to Capitol? . . . With the addition of Nesuhi Ertegun to the Atlantic label, it is pretty definite the diskery will make a big move in the direction of jazz.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

★ **A Hit... Solid R & B** ★

★ **Hittin' THE CHARTS** ★

★ **"BABY, LET'S** ★

★ **PLAY HOUSE"** ★

★ **ARTHUR GUNTER** ★

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**LOOKOUT 1955!**  
ATLANTIC IS ROLLING  
WITH 3 NEW HITS!!!

MISS RHYTHM RIDES AGAIN!

**Ruth Brown**  
"BYE BYE YOUNG MEN"  
"EVER SINCE MY BABY'S BEEN  
GONE"  
ATLANTIC—1051



TWO TERRIFIC SIDES  
BY THE GREAT RAY CHARLES

**Ray Charles**  
"I'VE GOT A WOMAN"  
"COME BACK"  
ATLANTIC—1050



A GREAT DEBUT ON ATLANTIC  
FOR A GREAT ARTIST!

**Ivory Joe Hunter**  
"IT MAY SOUND SILLY"  
"I GOT TO LEARN TO DO THE  
MAMBO"  
ATLANTIC—1049



**ATLANTIC RECORDING CORP.**

234 WEST 56th St. NEW YORK 19, N. Y.

Happy Holidays . . and Thanks  
For Another Wonderful Year

**The Clovers**  
Going Strong

- LOVEY DOVEY
- YOUR CASH AIN'T  
NOTHIN' BUT TRASH

and here's our 11th Consecutive  
Hit . . . coming up BIG

**ALRIGHTY** | **I**  
**OH, SWEETIE** <sup>b/w</sup> | **CONFESS**

ATLANTIC # 1046

MANAGEMENT  
**LOU KREFETZ**

EXCLUSIVELY ON  
**ATLANTIC**

BOOKING  
**BILLY SHAW**

**THE CASH BOX**

in  
**NEW YORK CITY**

in  
**CHICAGO**

in  
**NEW ORLEANS**

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

- |  |   |  |
|--|---|--|
| <b>1</b> WHITE CHRISTMAS<br>Clyde McPhatter & Drifters<br>(Atlantic 1048)      | RECONSIDER BABY<br>Lowell Fulson<br>(Checker 804)       | WHITE CHRISTMAS<br>Clyde McPhatter & Drifters<br>(Atlantic 1048) |
| <b>2</b> TEACH ME TONIGHT<br>Dinah Washington<br>(Mercury 70497)               | YOU UPSET ME BABY<br>B. B. King<br>(RPM 416)            | LAST NIGHT<br>Little Walter<br>(Checker 805)                     |
| <b>3</b> EARTH ANGEL<br>Penguins<br>(Dootone 348)                              | TEACH ME TONIGHT<br>Dinah Washington<br>(Mercury 70497) | HEARTS OF STONE<br>Charms<br>(DeLuxe 6062)                       |
| <b>4</b> SINCERELY<br>Moonglows<br>(Chess 1581)                                | POISON IVY<br>Willie Mabon<br>(Chess 1580)              | EARTH ANGEL<br>Penguins<br>(Dootone 348)                         |
| <b>5</b> TWEEDLE DEE<br>LaVern Baker<br>(Atlantic 1047)                        | HURT<br>Roy Hamilton<br>(Epic 9086)                     | RECONSIDER BABY<br>Lowell Fulson<br>(Checker 804)                |
| <b>6</b> HURT<br>Roy Hamilton<br>(Epic 9086)                                   | EARTH ANGEL<br>Penguins<br>(Dootone 348)                | THINKING OF YOU<br>Fats Domino<br>(Imperial 5328)                |
| <b>7</b> YOU UPSET ME BABY<br>B. B. King<br>(RPM 416)                          | SINCERELY<br>Moonglows<br>(Chess 1581)                  | SINCERELY<br>Moonglows<br>(Chess 1581)                           |
| <b>8</b> MAKE YOURSELF<br>COMFORTABLE<br>Sarah Vaughan<br>(Mercury 70469)      | HEARTS OF STONE<br>Charms<br>(DeLuxe 6062)              | TWEEDLE DEE<br>LaVern Baker<br>(Atlantic 1047)                   |
| <b>9</b> SO ALL ALONE<br>Bobby Lester & Moonlighters<br>(Checker 806)          | LING, TING, TONG<br>Five Keys<br>(Capitol 2945)         | HURT<br>Roy Hamilton<br>(Epic 9086)                              |
| <b>10</b> HEARTS OF STONE<br>Charms<br>(DeLuxe 6062)<br>Jewels<br>(R & B 1307) | MAMBO BABY<br>Ruth Brown<br>(Atlantic 1044)             | YOU UPSET ME BABY<br>B. B. King<br>(RPM 416)                     |

in  
**SAN FRANCISCO**

in  
**NEWARK**

in  
**MEMPHIS**

- |  |  |  |
|--|--|--|
| <b>1</b> RECONSIDER BABY<br>Lowell Fulson<br>(Checker 804)       | WHITE CHRISTMAS<br>Clyde McPhatter & Drifters<br>(Atlantic 1048) | HEARTS OF STONE<br>Charms<br>(DeLuxe 6062)                       |
| <b>2</b> YOU UPSET ME BABY<br>B. B. King<br>(RPM 416)            | HEARTS OF STONE<br>Charms<br>(DeLuxe 6062)                       | LAST NIGHT<br>Little Walter<br>(Checker 805)                     |
| <b>3</b> HURTS ME<br>TO MY HEART<br>Faye Adams<br>(Herald 434)   | EARTH ANGEL<br>Penguins<br>(Dootone 348)                         | SINCERELY<br>Moonglows<br>(Chess 1581)                           |
| <b>4</b> EARTH ANGEL<br>Penguins<br>(Dootone 348)                | SINCERELY<br>Moonglows<br>(Chess 1581)                           | RECONSIDER BABY<br>Lowell Fulson<br>(Checker 804)                |
| <b>5</b> TEACH ME TONIGHT<br>Dinah Washington<br>(Mercury 70497) | YOU UPSET ME BABY<br>B. B. King<br>(RPM 416)                     | POISON IVY<br>Willie Mabon<br>(Chess 1580)                       |
| <b>6</b> I'M READY<br>Muddy Waters<br>(Chess 1579)               | POISON IVY<br>Willie Mabon<br>(Chess 1580)                       | TWEEDLE-DEE<br>LaVern Baker<br>(Atlantic 1047)                   |
| <b>7</b> HEARTS OF STONE<br>Charms<br>(DeLuxe 6062)              | NEVER LET ME GO<br>Johnny Ace<br>(Duke 132)                      | WHITE CHRISTMAS<br>Clyde McPhatter & Drifters<br>(Atlantic 1048) |
| <b>8</b> HURT<br>Roy Hamilton<br>(Epic 9086)                     | SHOO-DOO-BE-DOO<br>Bobby Lester & Moonlighters<br>(Checker 806)  | OH BUT SHE DID<br>Opals<br>(Apollo 462)                          |
| <b>9</b> MAMBO BABY<br>Ruth Brown<br>(Atlantic 1044)             | TWEEDLEE DEE<br>LaVern Baker<br>(Atlantic 1047)                  | I LOVE YOU MADLY<br>Charlie & Ray<br>(Herald 438)                |
| <b>10</b> LAST NIGHT<br>Little Walter<br>(Checker 805)           | BAZOOM (I NEED<br>YOUR LOVIN')<br>Charms<br>(DeLuxe 6076)        | BABY, LET'S<br>PLAY HOUSE<br>Arthur Gunter<br>(Eccello 2047)     |

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



# THE CASH BOX



in  
**PHILADELPHIA**

in  
**LOS ANGELES**

in  
**ST. LOUIS**

The Top Ten Tunes Netting Heaviest Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators in Dallas, Los Angeles and Other Cities Listed.

- 1 **SINCERELY**  
Moonglows  
(Chess 1581)
- 2 **HEARTS OF STONE**  
Charms  
(DeLuxe 6062)
- 3 **TEACH ME TONIGHT**  
Dinah Washington  
(Mercury 70497)
- 4 **WHITE CHRISTMAS**  
Clyde McPhatter & Drifters  
(Atlantic 1048)
- 5 **EARTH ANGEL**  
Ruth Brown  
(Dootone 348)
- 6 **SHOO-DOO-BE-DOO**  
Bobby Lester & Moonlighters  
(Checker 806)
- 7 **HURT**  
Roy Hamilton  
(Epic 9086)
- 8 **LING, TING, TONG**  
Five Keys  
(Capitol 2945)
- 9 **THE LETTER**  
Medallions  
(Dootone 348)
- 10 **YOU UPSET ME BABY**  
B. B. King  
(RPM 416)

- RECONSIDER BABY  
Lowell Fulson  
(Checker 804)
- SINCERELY  
The Moonglows  
(Chess 1581)
- EARTH ANGEL  
The Penguins  
(Dootone 348)
- WHITE CHRISTMAS  
Clyde McPhatter & Drifters  
(Atlantic 1048)
- TEACH ME TONIGHT  
Dinah Washington  
(Mercury 70497)
- YOU UPSET ME BABY  
B. B. King  
(RPM 416)
- TWEEDLE-DEE  
LaVern Baker  
(Atlantic 1047)
- SHOO-DOO-BE-DOO  
Bobby Lester & Moonlighters  
(Checker 806)
- HURT  
Roy Hamilton  
(Epic 9086)
- GOD ONLY KNOWS  
The Capris  
(Gotham 304)

- TEACH ME TONIGHT  
Dinah Washington  
(Mercury 70497)
- RECONSIDER BABY  
Lowell Fulson  
(Checker 804)
- HEARTS OF STONE  
Charms  
(DeLuxe 6062)
- YOU UPSET ME BABY  
B. B. King  
(RPM 416)
- POISON IVY  
Willie Mabon  
(Chess 1579)
- LAST NIGHT  
Little Walter  
(Checker 805)
- EARTH ANGEL  
Ruth Brown  
(Dootone 348)
- SINCERELY  
Moonglows  
(Chess 1581)
- BLUES ALL AROUND  
MY HEAD  
Memphis Slim  
(United 186)
- I DON'T HURT  
ANYMORE  
Dinah Washington  
(Mercury 70439)

in  
**ATLANTA**

in  
**NASHVILLE**

in  
**SHOALS, IND.**

- 1 **HEARTS OF STONE**  
Charms  
(DeLuxe 6062)
- 2 **YOU UPSET ME BABY**  
B. B. King  
(RPM 416)
- 3 **RECONSIDER BABY**  
Lowell Fulson  
(Checker 804)
- 4 **TWEEDLE DEE**  
LaVern Baker  
(Atlantic 1047)
- 5 **EARTH ANGEL**  
Ruth Brown  
(Dootone 348)
- 6 **SINCERELY**  
Moonglows  
(Chess 1581)
- 7 **I'M READY**  
Muddy Waters  
(Chess 1579)
- 8 **LING, TING, TONG**  
Five Keys  
(Capitol 2945)
- 9 **MAMBO BABY**  
Ruth Brown  
(Atlantic 1044)
- 10 **DON'T DROP IT**  
Wilbur Harrison  
(Savoy 1138)

- HEARTS OF STONE  
Charms  
(DeLuxe 6062)
- YOU UPSET ME BABY  
B. B. King  
(RPM 416)
- POISON IVY  
Willie Mabon  
(Chess 1580)
- RECONSIDER BABY  
Lowell Fulson  
(Checker 804)
- I'M READY  
Muddy Waters  
(Chess 1579)
- BABY, LET'S  
PLAY HOUSE  
Arthur Gunter  
(Excello 2047)
- SINCERELY  
Moonglows  
(Chess 1581)
- WHITE CHRISTMAS  
Clyde McPhatter & Drifters  
(Atlantic 1048)
- MAMBO BABY  
Ruth Brown  
(Atlantic 1044)
- TWEEDLEE DEE  
LaVern Baker  
(Atlantic 1047)

- HEARTS OF STONE  
Charms  
(DeLuxe 6062)
- YOU UPSET ME BABY  
B. B. King  
(RPM 416)
- POISON IVY  
Willie Mabon  
(Chess 1580)
- MAMBO BABY  
Ruth Brown  
(Atlantic 1044)
- I'M READY  
Muddy Waters  
(Chess 1579)
- TEACH ME TONIGHT  
Dinah Washington  
(Mercury 70497)
- LING, TING, TONG  
Five Keys  
(Capitol 2945)
- RECONSIDER BABY  
Lowell Fulson  
(Checker 804)
- HURTS ME  
TO MY HEART  
Faye Adams  
(Herald 434)
- ANNIE HAD A BABY  
Midnighters  
(Federal 12195)

## Coming Up In R & B

Listed Alphabetically

- BAZOOM (I NEED YOUR LOVIN')**  
Charms  
(DeLuxe 6076)  
Newark, St. Louis
- KO-KO-MO**  
Gene & Eunice  
(Combo 64)  
New York
- TOMORROW NIGHT**  
LaVern Baker  
(Atlantic 1047)  
Sovonnoh, St. Louis

**YOUR BEST BUYS**

**"DON'T DROP IT"**  
SAVOY # 1138  
**WILBERT HARRISON**  
10,000 Sold Last Week—L.A.  
5,000 Sold Last Week—Charlotte  
10,000 Sold Last Week—Atlanta  
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**HOW CAN I LIVE WITHOUT YOU?**  
by ROY MILTON  
# 538 # 538-45

**Specialty records**

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Another Hit by Gatemouth!

**"MIDNIGHT HOUR"**  
b/w  
**"FOR NOW, SO LONG"**  
by Gatemouth Brown  
PEACOCK # 1633

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**"YOU DON'T HAVE TO GO"**  
BY **JIMMY REED**  
VEE-JAY 119

**Vee-Jay RECORDS, INC.**  
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This is it!

**URSULA REED**  
**"ALL GONE"**  
with the  
**JOE MORRIS ORCH.**  
H-440

**"I LOVE YOU MADLY"**  
**CHARLIE & RAY**  
# 438

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**To Distributions & DJ's**

**Herald RECORDS**  
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BREAKING FASTER THAN "GEE"

**"BABY DOLL"**  
**THE CROWS**  
RAMA 50

**RAMA**

220 W. 42nd St., New York, N. Y.

**EDDIE BOYD**  
SINGS  
**"PLEASE HELP ME"**  
b/w  
**"THE STORY OF BILL"**  
CHESS 1582

**CHES RECORD CORP.**  
4750-52 Cottage Grove Ave.  
Chicago 15, Illinois

THE "ANNIE" BOYS HIT AGAIN!

**"SHE LEFT ME"**  
b/w  
**"CHEATING ON ME"**  
by The MIDNIGHTS  
# 762

COMING UP

**"ICHI BON TAMI DACHI"**  
b/w  
**"WHY OH-H"**  
By The ROVERS  
# 750

**MUSIC CITY RECORDS**  
1815 ALCATRAZ AVE. BERKELEY, CALIF.

**DANNY OVERBEA**  
**"A TOAST TO LOVERS"**  
b/w  
**"MY LOVE"**  
CHECKER 808

**Checker RECORD CO.**  
4750 52 Cottage Grove Ave.  
Chicago 15, Illinois



# RHYTHM 'N BLUES REVIEWS

<input type="radio"/> <b>A</b> DISK & SLEEPER	<input type="radio"/> <b>G</b> GOOD
<input type="radio"/> <b>B</b> EXCELLENT	<input type="radio"/> <b>C</b> FAIR
<input type="radio"/> <b>B</b> VERY GOOD	<input type="radio"/> <b>D</b> MEDIOCRE

**LINDA HAYES**

(Hollywood Records 1027)

**B** "DARLING ANGEL" (2:55) [Golden State BMI — Johnnie Getz] Linda Hayes sings a slow blues with lots of feeling. A melodic effort that makes a pretty wax.

**B** "CHANGE OF HEART" (2:45) [Golden State BMI — Johnnie Getz] The flip is an up-tempo effort and Miss Hayes does a smart hard hitting job.

**THE TWIGS**

(Hollywood Records 1026)

**C+** "LOVER BOY" (2:39) [Golden State BMI—M. Williams] The Twigs sing a slow blues featuring the lead voice of Sonny Woods. Ok deck.

**C+** "WONDERFUL WORLD" (2:35) [Golden State BMI—Haywood] Frank Haywood takes over the lead on this plate as the lads sing out an easy bouncer. Deck has a pop feeling on the vocal portion although the horn in the break is blues and nothing else.

**THE FIVE SCAMPS**

(Okeh 7049)

**B** "RED HOT" (2:50) [Algonquin Music-Robinson, Whitcomb] The Five Scamps blend on a driving fast beat. Wild sound is effected by shouts, handclaps and a high-riding horn. Effective wax.

**C+** "WITH ALL MY HEART" (2:55) [Marvin Litmas-Sherman, Pilkenton] Backer-upper is a change of pace. The wax is mellow as the lads present a soft and tender item. A little draggy but easy listening.

**JOHNNY TORRENCE**

(With The Jewels)

(R and B 1306)

**B** "ROSALIE" (2:19) [K & S BMI—Torrence] Johnny Torrence handles the lead as he and the Jewels bang out a medium beat rocker in energetic styling. Strong wax that could cut itself a hunk of action.

**C** "LIVING FROM DAY TO DAY" (2:23) [Granite BMI—Torrence] The Jewels, with Torrence again lead voice, chant a slow blues in sorrowful manner.

**THE FOUR SPEEDS**

(DeLuxe 6070)

**B** "THE GIRLS BACK HOME" (2:23) [Franklin BMI — Benny Goodwin] The Four Speeds, making their bow on records, do so with lots of appeal. Lead is strong and smooth, the group backs him in good style and the general effect is potent. Good wax.

**B** "I NEED YOU BABY" (2:37) [Franklin BMI—James Hartley] Another good effort by the new group. Of a slower tempo the item has a strong beat. Good initial effort.

**THE CASH BOX**

**★ AWARD O' THE WEEK ★**

"EVERY DAY I HAVE THE BLUES" (2:49)

[Golden State BMI—Chatman]

"SNEAKIN' AROUND" (2:39)

[Crawford Music—Robinson]

**B. B. "BLUES BOY" KING**  
(RPM 421)

● B. B. King has a piece of material tailor made for his talents in "Every Day I Have The Blues." King lends his inimitable talents to the middle tempo blues, singing of his miseries with the abilities that have made him a top blues

entertainer. The reverse side, "Sneakin' Around," is another top performance. King is mellow as he sings the pretty ballad. He has two powerful pieces of ammunition to gun down his current rational success, "You Upset Me, Baby."

**THE CASH BOX**

**Rhythm 'N Blues SLEEPER OF THE WEEK**

"A TOAST TO LOVERS" (2:45)

[Arc BMI—Overbea]

"MY LOVE" (2:40)

[Arc BMI—Overbea]

**DANNY OVERBEA**  
(Checker 308)

● Danny Overbea is making pitches at both pop and r & b with this effort titled, "A Toast To Lovers." Danny's sweet and emotional laden delivery comes through with great effectiveness. It could be a really big one for the chanter. The

flip, "My Love," is a happy mambo well done. Overbea's use of a mambo as the backer-upper is good planning. "A Toast" is the side, and the mambo dance item should help keep the sales mounting.

**JAZZ**

**ART FARMER QUARTET**

(Prestige 906)

**B** "AUTUMN NOCTURNE" (2:49) [Myrow] Art Farmer and his quartet softly dish up a modern treatment of a slow ditty. Art's trumpet etches sweetly with in the mood backing from Wynton Kelly, piano; Addison Farmer, bass; Herby Lovelle, drums.

**B** "I WALK ALONE" (2:45) [Wilson] The lovely oldie is given the

same tender caressing treatment by the foursome. Good evergreen.

**JOE HOLIDAY**

(Prestige 901)

**B** "IT MIGHT AS WELL BE SPRING" (2:40) and 2:49) Parts one and two [—Rodgers] Joe Holiday dishes up an intriguing treatment of the lush Rodgers standard with a mambo tempo and his effectual horn. A two sided disk with appeal on both sides.

**THE CASH BOX**

**Rhythm 'N Blues BEST BETS**

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

- ★ "ROSALIE" Johnny Torrence R and B 1306
- ★ "SCHOOL GIRL" The "5" Royales King 4762
- ★ "ONE MISTAKE"

**JIMMY TYLER ORCHESTRA**

(Federal 12199)

**B** "CALLIN' ALL CHICKENS" (2:41) [Jay & Cee BMI—Jimmy Tyler] A clever novelty instrumental. Medium tempo wax that is good fodder for the dance crowd.

**C+** "SKEEDLE-LUM-BUM" (2:39) [Jay & Cee BMI—Tyler-Martin] A similar tempo bouncer with chants from the boys in the ork. Sax carries the solo voice throughout. Ok deck.

**THE "5" ROYALES**

(King 4762)

**B+** "SCHOOL GIRL" (2:44) [Franklin BMI—Lowman Pauling] The "5" Royales sing a middle beat bouncer that is loaded. A happy performance that might prove a big one for the group.

**B+** "ONE MISTAKE" The "5" Royales get down to earth with a slow blues done very effectively. The lads really sink their teeth into this one and the result is a two sided offering, either of which could hit.

*Spiritual*

**THE JORDANAIRE**

(Decco 29188)

**B** "ROCK MY SOUL IN THE BOSOM OF ABRAHAM" (2:17) The Jordanaire etch a stirring reading of a quick beat syncopated religious item.

**C** "NOAH" (2:21) [P. D.] The Jordanaire dish up the oldie with flavor that will appeal more to the pop market.

**SWANEE RIVER BOYS**

(King 1401)

**B** "I WANNA HEAR" (2:35) [Mar-Kay BMI—Buford Abner] The Swanee River Boys blend effectively on a beaty but soft treatment of a middle beat religious piece. Syncopated wax.

**B** "I GOT TIRED" (2:40) [Mar-Kay BMI—Buford Abner] A similar item, beautifully done, of a slower tempo.

**FAIRFIELD FOUR**

(Dot 1228)

**B** "WE NEVER GROW OLD" (2:25) [Traditional] The Fairfield Four create an excitement with their treatment of the traditional gospel tune. Ok deck.

**B** "JESUS IN HEAVEN" (2:46) [Traditional] A similar treatment of a slightly faster beat.



## Lucky Millinder Signs With King Records

Lucky Millinder, a prominent name in the band business for more than 20 years, has signed a recording contract with King Records.

Lucky first came into prominence as a recording star back in the 30's when he was in charge of 'Mills Blue Ribbon Band' and recorded the outstanding hit "Ride Red Ride".

Shortly thereafter he organized his own band and gave to the music world such records as: "Big Fat Mama", "Let'm Roll Again", "Who Threw The Whiskey In The Well", "Waiting Just For You", and many others.

Lucky Millinder had as vocalists at one time or another Ruth Brown, Anisette Allen, Wynonie Harris, Savannah Churchill, Bull Moose Jackson, and the deceased Trevor Bacon.

Lucky is now busy forming a band which he describes as having all record appeal. King is expecting to have records on Millinder and his band the first part of 1955.

## How International Can You Get?

NEW YORK—As of yesterday the world-renowned "Malaguena", composed by the Cuban Ernesto Lecuona and published by the American Edwark B. Marks Music Corporation, has been recorded 347 times. The 348th is from a master, pressed by Polydor, a German recording company. Decca is issuing the platter here and it has caused a great stirring of excitement in the diskery as well as on the pub's premises. Caterina Valente, an Italian thrush who sings the Lecuona piece in German and who is backed by an Austrian symphonic orchestra are the two big reasons.

While there have been many vocalists who have sung "Malaguena" in many languages, none to-date has quite rung the bell. This one by Caterina Valente unquestionably has class vows Herb Marks and he and the brass at Decca are pulling all the stops to catapult this latest "Malaguena" to the top.

## Home Town Boy Makes Good

MIAMI—"Home Town Boy Makes Good" is more than a cliché here in connection with the new tune "Unsuspecting Heart". Feature stories in the high school paper and weekly newspapers display pictures and comments from local friends and neighbors of Bob Singer, the Miami native responsible for the song's publication by Teddy Powell of the Tee Pee Music Co. of New York. The local shops are playing all three records. The Sunny Gale and Hugo Winterhalter version is gaining in popularity for the RCA-Victor disk. The Terri Stevens' version ranks high, and Georgie Shaw's Decca recording of "Unsuspecting Heart" is gaining ground.

## Harry James Without Trumpet

HOLLYWOOD, CALIF. — Harry James is in negotiation with CBS to star in a TV film series which will utilize his dramatic and comedy services and does not call for the use of his trumpet.

Twist in getting James to drop the trumpet and concentrate on acting came about as a result of his comedy bits on the recent "Shower of Stars", which invoked favorable comment on the part of the Chrysler and CBS execs.



- 1 **HEARTS OF STONE**  
*Charms*  
(DeLuxe 6062)

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- 2 **YOU UPSET ME, BABY**  
*B. B. King*  
(RPM 416)

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- 3 **EARTH ANGEL**  
*Penguins*  
(Dootone 348)

---

- 4 **RECONSIDER BABY**  
*Lowell Fulson*  
(Checker 804)

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- 5 **TEACH ME TONIGHT**  
*Dinah Washington*  
(Mercury 70497)

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- 6 **SINCERELY**  
*Moonglows*  
(Chess 1581)

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- 7 **WHITE CHRISTMAS**  
*Clyde McPhatter & Drifters*  
(Atlantic 1048)

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- 8 **POISON IVY**  
*Willie Mabon*  
(Chess 1580)

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- 9 **MAMBO BABY**  
*Ruth Brown*  
(Atlantic 1044)

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- 10 **HURT**  
*Roy Hamilton*  
(Epic 9086)

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- 11 **I'M READY**  
*Muddy Waters*  
(Chess 1579)

---

- 12 **HURTS ME TO MY HEART**  
*Faye Adams*  
(Herald 434)

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- 13 **TWEEDLE DEE**  
*LaVern Baker*  
(Atlantic 1047)

---

- 14 **LAST NIGHT**  
*Little Walter*  
(Checker 805)

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- 15 **LING, TING, TONG**  
*Five Keys*  
(Capitol 2945)

# THANKS... from THE MIDNIGHTERS FOR SELECTING US AS THE No. 1 RHYTHM AND BLUES GROUP OF THE YEAR



WE'RE HAPPY THESE RECORDS MADE MONEY FOR YOU THIS YEAR

WORK WITH ME ANNIE.....	Federal 12169
SEXY WAYS.....	12185
ANNIE HAD A BABY.....	12195
ANNIE'S AUNT FANNIE.....	12200
STINGY LITTLE THING.....	12202
SHE'S THE ONE.....	12205

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RECORDS



# Don Kelly Helped Make "Melody of Love"



DON KELLY

ST. PAUL, MINN.—After a song has become a hit, it's always interesting to find out how and why it

did catch on. Here is WLOL disk jockey Don Kelly's story of how he accidentally stumbled upon "Melody Of Love" and started it up the ladder in the St. Paul and Minneapolis areas.

When Kelly received the Dot dee jay pressing of the Billy Vaughn record a number of weeks ago, he didn't even take time out to audition it. As a matter of fact, he threw it into the waste basket. However, the same day, he was desperate for some new "schmaltz" on his morning "Mr. Music" show, so he played the disk from the trash, rived it, and scheduled it for immediate use.

After one spin, the phones started ringing and everyone wanted to know who was playing the song and where it could be bought.

Kelly reports that for many weeks WLOL was the only station in town playing the tune.

The rest is now history. "Melody Of Love" caught like wild fire in the Twin Cities and is now spreading throughout the country. Out of the trash can and into the hit lists.

## Disk Jockeys Aid Heart Fund

NEW YORK — Disk jockeys throughout the country will soon be getting letters from Jackie Gleason, the honoray chairman, and Jerry Marshall, the chairman, of the National Disk Jockey Committee for the 1955 Heart Fund. And as may be expected, the letters will refer to next year's drive to conquer heart disease, America's Number One Killer.

Last year, America's dee jays collectively did a yeoman's job in promoting the drive against the dreaded disease. This year, Gleason and Marshall are asking jockeys to do a bigger job than on their first Heart Fund venture last year.

Enclosed with the two letters is a reply card with which a jockey can order the special Disk Jockey Heart Fund Kit, a kit complete with live spot announcements, transcribed spots by top record artists, and a handy reference catalogue of records with "Heart" in their titles.

In addition to information about the kit, dee jays are being requested to offer their number one and two choices for King of Hearts and Queen of Hearts, the honors which Perry Como and Dinah Shore walked off with last year.

Gleason hopes to salute the disk jockey's Heart Fund campaign and spotlight the King and Queen in person on his TV show in February.

Members of 1955 National Disk Jockey Committee include Art Brown, WWDC, Washington; Bill Burns, WQAM, Miami; Carl DeSuzo, WBZ, Boston; Gordon Eaton, WCCO, Minneapolis; Arty Kay, WVLK, Lexington; Bob McKeehan, KCNA, Tucson; Howard Miller, WIND, Chicago; Joe Mulvihill (1954's Chairman), WTAM, Cleveland; Art Pallan, WWSW, Pittsburgh; George Sanders, KRKD, Los Angeles; Jack Williams, WBRC, Birmingham.

Members of the Record Industry Advisory Council for the Heart Fund include Mike Conner, Decca; Sol Handwerker, MGM; Dick Linke, Capitol; Bernie Miller, RCA Victor; and Arthur Schwartz, Columbia.

## Luminaries Entertain At WMGM-52 Association Holiday Party

NEW YORK—Many luminaries in sports and show business entertained at the WMGM—52 Association of New York Christmas Party for hospitalized servicemen and disabled veterans on Wednesday, Dec. 16th, at the Tavern-On-The-Green.

Bill Silbert, conductor of the "Bill Silbert Show" over WMGM, as master of ceremonies, introduced the following: Betty Cox, Terri Stevens, Sandy Selo and Tom Stewart; Russ Carroccio, guard on the New York Football Giants; Gene Shue and Jack Turner, guards on the New York Knickerbockers; Jim Gordon, WMGM sportscaster, and Nat Asch, WMGM sports director.

Music for the occasion was provided by the WMGM Orchestra under the direction of Joel Herron. Ted Brown, star of the "Ted Brown Show" on WMGM, served as Santa Claus during the morning hours, and Jo Ransen, WMGM publicity director, was Kris Kringle in the afternoon.

The 450 guests, including wives and children, came from naval and army hospitals throughout the Eastern states as well as from the disabled veterans associations in the metropolitan area. Every guest received gifts contributed by WMGM's listeners.

The 52 Association of New York, which coordinated the party, is dedicated to helping the sick and wounded soldiers, sailors and marines from local service hospitals. The Women's Auxiliary also plays an important role in all these activities.

## Tico Reissues DeCastro Disk

NEW YORK—George Goldner, Tico Records, announced this week that he would reissue the DeCastro Sisters "Tonight I Am In Heaven" and "I Do."

Goldner issued the Latin tunes about two years ago with English lyrics. The tunes, says Goldner, were the two biggest hits in Latin and South America in the past ten years. The new release has been remastered and the background has been revised.

The DeCastros are currently possessors of a national hit, "Teach Me Tonight" on Abbott Records.

## THE CASH BOX

# Country Disk Jockey

### REGIONAL RECORD REPORTS



- Rosalie Allen**  
WOV—New York, N. Y.
1. More And More (W. Pierce)
  2. I Don't Hurt Anymore (Snow)
  3. If You Don't  
(Jimmy & Johnny)
  4. New Green Light (Thompson)
  5. This Is The Thanks (E. Arnold)
  6. One By One (Wells & Foley)
  7. Loose Talk (Carl Smith)
  8. Courtin' In The Rain (T. Tyler)
  9. You're Not Mine Anymore  
(Webb Pierce)
  10. Penny Candy (Jim Reeves)

- Jim Price**  
WORZ—Orlando, Fla.
1. More Than Anything Else  
(Carl Smith)
  2. Never (M. & W. Tuttle)
  3. If You Ain't Lovin' (F. Young)
  4. Let Me Be First To Know  
(Wilburn Bros.)
  5. Company's Comin' (Wagoner)
  6. Beware Of It  
(Johnnie & Jack)
  7. Peaches And Cream (King)
  8. My Gal Bertie (D. Dickerson)
  9. One By One (Wells & Foley)
  10. Time Goes By (M. Robbins)

- Joe Morris**  
WOIC—Columbia, S. C.
1. More And More (W. Pierce)
  2. If You Ain't Lovin' (F. Young)
  3. Loose Talk (Carl Smith)
  4. If You Don't  
(Jimmy & Johnny)
  5. You're Not Mine Anymore  
(Webb Pierce)
  6. I Don't Hurt Anymore (Snow)
  7. New Green Light (Thompson)
  8. One By One (Foley/Wells)
  9. Let Me Be The First To Know  
(Wilburn Bros.)
  10. Little Tom (Ferlin Huskey)

- Bob McKeehan**  
KCNA—Tucson, Ariz.
1. This Ole House (S. Hamblen)
  2. King Of A Lonely Castle  
(Ferlin Huskey)
  3. Loose Talk (Carl Smith)
  4. You're Not Mine Anymore  
(Webb Pierce)
  5. More And More (W. Pierce)
  6. One By One (Wells & Foley)
  7. This Is The Thanks (E. Arnold)
  8. More Than Anything (Smith)
  9. If You Don't  
(Jimmy & Johnny)
  10. They Were Doin' The Mambo  
(Tex Williams)

- Norm Hall & Tex Justus**  
WBNI & WBTO—  
Boonville & Linton, Ind.
1. Someone's Used To Be  
(Charlene Arthur)
  2. More And More (W. Pierce)
  3. Loose Talk (Carl Smith)
  4. Time Goes By (M. Robbins)
  5. Company's Comin' (Wagoner)
  6. I Don't Hurt Anymore (Snow)
  7. I'm Your Private Santa  
(Eddy Arnold)
  8. I Can See An Angel (P. Pike)
  9. Are You Mine  
(Wright & Hall)
  10. Let Me Go, Lover (H. Snow)

- Dave Walshak**  
KCTI—Gonzales, Tex.
1. Are You Mine  
(Lorrie & DeVal)
  2. Loose Talk (Carl Smith)
  3. That's All Right (E. Presley)
  4. Kiss Me Once More  
(Jacoby Bros.)
  5. I Love You Mostly (Frizzell)
  6. Carefree Moments  
(Wilburn Bros.)
  7. That Crazy Mambo Thing  
(Hank Snow)
  8. Hey Whatta Y'Say (Al Terry)
  9. Kiss Crazy Baby  
(Johnnie & Jack)
  10. More And More (W. Pierce)

- Tom Edwards**  
WERE—Cleveland, Ohio
1. Open Up Your Heart  
(Cowboy Choir)
  2. I Dreamed Of Hillbilly  
Heaven (Eddy Dean)
  3. I Don't Hurt Anymore (Snow)
  4. Little Tom (Ferlin Huskey)
  5. Are You Mine  
(Lorrie & DeVal)
  6. Penny Candy (Jim Reeves)
  7. I'm Gonna Anchor My Heart  
(Griffith)
  8. More And More (W. Pierce)
  9. If You Don't  
(Jimmy & Johnny)
  10. What'cha Gonna Do Now  
(Tommy Collins)

- Cousin Johnny Small**  
WNLC—New London, Conn.
1. More And More (W. Pierce)
  2. This Ole House (S. Hamblen)
  3. Company's Comin' (Wagoner)
  4. Silver Bells (Williams)
  5. I Don't Hurt (Hank Snow)
  6. You Bet I Kissed Him  
(Myrna Lorrie)
  7. Sure Fire Kisses (Hill & Tubb)
  8. One By One (Wells & Foley)
  9. Hillbilly Heaven (E. Dean)
  10. You're Not Mine Anymore  
(Webb Pierce)

- Art Baret**  
WCMS—Norfolk, Va.
1. Take A Look At That Moon  
(Rita Robbins)
  2. More Than Anything Else  
(Carl Smith)
  3. More And More (W. Pierce)
  4. Walking The Floor (E. Tubb)
  5. Company's Comin' (Wagoner)
  6. Sure Fire Kisses (Hill & Tubb)
  7. I Want Santa Claus (Rita Faye)
  8. Time Goes By (M. Robbins)
  9. I'll Follow You (Jim Reeves)
  10. A Sailor's Letter (J. Dolan)

- "Uncle Eb" Brown**  
WGST—Atlanta, Ga.
1. Wait A Little Longer Please,  
Jesus (Carl Smith)
  2. More And More (W. Pierce)
  3. This Ole House (S. Hamblen)
  4. If You Ain't Lovin' (F. Young)
  5. New Green Light (Thompson)
  6. Holding Hands (Kenny Lee)
  7. What'cha Gonna Do Now  
(Tommy Collins)
  8. I Don't Hurt Anymore (Snow)
  9. Tennessee Mambo  
(M. & W. Tuttle)
  10. One By One (Wells & Foley)

- Carl J. Swanson**  
WRUN—Utica, N. Y.
1. Let Me Be The First To Know  
(Wilburn Bros.)
  2. Mr. Sandman (Chet Atkins)
  3. Peaches And Cream (King)
  4. Walking In The Shadow  
(Tommy Duncan)
  5. Let Me Go, Lover (H. Snow)
  6. Lights Are Growing Dim  
(Harvey J. Van)
  7. Blue Moon Of Kentucky  
(Elvis Presley)
  8. Are You Mine (Wright & Hall)
  9. Elsie The Elf (Kenny Roberts)
  10. Hillbilly Heaven (Eddie Dean)

- Lee Sutton**  
WWVA—Wheeling, W. Va.
1. Lights Are Growing Dim  
(Harvey June Van)
  2. If You Ain't Lovin' (F. Young)
  3. This Ole House (S. Hamblen)
  4. If You Don't  
(Jimmy & Johnny)
  5. Loose Talk (Carl Smith)
  6. I Didn't Know (M. Wiseman)
  7. Blue Moon Of Kentucky  
(Bill Monroe)
  8. More And More (W. Pierce)
  9. Blackeyed Joe's (J. Dickens)
  10. Secret Of Your Heart  
(Benny Martin)

- Johnny Rion**  
WMOX & KSTL—  
St. Louis, Mo.
1. If You Ain't Lovin' (F. Young)
  2. The Mainest Thing (Carlisles)
  3. More And More (W. Pierce)
  4. More Than Anything Else  
(Carl Smith)
  5. Christmas In My Home Town  
(Sonny James)
  6. This Ole House (Herb & Kay)
  7. If You Don't  
(Jimmy & Johnny)
  8. Beware Of It  
(Johnnie & Jack)
  9. Sure Fire Kisses (Hill & Tubb)
  10. Blue Christmas (Ernest Tubbs)

- Fiddlin' Slim Cox**  
WJKO—Springfield, Mass.
1. More And More (W. Pierce)
  2. This Ole House (S. Hamblen)
  3. What'cha Gonna Do Now  
(Tommy Collins)
  4. The New Green Light  
(Hank Thompson)
  5. This Is The Thanks I Get  
(Eddy Arnold)
  6. Can I Say The Same About  
You (Williams)
  7. Blue Moon Of Kentucky  
(Bill Monroe)
  8. Even Tho (Webb Pierce)
  9. I Don't Hurt Anymore (Snow)
  10. Place For Girls Like You  
(Faron Young)

- Ramblin' Lou**  
WHL—Niagara Falls, N. Y.
1. More And More (W. Pierce)
  2. Let Me Go, Lover (H. Snow)
  3. Loose Talk (Carl Smith)
  4. New Green Light (Thompson)
  5. More Than Anything Else  
(Carl Smith)
  6. I Don't Hurt Anymore (Snow)
  7. One By One (Wells/Foley)
  8. Brand New Baby (S. Cooper)
  9. Two Glasses Joe (E. Tubb)
  10. Christmas Can't Be Far Away  
(Eddy Arnold)

- Jimmy Hutsell**  
WLAR—Athens, Tenn.
1. Loose Talk (Carl Smith)
  2. Kiss Crazy Baby  
(Johnnie & Jack)
  3. This Ole House (S. Hamblen)
  4. If You Don't (Rita Robbins)
  5. I Don't Hurt Anymore (Snow)
  6. This Is The Thanks (E. Arnold)
  7. More And More (W. Pierce)
  8. If You Ain't Lovin' (F. Young)
  9. How Long (Pee Wee King)
  10. If I Give My Heart To You  
(Tommy Sosebee)

- Cliff Rodgers**  
WHKK—Akron, Ohio
1. Let Me Go, Lover (H. Snow)
  2. If You Ain't Lovin' (F. Young)
  3. Loose Talk (Carl Smith)
  4. It's A Pity What Money Can  
Do (Robbins)
  5. Blue Moon Of Kentucky  
(Bill Monroe)
  6. Kiss Crazy Baby  
(Johnnie & Jack)
  7. More And More (W. Pierce)
  8. I Don't Hurt Anymore (Snow)
  9. Honey Baby (Bonn)
  10. This Ole House (S. Hamblen)

- Pop's Country Store**  
WXGI—Richmond, Va.
1. Tell Her (Sonny Burns)
  2. Mama (Lefty Frizzell)
  3. If You Ain't Lovin' (F. Young)
  4. Making Believe (Jimmy Work)
  5. Roulette (Mitchell Torok)
  6. I Feel Better All Over  
(Ferlin Huskey)
  7. Are You Mine  
(Lorrie & DeVal)
  8. I've Got Somebody New  
(Ginny Wright)
  9. I Can Read Between The  
Lines (Benny Martin)
  10. Hearts Of Stone (Red Foley)

- Earl Davis**  
WFHG—Bristol, Va.
1. You're Not Mine Anymore  
(Webb Pierce)
  2. Company's Comin' (Wagoner)
  3. I Don't Hurt Anymore (Snow)
  4. This Is The Thanks I Get  
(Eddy Arnold)
  5. One By One (Wells & Foley)
  6. New Green Light (Thompson)
  7. Walkin' In The Shadow Of  
The Blues (Tommy Duncan)
  8. More Than Anything Else  
(Carl Smith)
  9. If I Give My Heart To You  
(Tommy Sosebee)
  10. I Can Hear An Angel (P. Pike)

- Henry Tuck**  
WREN—Reidsville, N. C.
1. Wait A Little Longer Please,  
Jesus (Chester Smith)
  2. Are You Mine  
(Lorrie & DeVal)
  3. This Ole House (S. Hamblen)
  4. This Is The Thanks (E. Arnold)
  5. If You Don't  
(Jimmy & Johnny)
  6. Kiss Crazy Baby  
(Johnnie & Jack)
  7. More And More (W. Pierce)
  8. I'm A Rollin' (Jackie Miller)
  9. Kind Of Love I'm Craving  
(Anne Jones)
  10. I Can See An Angel (P. Pike)

- Smokey Smith**  
KRNT—Des Moines, Iowa
1. The Next Voice You Hear  
(Hank Snow)
  2. Let Me Be The First To Know  
(Wilburn Bros.)
  3. If You Ain't Lovin' (F. Young)
  4. Are You Mine  
(Lorrie & DeVal)
  5. Company's Comin' (Wagoner)
  6. More Than Anything Else  
(Carl Smith)
  7. I Can Read Between The  
Lines (Benny Martin)
  8. Loose Talk (Carl Smith)
  9. Carbon Copy (Cowboy Copas)
  10. You're Not Mine Anymore  
(Webb Pierce)



**THE CASH BOX**  
*Reports*  
**THE NATION'S**  
**BIG 10**  
**Country**  
**JUKE BOX TUNES**

**CINCINNATI CUT-UPS**

With a fresh snow falling on the Queen City this week end, it looks like we will be in for a White Christmas. So this evening I gathered Mother and our four Children around the old Mathuslek Orchestral to do a bit of caroling before settling down to writing this weekly column, all of which has put me in a holiday mood. . . . The Davis Sisters' (Victor) recording "Christmas Boogie" is getting a lot of spins on juke boxes and radio and is high on Jimmie William's Country hit parade. . . . A few years ago around these parts we had a very fine young male quartet, the William's Brothers. It's very gratifying to know that the youngest Andy is still singing and can be heard on "To-Night" with Steve Allen thru WLW-D. . . . There's a new pilot on "Mission Midnight" John Louis, who does a great job thru the long hours after midnight in spite of the fact that the records he spins are not of his own choosing. . . . A new tune "Mary's Little Boy" written by Dolphia Hines was sung very beautifully by the Geer Sisters ("X") on WLM's Hayride. (A & R men Note: Here's a good tune for next Christmas) The Sisters were in Chicago last week appearing on WBKB-TV's Courtesy Hour. . . . Nelson King worked Detroit this week end with Brownie Reynolds, Jimmie Martin and the Osborn Brothers (Victor) on the Casey Clark show. . . . Ruth Lyon's Christmas fund for gifts and toys to hospitalized children is expected to reach the hundred thousand dollar stage soon. Contributions are sent in by her listeners. . . . Nellie Lutchner and Faron Young were guests on Pee-Wee King's Flying W Show. . . . No commercials will be the format on WCKY's Jamboree Christmas and New Years eve's with Marty Roberts, Nelson King, and George Winters doing the usual bang up job of spinning records and greetings from all the Country Folks. . . . So for the holidays, may I wish you my readers many Christmas Roses.

**Acuff-Rose Not For Sale**

NASHVILLE, TENNESSEE—Wesley Rose of Acuff-Rose Publishing Company, this city, has officially announced that the publishing firm is definitely not for sale. This statement came on the heels of several inquiries wanting to know if the Acuff-Rose firm was up for sale! Rose further announced that the publishing company will continue as in the past, operating under the same policy, etc. Also, Hickory Records, organized by the late Fred Rose, will continue in operation.

**The Show Must Go On**

Was there ever a time when you felt so blue  
 That You wanted to Cry and cry?  
 Have you felt that the whole world was down on you?  
 Well—I know how you've felt—so have I.  
 I've been so darn lonely that I'd given up hope,  
 But I still faced the world with a smile.  
 I've had to keep going—not let anyone know  
 And sometimes it seemed hardly worthwhile  
 The public don't know what your true feelings are,  
 They expect you to laugh and be gay.  
 They think your life care free and 'way above par  
 And their faith you must never betray.  
 "The Show must go on"—That's the cry of the stage—  
 Come heartache—come sorrow—come pain—  
 No matter what happens, it's the price you must pay,  
 If their confidence you would maintain.  
 If only sometimes they could look deep inside,  
 They'd be so suprised when they'd find;  
 A heart that could hurt—while a smile would misguide,  
 And they'd wonder why they were so blind.

By: PETE HUNTER  
 Houston, Texas

**Red Foley Draws Crowd**

SPRINGFIELD, MO.—Some eleven thousand persons turned out to see Red Foley and the Cross Roads Boys in Owensboro, Kentucky December 16. Foley and his troupe, entertaining in the Sports Center, were the featured attraction for the second annual appreciation party, staged by Wyndal Smith, for the Wyndall Shopping Center of Owensboro. Figuratively speaking, better than twenty-seven-and-a-half per cent of this 40,000 populated city turned out for the single performance. Dub Allbritten, Foley's manager worked with Radio Station WVJS and John Rutledge, commercial manager for the station, on the show's promotion!

**Opry Group To Tour**

NASHVILLE, TENNESSEE—One of the largest Grand Ole Opry package shows in some time is scheduled for personal appearance tours, beginning January 16. Roy Acuff and his Smokey Mountain Boys, Johnny and Jack and The Tennessee Mountain Boys, and Kitty Wells will head a 15-to-30 person cast, all Grand Ole Opry talent, which will tour the country for a two year run. Frankie More will direct the promotion, while Spot Acuff cares for the business end of the tour.

**THE TEN COUNTRY RECORDS**  
**DISK JOCKEYS PLAYED MOST THIS WEEK**  
 (PLUS THE NEXT FIVE)

1. MORE AND MORE . . . . . Webb Pierce (Decca)
2. LOOSE TALK . . . . . Carl Smith (Columbia)
3. IF YOU AIN'T LOVIN' . . . . . Faron Young (Capitol)
4. I DON'T HURT ANYMORE . . . . . Hank Snow (RCA Victor)
5. THIS OLE HOUSE . . . . . Stuart Hamblen (RCA Victor)
6. IF YOU DON'T SOMEBODY ELSE WILL . . . . . Jimmy & Johnny (Chess)
7. ONE BY ONE . . . . . Kitty Wells & Red Foley (Decca)
8. LET ME GO, LOVER . . . . . Hank Snow (RCA Victor)
9. THIS IS THE THANKS I GET . . . . . Eddy Arnold (RCA Victor)
10. YOU'RE NOT MINE ANY-MORE . . . . . Webb Pierce (Decca)
11. PENNY CANDY. 12) NEW GREEN LIGHT. 13) COMPANY'S COMIN'. 14) BEWARE OF IT. 15) MORE THAN ANYTHING ELSE IN THE WORLD. 15) ARE YOU MINE. 15) TIME GOES BY.

**JIMMY WORK**  
 singing  
**"MAKING BELIEVE"**  
 Dot 1221

**JIMMIE WILLIAMS**  
 SINGS (ACORN 154)  
**"HEY, HEY, LITTLE DREAMBOAT"**  
 \* Note d.i.s: Send for your 45  
**NOTICE**  
 \* Distributors Wanted  
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**ACORN RECORDS Inc.**  
 (Phone Ja - 4544)  
 7771 Cheviot Rd., Cincinnati 24, O.

**A Country Hit**  
**RED SOVINE**  
 sings  
**"OUTLAW"**  
 DECCA 29335  
**CEDARWOOD PUB. CO.**  
 146 7th Ave. N. Nashville, Tenn.

**LESTER FLATT- EARL SCRUGGS**  
 SING  
**"TILL THE END OF THE WORLD ROLLS AROUND"**  
 COLUMBIA  
**DRIFTWOOD MUSIC CO., INC.**  
 NASHVILLE TENN.

**CARL SMITH**  
 sings  
**"LOOSE TALK"**  
 COLUMBIA # 21317  
**CENTRAL SONGS, INC.**  
 6308 SUNSET BLVD.  
 HOLLYWOOD 28 CALIF.

**THE SMITH BROS.**  
**"I'M GONNA SHOUT"**  
 CAPITOL 3013  
**CENTRAL SONGS, INC.**  
 6308 Sunset Blvd., Hollywood 28, Calif.

1. **MORE AND MORE**  
 Webb Pierce  
 (Decca 29252; 9-29252)
2. **I DON'T HURT ANYMORE**  
 Hank Snow  
 (RCA Victor 20-5698; 47-5698)
3. **NEW GREEN LIGHT**  
 Hank Thompson  
 (Capitol 2920; F-2920)
4. **LOOSE TALK**  
 Carl Smith  
 (Columbia 21317; 4-21317)
5. **ONE BY ONE**  
 Kitty Wells & Red Foley  
 (Decca 29065; 9-29065)
6. **IF YOU DON'T, SOMEBODY ELSE WILL**  
 Jimmy & Johnny  
 (Chess 4859; 45-4859)  
 Ray Price  
 (Columbia 21315; 4-21315)
7. **THIS IS THE THANKS I GET**  
 Eddy Arnold  
 (RCA Victor 20-5805; 47-5805)
8. **IF YOU AIN'T LOVIN'**  
 Faron Young  
 (Capitol 2953; F-2953)
9. **PENNY CANDY**  
 Jim Reeves  
 (Abbott 170; 45-170)
10. **THIS OLE HOUSE**  
 Stuart Hamblen  
 (RCA Victor 20-5739; 47-5739)



**TEX RITTER**  
 "HIGH ON A MOUNTAIN TOP"

CAPITOL # 3003

**CENTRAL SONGS, INC.**  
 6308 Sunset Blvd., Hollywood 28, Calif.

**WATCH THIS NEW COUNTRY DUET**  
**ROB AND BOB**

SINGING

"ONE DAY LATER"

DECCA

**CEDARWOOD PUB. CO.**

146 7th Ave. N. Nashville, Tenn.

**COUSIN HERB HENSON**

"TOTO THE ESKIMO"

b/w

"I'VE NEVER HEARD"

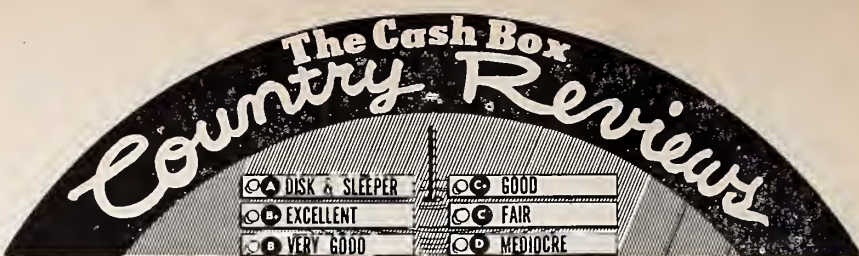
CAPITOL # 2995

**CENTRAL SONGS, INC.**

6308 Sunset Blvd., Hollywood 28, Calif.



1. MORE AND MORE  
Webb Pierce  
(Decca 29252; 9-29252)
  2. LOOSE TALK  
Carl Smith  
(Columbia 21317; 4-21317)
  3. I DON'T HURT ANYMORE  
Hank Snow  
(RCA Victor 20-5698; 47-5698)
  4. THIS OLE HOUSE  
Stuart Hamblen  
(RCA Victor 20-5739; 47-5739)
  5. ONE BY ONE  
Kitty Wells & Red Foley  
(Decca 29065; 9-29065)
  6. IF YOU AIN'T LOVIN'  
Faron Young  
(Capitol 2953; F-2953)
  7. THIS IS THE THANKS I GET  
Eddy Arnold  
(RCA Victor 20-5805; 47-5805)
  8. LET ME GO, LOVER  
Hank Snow  
(RCA Victor 20-5960; 47-5960)
  9. NEW GREEN LIGHT  
Hank Thompson  
(Capitol 2920; F-2920)
  10. IF YOU DON'T, SOMEBODY ELSE WILL  
Jimmy & Johnny  
(Chess 4859; 45-4859)
- Ray Price  
(Columbia 21315; 4-21315)



"I'VE BEEN THINKING" (2:02)

[Acuff-Rose BMI—B. Bryant]

"DON'T FORGET" (2:15)

[Trinity BMI—F. Ebb, N. Leyden]

EDDY ARNOLD

(RCA Victor 20-6000; 47-6000)

● Eddy Arnold and RCA Victor keep their hit producing machinery in high gear as they come through with a pair of prize packages that should do a bang-up job in the boxes and in retail sales. "I've Been

Thinking" is a fast moving romantic item with an inviting melody and a lively bounce. "Don't Forget", is a velvety smooth, middle beat, sentimental ballad that Arnold renders in potent fashion. Two sure clickers.

"THE WILDER YOUR HEART BEATS THE SWEETER YOU LOVE" (2:37)

[Fairway BMI—J. Meredith]

"WHERE DOES A BROKEN HEART GO" (2:12)

[Dandelion BMI—M. Reeves]

JIM REEVES

(Abbott 174; 174-45)

● Jim Reeves, who bounced back into the country spotlight with his delightful waxing of "Penny Candy", comes through with two grade "A" follow-ups that could go way up the ladder. "The Wilder Your Heart Beats The Sweeter

You Love" is an intriguing, quick beat, love ditty treated to a real pleasing Reeves rendition. "Where Does A Broken Heart Go" is a powerful, middle-beat weeper that the artist sings with much feeling. Watch both slicings.

"EVERLOVIN'" (1:45)

[Tannen BMI—N. Sherman, J. Sherman]

"TOMORROW'S JUST ANOTHER DAY TO CRY" (2:18)

[RFD BMI—R. Allen, B. Hayes]

THE DAVIS SISTERS

(RCA Victor 20-5966; 47-5966)

● The popular Davis Sisters, Skeeter and Georgie, appear to have latched onto the platters that are gonna put the gals back up in the hit brackets. Top end, labeled "Everlovin'", is a fast paced delighter that the chirps sock out in

vibrant fashion. Flip, "Tomorrow's Just Another Day To Cry", is a change of pace, moderate beat lover's lament. Both ends feature top drawer material as well as Chet Atkins' stellar stringwork. It's a toss up.

**JIMMY LOGSDON**  
(Decca 29337; 9-29337)

ⓑ "YOU AIN'T NOTHIN' BUT THE BLUES" (2:37) [Melody Trails BMI—J. Logsdon] Jimmy Logsdon turns in a convincing performance as he waxes a middle beat, rhythmic piece with fetching lyrics.

ⓑ "I'M GOIN' BACK TO TENNESSEE" (2:20) [Melody Trails BMI—J. Logsdon] Under portion is a sentimental item that moves along at a fast pace. A fine coupling.

**HARDROCK GUNTER**  
(King 1416; 45-1416)

ⓐ "I WON'T TELL WHO'S TO BLAME" (2:34) [Betty Jo BMI—H. Gunter] Hardrock Gunter sings this slow tempo weeper in heartfelt fashion.

ⓑ "FIRST, LAST AND ALWAYS GAME OF LOVE" (2:32) [Betty Jo BMI—H. Gunter] Under lid is a sprightly, up-tempo love piece that the warbler belts out in flavorful style. The pebbles lend solid string support.

**LONG JOHN MARTIN**  
(Canon 505; 45-505)

ⓐ "THE SEA OF BROKEN DREAMS" (2:37) [Peer BMI—J. Simpson, M. Shiner] Long John Martin comes through with a distinctive vocal effort on a tearful, middle beat piece. Melody and lyrics blend warmly.

ⓐ "AL-KEE-HOL BLUES" (2:56) [J. Sudia, G. Shelley] Lower end is a light-hearted, quick tempo item with catchy lyrics. Dude Ranch Boys assist.

**TEX RITTER**  
(Capitol 3003; F3003)

ⓑ "WHALE OF A TALE" (2:11) [Walt Disney ASCAP—A. Hoffman, N. Gimbel] With an engaging backing by Van Alexander's ork and chorus, Tex Ritter waxes an enticing ditty from the flick, "20,000 Leagues Under The Sea".

ⓑ "HIGH ON A MOUNTAIN TOP" (2:51) [Century BMI—G. Evans, J. Fields] Flip is an infectious, quick beat item with enchanting lyrics and melody.

**THE MUSICAL BUDDIES**  
(Azalea 101; 45-101)

ⓐ "PLEASE DON'T CRY" (2:32) [Gaylord BMI—G. Hooper, J. Hooper, G. Tucker] The Musical Buddies provide a soft string backing to a feelingful Hooper Twin vocal duet. Should catch a fair share of the spins.

ⓐ "YOU TRAVELED TOO FAR" (2:30) [B. Guyton, G. Tucker] Reverse lid is a tender, middle beat item that the group waxes in pleasant style.

**TOMMY JACKSON**  
(Dot 1233; 45-1233)

ⓐ "HERE AND THERE" (2:14) [Gallatin BMI—Arr. T. Jackson] Tommy Jackson nimbly fiddles his way through a fast pace item that makes for pleasant listening.

ⓐ "RICKETS HORNSPIPE" (2:19) [Gallatin BMI—Arr. T. Jackson] Bottom etching is another high-flying instrumental ditty that Jackson decks out in exciting fashion.

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# THE CASH BOX Country Roundup

Ray Price and his Cherokee Cowboys, after several weeks on tour, back in Nashville for the Christmas holidays. Price says that Columbia Records will release a six-record dance album on his new band sometime this month.



"LITTLE" JIMMIE DICKENS

Anna Lou and Danny Dill made their appearance on WSM's Friday Night Frolics recently as did Zeke Clements (MGM). Grandpa Jones, and Little Jimmy Dickens into Canada for personal appearances. Of late, several of the 'Opry' groups have toured Canadian territory. Incidentally, sometime when you're in Nashville and wanna look at a good collection of guns, stop by at Grandpa Jones farm. Floyd Robinson exits music biz for fling at real estate. Don Davis joins Robinson for a try at peddling used cars. Frank Osborne of WRIC, Richlands, Va. stopped off for a visit with 'Opry' artists enroute to San Antonio, Tex. Frank and his Virginia Stardusters will locate in Texas. Bob Jennings WLAC, Nashville, doing good job with Country and Gospel music, over this 50,000 watter with his "Country Store" show, heard from 3-5 AM. Get that time . . . 3-5 AM. Bob also does a show with the Farm Hands from 6-6:30 AM over the same

station along with Judy Derreberry and the Payne family. Cousin Zeke of WMEV, Marion, Va. into Nashville for guest spot on DJ USA Show. Standing in for Grant Turner was Tom Hansard. Cowboy Copas was guest on the deejay show. Pickin' and Singin' News conducts its first annual Pickin' Contest here in Nashville, Friday, Jan. 21 in the Ryman Auditorium. Amateur and professional fiddlers and pickers anywhere are invited to participate in the event, which is sponsored by the country newspaper. Contest will be under direction of Dave Stanley, and the following persons have been requested by the Solemn Old Judge, George D. Hay, to act as judges: Jimmie Davis, Hank Snow, Bill Monroe, Bill Carlisle, Jim Denny, Dee Kilpatrick, Ernest Tubb and Charlie Lamb. Ferlin Huskey and his Hush Puppies are traveling in a new bus these days. Also using a bus for transporting his band is Ray Price. Frankie More, manager of Johnnie and Jack and Kitty Wells, back in Nashville after visit with his folks in Chicago over the Holidays.

## FROM THE CROSSROADS OF COUNTRY MUSIC.

. . . These stars of the Red Foley "Ozark Jubilee." . . . Jean Shepard, (Capitol), Tommy Sosebee (Coral) and Porter (Company's Comin') Wagoner teamed up for a personal appearance in Tampa, Fla. recently. Red Foley reports that deejay Dal Stallard of KCMO Kansas City, Mo. is out of the hospital and is now recovering from a recent operation. Best wishes, for a speedy recovery, DAL! Foley's "Jubilee" show snared the choice time slot on the ABC Annual Roundup of New Year's festivities across-the-country to represent the midwest in its broadcast at midnight, ringing in the New Year, reports Dub Allbritten, Foley's manager. This is an annual event with ABC!

## COUNTRY SMATTERINGS.

. . . Dub Dickerson (Capitol) just completed a tour with Glenn Reeves of Jacksonville, Fla., Red Smith of New Orleans, and is now completing a week of club dates in Oklahoma. Jan. 8 Dickerson will be guest star at North Side Coliseum, Ft. Worth, Tex. and on Jan. 12 Dickerson opens a six week Kansas tour for the Kansas Independent Theatre Association. Charlie Wright of Houston, Tex. writes that Art Satherly recently in Dallas-Ft. Worth area seeking material for his firm and plugging Gene Autry's waxing of "Barney The Bashful Bullfrog." Jimmy Littlejohn (Columbia) recently picked up the tab for entertainment and refreshments of his Fan Club members. Littlejohn guested on the Louisiana Hayride Dec. 11. Louise Weaver president of R. D. Hendon's Fan Club writes of fine Fan Club Meeting the group held recently in Houston, Tex. Bill Long,



JIMMY DAVIS

CHML, Hamilton, Ontario, pens that Madeline Bonins new release "Watchmakers Waltz" has started a lot of attention to the young lady, and two major labels are now interested. Among some of the artists who recently guested on the Big "D" Jamboree, Houston, Tex. were Tex Ritter and comedian Hank Martin, Maddox Brothers and Rose. Top hands at the Big "D" Jamboree, Johnny Hicks, co-producer and emcee, a regular on the show, and Ed McLemore, producer, inform us that such top artists are regular featured acts on the Country Music attraction: Hank Locklin (Decca), Charline Arthur (Victor), Jimmie Collie (Hickory), Riley Crabtree (Columbia), Johnny Hicks (Columbia), Joe Bill (Imperial), Country Gentlemen Band, consisting of Paul Blunt, Marvin Montgomery, Artie Glenn, Carol Hubbard, Jim Boyd, the Big "D" Band, consisting of Charley Streight, Bil'y Jack Saucier, Tex Ray, George McCoy and "Little" Jack Arthur,



JEAN SHEPARD

John Harper, co-producer and emcee, the Belew Twins, Douglas Bragg, and Helen Hall.

WAX-WISE . . . According to Wesley Rose, the McCormick Brothers are due for another Hickory session right away. WSM Announcers Ernie Keller and Bill Carrigan all smiles these days . . . the two penned the current Red Foley release . . . "Looking Glass." Good listening . . . Pete Pike's recording of "I Can See An Angel." The boy records for Coral and bears lots of watching! Red Sovine's (Decca) version of "Outlaw" should capture the hearts of any country music deejay's audiences . . . it's good! Best examples of the Davis Sisters' harmonic formula is heard on their latest release . . . "Everlovin'" and "Tomorrow's Just Another Day To Cry." Benny Martin who recently began recording for Mercury, is getting his second release off to good start . . . titles are "Me and My Fiddle" and "Law Of My Heart." Benny has been doing some good promotion on the tune, since he is a regular member of the Johnnie and Jack (RCA Victor) band, and is covering much of the country on personal appearances! Good reports coming from Texas on Darrell Glenn's latest release . . . "No Greater Thing"! Bob Ferguson reports that the mail-pull is terrific on Ferlin Huskey's recording of "Little Tom." Hank Snow's version of "Let Me Go Lover" . . . the first country version is already showing up good on the deejay programs! There's a new country duet out with a release . . . "One Day Later" . . . the duet are Rob and Bob on Decca!

## English Visitor



NEW YORK—Peter Maurice, (right) is shown on his visit to New York with Sonny Cox, where he finalized the agreement made by Jimmy Phillips on transatlantic phone for Cox to manage the Peter Maurice Music Company in the U.S.A. The Peter Maurice Co. in London has been responsible for such hits as "Red Sails In The Sunset," "Harbor Lights," "South Of The Border," "The Gypsy," "I'm Walking Behind You," "Oh Mein Papa" etc.

## Meeting Dates Of Music Operators' Associations

- Dec. 27—Central States Music Guild  
Place: 805 Main Street, Peoria, Ill.
- 28—Western Massachusetts Music Guild  
Place: Ivy House, W. Springfield, Mass.
- 28—Amusement Machine Assn. of Philadelphia, Inc.  
Place: Broadwood Hotel, Broad & Wood Sts., Phila., Pa.
- 28—Phonograph Merchants' Assn., Cleveland, Ohio  
Place: Hollenden Hotel, Cleveland, Ohio (executive board).
- Jan. 3—United Music Operators of Mich.  
Place: Fort Wayne Hotel, Detroit, Mich.
- 3—California Music Merchants' Assn.  
Place: 311 Club, 311 Broadway, Oakland, Calif.
- 4—Arizona Music Guild, Phoenix Chapter #1  
Place: 1738 West Van Buren, Phoenix, Ariz.
- 6—Phonograph Merchants' Assn., Cleveland, Ohio  
Place: Hollenden Hotel, Cleveland, Ohio (General).
- 6—California Music Merchants' Assn.  
Place: Sacramento Hotel, Sacramento, Calif.
- 6—Eastern Ohio Phonograph Operators' Assn.  
Place: Tod Hotel, Youngstown, Ohio (General).
- 11—California Music Merchants' Assn.  
Place: Fresno Hotel, Fresno, Calif.
- 12—California Music Merchants' Assn.  
Place: Bakersfield Inn, Highway 99, Bakersfield, Calif.
- 12—New York State Operators Guild  
Place: Gov. Clinton Hotel, Kingston, N. Y.
- 13—California Music Merchants' Assn.  
Place: U. S. Grant Hotel, San Diego, Calif.
- 17—Westchester Operators' Guild, Inc.  
Place: American Legion Hall, 57 Mitchell Place, White Plains, N. Y.
- 20—Eastern Ohio Phonograph Operators' Assn.  
Place: 1310 Market Street, Youngstown, Ohio (executive board).



# A PREDICTION

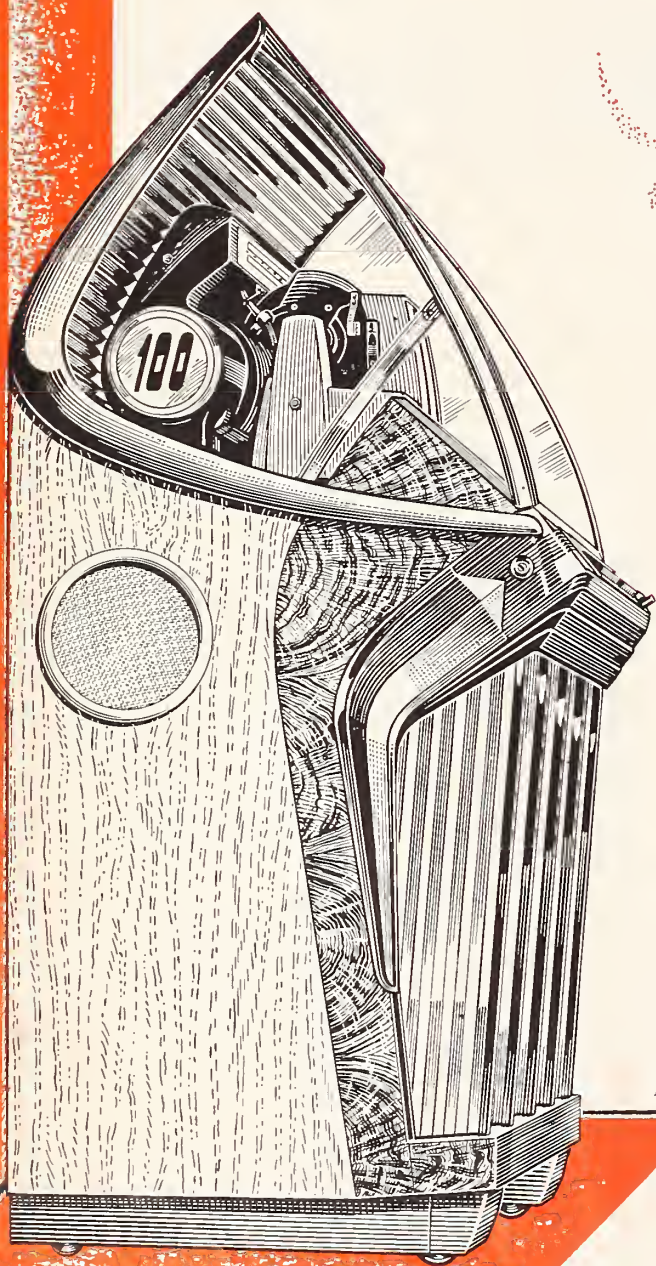
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complete music systems*





# Here and There

NEW YORK—CHICAGO—From "Here and There" and all over the world, The Cash Box has received loads of cards and letters, all extending the season's greetings to us and our staff. We would like to pass along The Cash Box' best wishes to all for a most profitable, healthful and happy 1955.

NEW YORK—What's the economic picture for 1955? Here's what the two most important basic industries look for. STEEL: Production should average somewhere between 75 and slightly over 80 per cent of capacity, which would be measurably better than the 72 per cent average rate indicated for 1954. AUTO: The industry is on record as predicting that output in 1955 will be at least as good as in 1954, but Harlow H. Curtice, president of General Motors, thinks production next year will be about 5.8 million vehicles—10 per cent more than the indicated total for 1954.

WASHINGTON, D. C.—As coin firms and inventors are continually turning out new products, we thought it would be interesting to report the conditions as they exist today at the Patent Office. The New York Times reports "The work of the Patent Office has become so clogged that the condition is openly deplored by patent lawyers and the inventors they represent." The number of patent applications awaiting action by the Patent Office examiners, it is stated, has increased in two years by more than 34,000. The annual report of Robert C. Watson, Commissioner of Patents, estimates that more than 131,000 applications await attention by the examiners, and the total pending cases, including those waiting replies from attorneys, exceeds 204,000. The average time needed to get a patent was three years and seven months at the time of the last computation, but it is stated the process is probably much slower today.

NEW YORK—For our friends who, in their spare time (or full time) are thinking of hunting for uranium, the Radiac Company, 489 Fifth Ave., New York, is producing a new Geiger counter specifically designed for uranium and thorium prospecting.

# BE MORE ALIVE IN '55

So speedily—almost without warning—the New Year's here.

Another year. Another adventure.

Twelve more months, fifty-two weeks, three hundred and sixty-five days of love, anxiety, agony, happiness, tragedy, greatness, achievement, despair, and the many other emotions which make up a year.

It's a New Year. So many are happy to have survived. Even if it did seem to come so much faster than so many expected it to come.

The slogan for this industry for this New Year, as far as this publication is concerned, should be:

**BE MORE ALIVE IN '55!**

Why? Simply because it seems this industry has garnered so many garlands of greatness which have, in turn, brought on much jealousy, greed and hate.

Because of these facts, it is up to each and every member of the industry, to **BE MORE ALIVE IN '55!**

To protect the leadership that has been won. To protect families, employees and friends. To assure continued good times ahead. To be certain that business will be happy and profitable when '55 is over.

1955 is the year for better public relations. 1955 is the year for closer integration and understanding with the peoples of the nation.

1955 is the year to completely, absolutely and wholeheartedly champion the correct

course for the industry.

Predictions already advanced by many of the famous is that '55 will be one of the most outstanding years of all time.

Because '55 will see the changeover from one type economy to another.

Because '55 will be the year when alertness and watchfulness is going to count most.

It behooves one and all to be alive to the possibilities and the opportunities that are facing this great nation.

'55 is a year of fatalism for many, so say the seers and further, they state, '55 is the year when much that is strong may become weak, while that which is weak may become strong.

Therefore as this New Year dawns, in all of its infant glory, those who are here should prepare to:

**BE MORE ALIVE FOR '55!!!**

Remain carefully considerate of fellow men.

Remain just as carefully considerate of any new and revolutionary changes which might suddenly be recommended.

Remain as true to oneself as is possible.

Remain honest with oneself.

Remain grateful—that another year has come and gone.

**BE MORE ALIVE IN '55!!**



# DOLLAR VALUE FALLS

**Economists Claim Present Dollar's Purchasing Power Now Equal to 1939 Half Dollar. This 50% Drop In Value Makes Present Dime Worth Same As '39 Nickel.**

## Urge Music Ops: "Let's Get A Nickel A Play Again"

CHICAGO—As the New Year dawns, reports come from economists that the American dollar's purchasing power is only equal to the 1939 half-dollar.

In short, while expenses and overhead have continued to zoom into the inflationary heavens, the dollar has continued to fall in value, down to a 50% loss in purchasing power.

This being the case, the present Dime is worth only the same as the 1939 Nickel.

Therefore, the suggestion of this publication that the music operators return to getting a nickel a play again brings home the fact that, if they do change over to dime play in 1955, what they actually will be getting is the same as the 5c per play they used to get 16 years ago, in 1939.

But, even tho they will only be getting a nickel per play, in true monetary evaluation, by changing over to dime play in 1955, they will still be paying about 400% more for all the necessities required to do business than they did in 1939.

It's a tight squeeze from any point of consideration to come out with real profit in 1955.

The fact remains that the operator must continue to get as many plays for his phonographs in 1955 as he ever did. He must get a dime per play to equal what he got 16 years ago, when he was charging 5c for the very same automatic musical entertainment.

If the number of plays will continue, or come close to what he ever enjoyed, then, at the 1955 Dime (only equal to the 1939 Nickel) he will have a chance to show some profit to meet his overhead expenses which run about 400% over what they did in 1939.

Just changing over to Dime play in 1955 is not all the answer. The operator must also correctly program his automatic phonographs. He must practice the very highest economy and business efficiency if he intends to continue on profitably in the automatic music business during this forthcoming year.

He must also, in addition to changing over to 10c play, obtain front money guarantees wherever he possibly can.

With the value of the 1955 Dime only that of the 1939 Nickel he hasn't very much to go on, as far as profit is concerned.

The fact remains that in 1939 he paid a little under \$300 for an automatic phonograph. And tho this 1939 automatic phono wasn't at all the fine quality musical instrument of 1955, he is now paying over \$1,000 for an automatic phonograph. That's a 300% increase in itself.

For pickup trucks in 1939 he paid about \$750. Today, in 1955, for these same type trucks he pays better than \$2,500. That's almost 400% increase.

For mechanics and servicemen in 1939 he paid about \$35 per week. Today, in 1955, he's paying around \$125 per week minimum. That, too, is almost 400% more. And where he paid \$15 and \$20 for girls for office work, he's now paying \$60 and more. That's 400% increase.

He used to pay 14c for a needle, 16c for a record. He pays far over 400% more for these same items in 1955.

He also has to employ tax experts, Certified Public Accountants, and a myriad of other help he never before had to employ. These costs are absolutely far over what he ever endured for overhead expense.

So down the entire line of necessities to do business, including his own salary, the music operator is now enduring about 400% more expenses on an overall average, than he ever was faced with in 1939.

Changing over to Dime play in 1955 means that he's only getting the same Nickel that he used to get 16 years ago, in 1939 and, at the same time, he has to somehow compensate this lack of increase with the 400% more he is now paying for his overhead expense to continue to remain in business.

The answer, in addition to changing over to Dime play in 1955, is for the operator to practise the very greatest economy and the highest type business efficiency, if he wants to show a profit at the end of the year.

## Miami Operators Combat Juvenile Delinquency

MIAMI, FLA.—The music operators in this area are entitled to take a great big bow for their cooperation with the Key Biscayne Teenage Club, which resulted in curbing a youth problem in this area.

A lengthy story, together with the picture shown herewith, appeared in the Sunday, November 28 issue of *The Miami Herald*. The headline, covering five columns read "Teen-Age Trouble Turns Into a Tune!" The caption underneath the picture read "Key Biscayners proudly show off their juke box."

"Some 100 boys and girls belonging to the Key Biscayne Teenage Club are enjoying fun-filled hours of supervised social activities every week, thanks to a small but determined group of mothers who nipped a potentially explosive situation in the bud", read the story.

"Every Wednesday evening, the happy youngsters, their faith in grownups restored, gather at the Fellowship Hall in the inter-denominational Community Church. There they sip soft drinks and dance to the lilting music of a juke box.

"The drinks are donated, and the juke box is theirs to keep—a gift from the Amusement Machine Operators Association of Dade county.

"A year ago it was different. The kids had no place to go. . . . A wave of vandalism swept the island. Rightly or wrongly, the teenagers were blamed."

The long story continues on, showing the problem and the manner in which the interested adults attacked it.

"The kids wanted a juke box," stated Mrs. Jo Barri, one of the adults, "and on several occasions had rented one for the evening. But it was a strain on their slim budget."

The *Miami Herald* relates "That's when Mrs. Barri and her helpers paid a call on William Blatt, who besides being president of the Amusement Machine Operators Association, also operates a large route of phonographs.

"The association, composed of the men who operate Dade county's juke boxes, has given away scores of obsolete machines in the past three years to needy organizations, youth groups, schools and Churches.

"When Mrs. Barri told her story of the battle against juvenile delinquency on Key Biscayne, Blatt dusted off a phonograph that had been brought into the shop for service and presented it to her. Delivery, he explained, would take a couple of days. He was amazed when Mrs. Barri returned in a matter of minutes and hauled away the precious cargo."

The teenage program clicked, and enthusiasm has grown. Now the sponsors include the Key Biscayne Lions Club, Key Biscayne Women's Club, St. Agnes Catholic Women, and St. Agnes Catholic Men.

(Picture on Page 35)

## N. Y. Amuse Ops Fifth Annual Dinner

NEW YORK—Coinmen and their guests took over the entire Latin Quarter, this city, on Sunday night, December 19, participating in the Fifth Annual Dinner-Dance held by the Associated Amusement Machine Operators of New York, games operators' association. The attendance, which ran some 500, was the largest ever to attend an amusement machine association dinner.

The Latin Quarter presents what is probably the most enjoyable overall evening of entertainment, was thoroughly enjoyed by all.

Lou Rosenberg, president, assisted by the officers and board of director members, together with George Pon-

ser, business manager and his hard working and efficient secretary Claire Morano, had everything so perfectly arranged, they were able to relax and enjoy themselves as well as the other guests.

In from the factories were Ed Levin, Chicago Coin; Sam Lewis, Genco; Ben Becker, United; and Bill Bolles, J. H. Keeney. Other out-of-town visitors were Irv Morris and Irwin Rosenfeld of Newark, N. J.; Jack Jaffe, Newark, N. J.; and Dave Rosen, Philadelphia. Sol Gottlieb, D. Gottlieb & Company, who always attends the affair, was unable to attend, and sent a wire.

Door prize, a Rotisserie, was won by Dave Korman.



# 5

## Magic Lines

featured in *Bally*

# BIG-TIME

result in biggest earnings

ever reported.

Get your share.

Get BIG-TIME

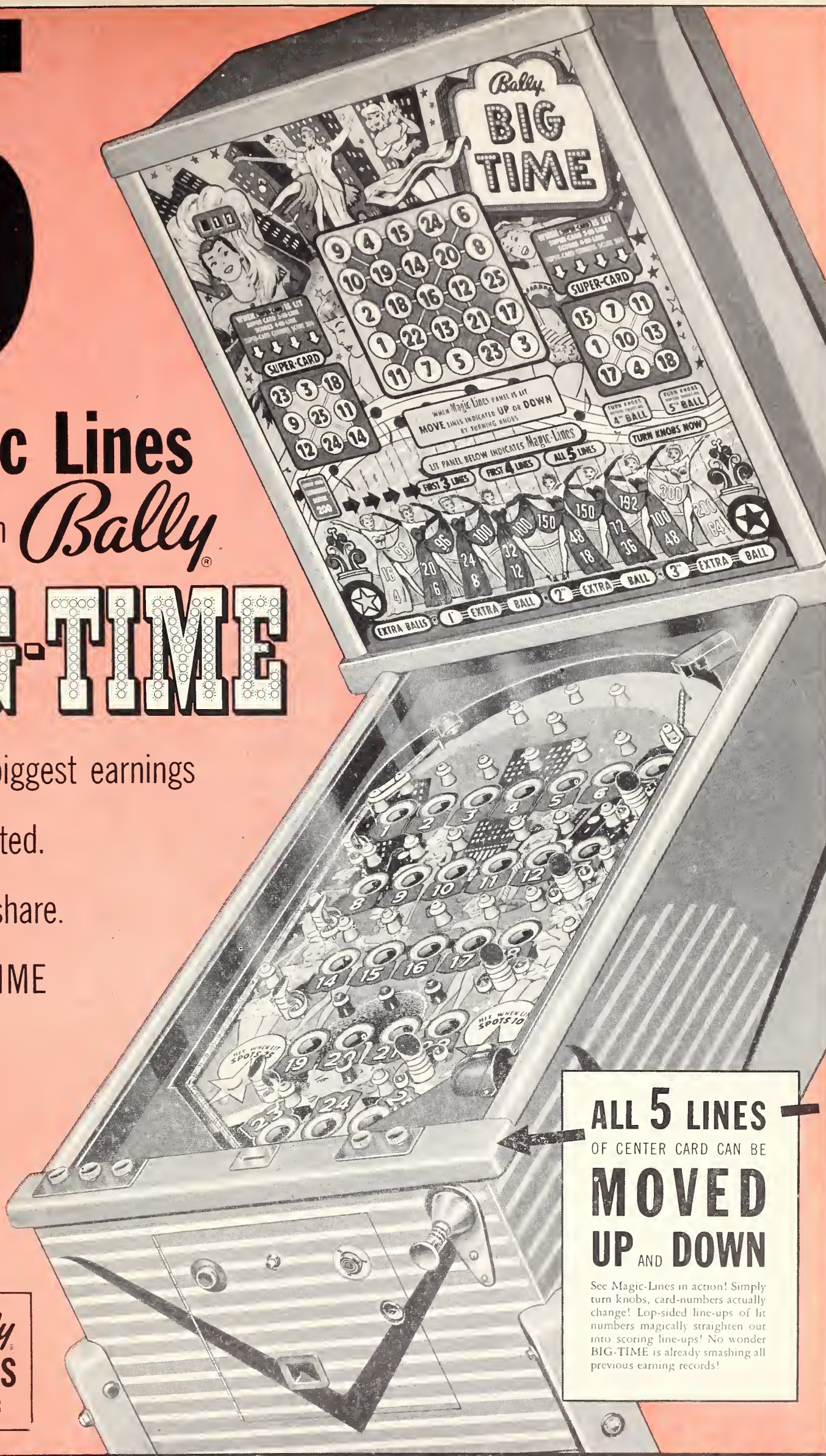
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Bally

distributor

today.

See *Bally*  
**BOWLERS**  
BACK COVER



**ALL 5 LINES**  
OF CENTER CARD CAN BE  
**MOVED**  
**UP AND DOWN**

See Magic-Lines in action! Simply turn knobs, card-numbers actually change! Lop-sided line-ups of lit numbers magically straighten out into scoring line-ups! No wonder BIG-TIME is already smashing all previous earning records!



**Please,**

**Mr. Juke Box Operator,  
Won't You Set Aside "A  
Day Of Dimes For The  
'March Of Dimes'" To  
Save America's Children  
From Crippling, Killing  
Polio? \***





Connee Boswell

"Juke Box Queen"

for

## "The March of Dimes"

\* There's time. A whole month before the "March Of Dimes" Drive ends. This, Mr. Juke Box Operator, is your opportunity to do something to help definitely halt the crippling and killing monster—POLIO. This is the time for you to set up every single one of your juke boxes—one day during the week of January 17 to 21 inclusive—to give "A Day Of Dimes For The 'March Of Dimes'" and help prevent America's children from being crippled and killed by Polio. Open your heart to this call from America's children.

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



You and Your Routemen are bound to have a

# Happy New Year

...all YEAR LONG with

**Hi-Fidelity Music**

Model 1442 with 50 Selections  
Model 1446 with 120 Selections

Rock-Ola Mfg. Corp. 800 N. Kedzie Ave., Chicago 51, Ill.

## THRU THE COIN CHUTE

### NEW ENGLAND NIBBLES

Happy New Year up and down coin row in Boston as distribs and ops look forward to a coin happy 1955. . . . Indications are that it will be the dawn of a new era in the coin machine business with music continuing climbing its dizzy spiral into locations never dreamed of before and games, guns and pins, kiddie rides and vending equipment reaching new heights in play.

Trimount Automatic Sales Corp. celebrated the most successful year in its history with a big Christmas party for its employees at the Town and Country Room of the Somerset Hotel Dec. 18. More than 80 attended the festivities. On hand for the occasion and seated at the head table were reps from all the many manufacturers Trimount represents in New England. At the head table were president Dave Bond; general manager Irwin Margold; Mr. and Mrs. Harry Stern, Williams Mfg. Co.; Harry Kelly, Seeburg; Sam Lewis, Genco; Ed Levin, Chicago Coin; Ben Becker, United. A telegram was read from Sol Gottlieb, D. Gottlieb & Co., who was unable to attend. Brief speeches were made by the honored guests and by Dave Bond and Irwin Margold. Dan Brown, Trimount salesman, acted as master of ceremonies. Gifts were presented to Dave Bond and Irwin Margold, and Bond thanked the employes for a wonderful year and spoke of plans for the coming year. Christmas bonuses were handed out to all employes climaxing what Margold cited as "Trimount's most successful year." Trimount show rooms looked like a toy store as employes, their wives and children gathered for the firm's biggest family Christmas Dec. 24. Santa Claus passed out the many gifts from three Christmas trees and Trimount's big family said it was "the best Christmas, ever!"

Barney and Louis Blatt entertained hundreds of ops and friends at their Atlas Distributors showrooms on Commonwealth Ave. during holiday week where the new brilliant color models of the new AMI phonograph were displayed. A huge replica of the Model "F" bass horn, which equals nine 12-inch speakers, was suspended from the ceiling and on the floor were red, yellow, blue, ivory, coral and green units which had the ops practically going color blind. The new AMI music machine has really taken hold in the New England territory, Barney Blatt reported. He said ops reported that locations are asking for colors to match their decor in machine installations. Op Paul La Rocca of Malden, Mass. was one of the first operators to put a new AMI color unit on location. He picked a coral colored box and reported plays increased in the location over the previous ordinary finished machine in the spot more than 30 per cent. The new AMI machine is attention compelling and play compelling, locations have reported to operators, Barney Blatt said. . . . Freddie Munnings, formerly of the West Indies, now of Boston has had his new record on Cavalcade label, "Goombay," backed by "My Heart," given a good run by ops on their juke boxes in Boston. . . . Jan Strickland, Boston boy, has a new one on Label "X" called "Let's" and "Come To Me, My Darling," which local ops are going for.

The new credit plan for ops anywhere in the U. S. announced by Si Redd, Redd Distributing Co., largest kiddie ride distributors, in The Cash Box drew immediate response, Si reported. A large number of ops wired in and many others wrote special delivery letters. Many deals are now cooking as a result, he said. Christmas bonuses were distributed at Redd's by the boss himself to make it a gala holiday for all employees. Outlook for 1955 is tremendous, Si predicted. Big at Redd's are Bally's "Magic" and Bally's "Mystic" bowlers. . . . Jerry Flatto, Boston Record Distributors, reported big Christmas biz with regular hit tunes selling way over the straight Christmas platters. . . . Ops going for new "Sportsman" Gun by Keeney being shown at Ed Ravreby's Associated Amusements, Inc. Ed reports great enthusiasm and wide-spread New England acceptance of his new Keeney line. Biz at Ed's World Fair on kiddie rides had the staff hopping during the holidays as retail outfits from small toy stores all the way up the line to giant department stores rushed to install kiddie rides, especially the reindeer types, for the Christmas season. . . . New Year's greetings to all from Dave Bond and Irwin Margold at Trimount; Si Redd and Bob Jones at Redd Distributing; Dick Mitchell at Dick's Record Co.; Ed Ravreby and Ruth Mae Ravreby at World Fair and Associated Amusements; Jerry Columbo at Music & Television Corp.; Barney and Louis Blatt, Atlas Distributors; Jerry Flatto, Boston Record Distributors; Ben D. Palastrant, APCO rep. . . . And to all the New England distributors and all the New England operators, we are grateful for this 'best of all' season because it gives us the opportunity to thank our friends for their wonderful cooperation throughout the year. . . . Thanks and Best Wishes for the coming year from Guy Livingston for The Cash Box.

# Hold that Tiger!

**Yes HOLD EVERYTHING UNTIL YOU SEE AND SHOOT**

## Williams Brand NEW GUN GAME!

P.S.—It has a genuine Remington Rifle for Sharp Shooting!

### HAPPY NEW YEAR EVERYBODY!

**WURLITZER 1100 . . . . . \$195**  
**WURLITZER 1500 . . . . . \$495**

RECONDITIONED AND REFINISHED LIKE NEW!  
Terms: 1/3 Dep., Bal. C. O. D.

**ATLAS MUSIC COMPANY**

A Quarter Century of Service  
2118 N. Western Ave., Chicago 47, Ill. ARmitage 6-5005

## Mfrs. Expand Engineering, Experimental Facilities

CHICAGO—With weather eyes out for the future of their plants, the majority of the leading manufacturers are expanding their engineering and experimental facilities.

Some of the factories have already set up entirely separate buildings for this purpose. Others plan the same.

All in all it is extremely interesting to note that the manufacturers realize the growing importance of experimental and engineering departments as the new products being presented become ever more intricate as to electro-mechanical engineering.

At the same time many of the manufacturers are seeking for entirely new developments which will assure them of long production runs.

The general belief is that every factory needs more staple products which will keep present production lines going right ahead.

The tendency toward larger and more expensive equipment is well defined at this time and, in general, seems to meet with the approval of the professional operators.

It is also noteworthy that the majority of the distributors are in favor of new type products and are willing to work along with the manufacturers in an effort to ascertain requirements.

Every factory here has its own key test centers for all of its new products. New equipment is being tested out in the field, all over the country, months in advance of actual production.

Such advance products and the tests required in the field, have of themselves, brought larger and ever larger engineering and experimental departments into being.

# Fight Infantile Paralysis

## January 3-31

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



As a **KID...** you played  
 follow the **LEADER—**  
**NOW—**  
**BE THE LEADER**

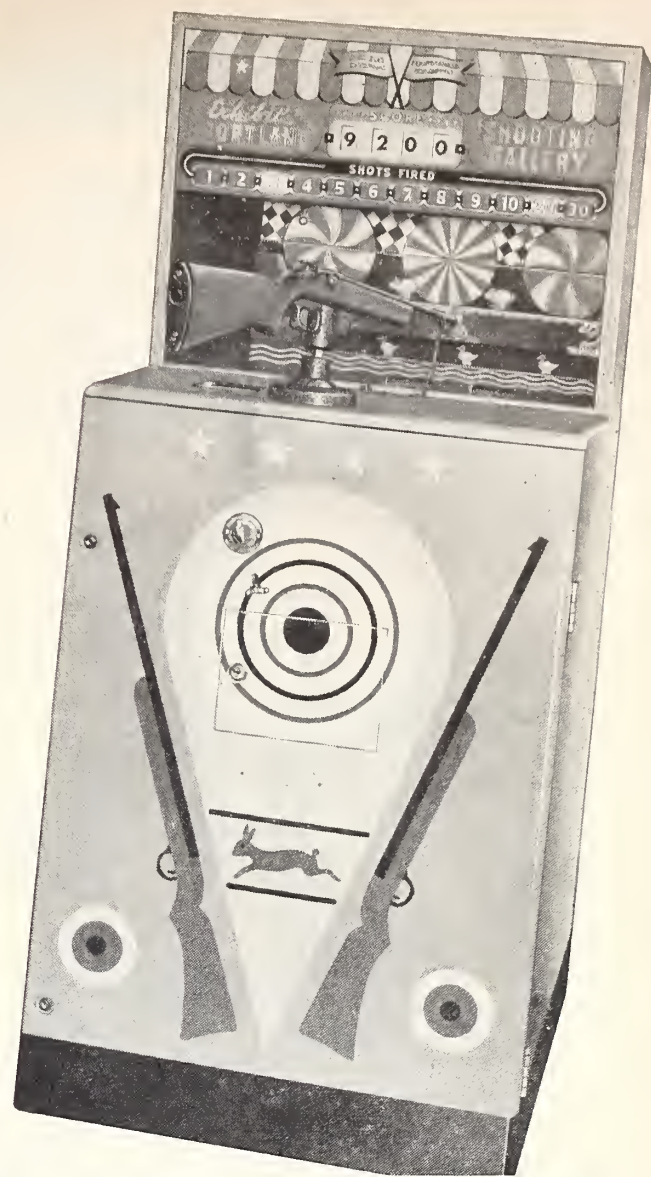
OPERATE  
 SPORTLAND MODEL 414

**SPORTLAND SHOOTING GALLERY**

ESTABLISHED SINCE 1901

**EXHIBIT SUPPLY**

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**Helping To Keep Youngsters Out Of Trouble**



MIAMI, FLA.—Seen above is a picture which was reproduced from the Sunday, November 28 issue of The Miami Herald. Headline, covering five columns, read "Teen-Age Trouble Turns Into A Tune!" The juke box is a gift from the Amusement Machine Operators Association of Dade County. Complete story appears on page 30.

**FOREIGN!  
 BUYERS!**

We Have For Immediate Delivery  
 Reconditioned International  
**MUSIC · GAMES  
 KIDDIE RIDES**

We stock the most complete line of thoroughly reconditioned Wurlitzer, Seeburg, AMI, Rock-Ola and Evans Music Machines. Also the finest line of reconditioned Pin Games, Arcade Equipment, Shuffle Alleys and Kiddie Rides.

CABLE US FOR SPECIAL PRICE LISTS.  
 Parts and Service Manual Available.

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1423 SPRING GARDEN STREET  
 PHILADELPHIA 30, PA. (Tel. RI 6-7712)

● Here's Wishing  
 You . . . .

A Happy and  
 Prosperous New Year

**DAVID ROSEN**

Exclusive A M I Dist. Ea. Pa.  
 855 N. BROAD STREET, PHILA. 23, PA.  
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It's a **BIGGER** Job Now!

Join the  
**MARCH OF DIMES**  
 January 3-31



**NEW golden-palomino horse**  
**NEW rigid steel base**  
**NEW flashy colorful cabinet**

**THE CHAMPION**

- REALISTIC WESTERN HORSE
- REAL WESTERN SADDLE
- SAFE, LOW-SPEED START  
PULL REINS TO TROT OR GALLOP
- LIFE-LIKE RIDING ACTION
- STURDY, TROUBLE-FREE MECHANISM
- SLUG-PROOF COIN MECHANISM
- SMOOTH, QUIET OPERATION

**10¢**  
A RIDE

REQUIRES ONLY  
22 IN. BY 44 IN.  
FLOOR SPACE

110 VOLT  
A. C.

RIDE  
THE CHAMPION  
10¢

Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Illinois

## Cook County "March Of Dimes" Chairman Lauds Industry's Program

CHICAGO—Music machine operators can look for considerable assistance from the thousands of local chapters of the National Foundation For Infantile Paralysis in their program for "A Day of Dimes for the 'March of Dimes'" which is scheduled for one day during the week of January 17 thru 21, 1955.

William G. Caples, general chairman of the Cook County Chapter, in a letter to Bill Gersh, publisher of The Cash Box, writes:

"We have received a copy of your magazine, The Cash Box, which in-

augurates the juke box industry's 1955, 'A Day of Dimes' for the 'March of Dimes'.

"May I express to you my own personal, as well as the collective appreciation of our entire Executive Committee of the Cook County Chapter, National Foundation for Infantile Paralysis for the very wonderful help you are giving us. Although research is winning against polio, victory is far from fact. In these critical times such outstanding help as manifested by your industry means even more to the March of Dimes."

## Urge All Ops To "Write A Letter"



JAMES T. MANGAN

CHICAGO—One of the most famous and stimulating essays which appeared during World War II, and which was featured everywhere by the Post Office Department, was James T. Mangan's: "Write A Letter".

Commenting on this the other day, Mangan stated:

"Every operator should write a letter. To anyone. Anywhere. He should get into the habit of writing.

"This," he continued, "may prove to be a very, very important asset to him. And sooner than he expects.

"The time has come", Mangan says, "when writing a letter is more than just putting pen to paper.

"The fact remains", he explains, "that the nation's operators are being constantly faced with many legislative problems.

"The best answer to legislative problems is for the operator to write a letter", Mangan says, "to his Congressman, his Senator, his Councilman, his Alderman, or to anyone else who can help him.

"If he will only get into the habit of writing a letter right now", Mangan believes, "many future legislative headaches will be overcome.

"This, then", Mangan urges, "is the time for every operator, everywhere, to write a letter. Even if it's just to get into the habit of writing letters. So that when the time comes he'll find it easy to write a letter to whom it may concern to help him for his own future, better welfare."

**Hold that Tiger!**

**Yes HOLD EVERYTHING UNTIL YOU SEE AND SHOOT**

**Williams Brand NEW GUN GAME!**

P.S.—It has a genuine Remington Rifle for Sharp Shooting!

LIKE NEW

**WURLITZER**  
Model 1500's  
**PHONOGRAPHS**

WRITE OR WIRE FOR OUR LOW PRICE

**COMMERCIAL MUSIC COMPANY, INC.**

1501 Dragon Street  
DALLAS, TEXAS  
(PHONE: Rlverside 6381)

## Shefras, England Distrib, Dies

LONDON, ENGLAND—Solly Shefras, one of England's oldest and foremost distributors, died here suddenly on Thursday, November 25.

Shefras opened his first arcade in London in 1904. In the 1930's when

pin games were so popular, he was one of the largest importers of American made games, as distributor for some of the foremost American manufacturers.

He leaves his wife, three sisters, two sons and two daughters.

## Rowe and Canteen Combine Operating Firms

**Automatic Canteen to Purchase 52% of Rowe Common Stock**

NEW YORK—It was disclosed late this week that The Automatic Canteen Company, general headquarters in Chicago, Ill., and the Rowe Corporation, this city, have merged their operating interests.

Automatic Canteen plans on buying 262,500 shares, or 52 per cent of the common stock of the Rowe Corporation. The shares are those of Robert Z. Greene, president of Rowe, and his associates.

Under the purchase agreement Greene will continue as president of Rowe. He is expected also to become

a director and chairman of the executive committee of Automatic Canteen.

The locations will now be serviced by a staff of the combined firms.

The manufacturing firms, Rowe Manufacturing Company, Inc. and Rowe Spacarb, Inc., are not effected by this merger, and will continue to function as separate entities. Rowe manufactures cigarette, candy, milk, ice cream, pastry and sandwich vendors. Rowe Spacarb manufactures cup beverage vendors.



# GUARANTEED BEST

## GENCO'S BIG TOP RIFLE GALLERY

*Brand-New MOVING TARGETS Exclusive with Genco!*

*Super Realistic SWIMMING DUCKS      Automatic Re-setting SWINGING CLOWN      "New Puff-Out" LIGHTED CANDLES and All-New Fall-Over Targets*

*The only rifle on the market with the AUTOMATIC RAPID-FIRE TRIGGER . . . an added feature for the expert player.*

*CABINET only 29½" wide—will go through ANY DOOR!*

*Convertible from Novelty to Match and Replay (optional)*

*Genco* MFG. & SALES CO.  
2621 N. Ashland • Chicago 14



We take pleasure in extending the Season's Greetings to all of our friends, the Genco Distributors and Operators who have helped us make 1954 the best in our 27-year history.



*Sam Lewis  
Avron Gensburg  
Ralph Sheffield*

*Genco Manufacturing & Sales Company*

### Al Simon Hosts at Banquet



NEW YORK—Al Simon, Albert Simon, Inc., this city, hosted several out-of-town coinmen at the amusement machine operators' association banquet, Sunday night, December 19. Pictured above, (l to r around the table): Mrs. Dave Rosen; Mrs. Al Simon; Mrs. Larry Feingenbaum; Mrs. Al D'Inzillo; Al D'Inzillo; Larry Feingenbaum; Ed Levin, Chicago Coin Machine Company; Sam Lewis, Genco Mfg. & Sales Company; Al Simon; and Dave Rosen of Philadelphia.

### SENSATIONAL NEWS! THIS IS IT!! 12 MONTHS TO PAY FOR KIDDIE RIDES

We have just concluded arrangements with a Finance Company to finance over a period of 12 months our sales of KIDDIE RIDES for our customers anywhere in the United States or Canada. We have the largest stock in the United States of used KIDDIE RIDES—100% shopped and reconditioned. Complete satisfaction guaranteed or your money cheerfully refunded.

SPACE SHIPS: BALLY SPACE SHIP • DECO (HYDRAULIC) SPACE SHIP

BERT LANE FIBREGLASS  
HORSE MERRY-GO-ROUND  
LEE MANUFACTURING COMPANY  
MERRY-GO-ROUND

BALLY MOON RIDE  
DRIVEMOBILE  
EXHIBIT 22-RIFLE  
SHOOTING GALLERY

KIDDIE RIDES BRAND NEW IN ORIGINAL CARTON

HORSES: BALLY MOON RIDE • DRIVEMOBILE  
BALLY CHAMPION, New and Reconditioned  
EXHIBIT BIG BRONCO, New and Reconditioned  
TRADES ACCEPTED

**REDD** DISTRIBUTING CO., INC.  
298 LINCOLN STREET  
ALLSTON 34, MASS. AL 4-4040  
Exclusive Distributors for **WURLITZER-BALLY-UNITED**





# Keeneys DELUXE SPORTSMAN

NOTE  
NEWLY  
DESIGNED  
GUN  
WITHOUT  
CHAIN

## BIG EXTRA BONUS:

New MATCH-A-SCORE "0 to 9" gives player 10-50-100-200 or 500 Award Points!

- Rabbits—Pheasants—Ducks POP-UP on mystery basis!
- Roving Targets always on-the-move in realistic 3-D colorful hunting scene!
- Slug Rejector • Standard 6 volt bulbs
- Genuine Regulation Hunting Rifle!

TIME  
**060**

**2 BONUS POINTS** added to score for each unit of time under 60. Timer can be set to stop at 100-200-300-400 or 500 at option of operator.

- |                                  |                |
|----------------------------------|----------------|
| <b>5 DUCKS</b> in back row       | 3 points each  |
| <b>5 PHEASANTS</b> in center row | 20 points each |
| <b>5 RABBITS</b> in first row    | 2 points each  |

**IMPORTANT!** This original combination of roving POP-UP TARGETS creates a brand new desire for competitive target shooting thru a true test of marksmanship

also AVAILABLE AS *Keeneys*  
**SPORTSMAN**  
without Match Feature or Replay Button

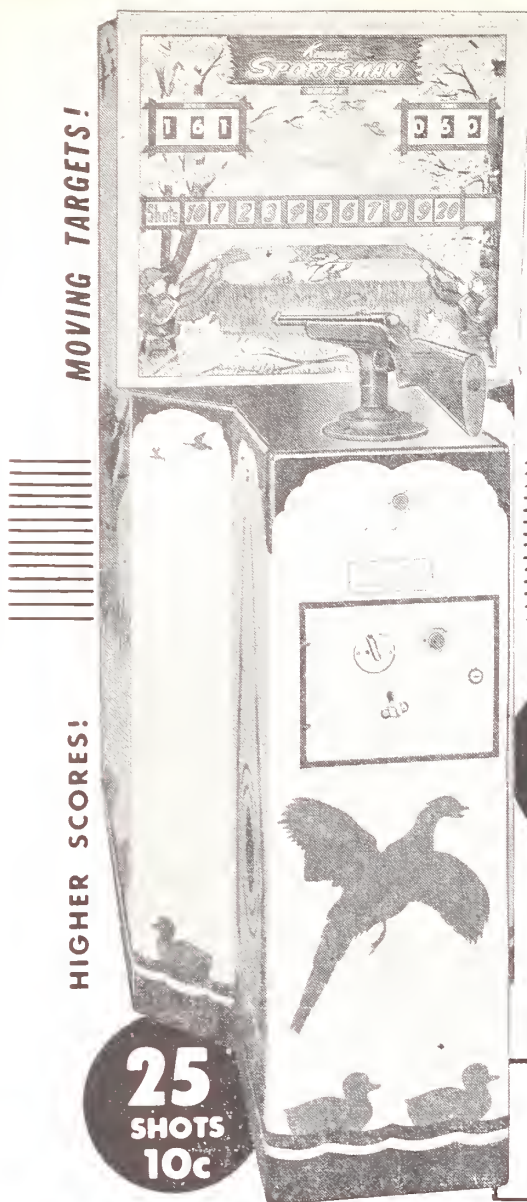
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*Don't Delay!*

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MOVING TARGETS!

HIGHER SCORES!

**25 SHOTS 10c**



## Music Operators COME IN AND SEE...

The Latest and Greatest  
Of All Juke Boxes

**AMI**  
MODEL  
**F**

**RUNYON SALES COMPANY**

Factory Representatives for:  
AMI, Inc., Bally Manufacturing Co.,  
J. H. Keeneys & Co., Permo, Inc.,  
593 10th Ave., New York 18, N. Y., LO 4-1890  
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## Drive In '55 to Rid Music Field Of Old Clunkers

CHICAGO—From almost every important area in the nation come reports that music distributors plan to drive harder in 1955 to rid their territories of wornout, old, scratched up, screechy 'clunkers'.

Surprising as it may seem, surveys indicate that there still are many thousands of pre-war automatic phonographs on locations thruout the nation.

Even tho the new high fidelity phonos have started to cut into this mass of clunkers there is, as yet, a tremendous amount of work to be done to remove the prewar, screechy tone-dead, vermin-infested, wornout phonographs from blocking off locations which could be developed into profitable spots.

For a long time now this publication has continued to point out that one of the reasons for bad publicity in the press has been these wornout clunkers. These have brought about misunderstanding with the general public and have, in some cases, even

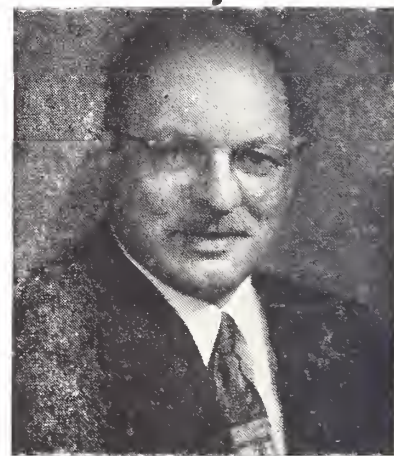
created the impression that musical reproduction, as far as automatic phonographs are concerned, is far from what the average music lover cares to listen to.

All in the industry know that this is most completely erroneous. The new high fidelity automatic phonographs are masterpieces of fine musical reproduction. But just one old prewar clunker in any territory in the nation reflects upon almost everyone of the modern, finer musical instruments.

The phonograph manufacturers and their distributor organizations have been working for some time now in an effort to rid the market of these old clunkers.

This year of 1955 the belief is general that even greater drive will be put forth to get these machines off locations and have them replaced with new instruments in an effort to further the cause of fine automatic music everywhere in the nation.

## 3 Color Folder Illustrates Bally Bowlers



HERB JONES

CHICAGO—A new folder describing "Magic-Bowler" and "Mystic-Bowler" has just been issued by Bally Manufacturing Company, this city.

Prepared by H. B. Jones, Bally vice-president and advertising manager, the new folder is 11" x 17" printed both sides in 3 colors, red, yellow and black, and is folded to 5½" x 8½" as a self-mailer. The inside spread of the new literature features a large illustration of "Magic Bowler" together with a full color view of the pin and playfield section which shows the new "Super-Strike" feature in detail in the exact colors of the actual game. One section of the folder contains a close-up photo of the underside of the hinged playfield which has been raised to show the out-in-the-open accessibility of the relay banks. This feature is captioned "New Easy-Up Playfield, New Easy-At Relay-Banks." Copies of the new literature are now in the hands of all Bally distributors. Copies may also be obtained without obligation from Bally Manufacturing Company, 2640 Belmont Avenue, Chicago 18, Illinois.

## Leo J. Dixon, Dixon Distribs, Retires Jack Mulligan to Replace Dixon

CHICAGO—After thirty years in the music business as a distributor and operator, Leo J. Dixon, Dixon Distributors Corporation of Youngstown, Ohio, has been forced to retire due to ill health. For the past few years, Leo has been in ill health and is planning on taking a complete rest.

His association with Dixon Distributing has been taken over by Jack Mulligan, who has been active in the

Dixon Distributing Corporation for the past two and a half years.

Leo first started in the business in Youngstown, Ohio and later went to Cleveland as an operator of phonographs and also a distributor of phonographs. In late years Leo's activity has been in Youngstown, Ohio.

His many friends wish him a speedy recovery that some day he may be able to become active in the music field.

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# Another FIRST! **chicago coin's THUNDERBOLT**

**NEW!...4 WAY MATCH PLAY!**  
**NEW!...EXCITING SUSPENSE FEATURE!**



**LOOK!**  
 Unbreakable  
 PLEXI-GLASS  
 Score Panel  
 and Shield!



**TWO GAMES  
 IN ONE!**

Adjustable from  
 "Flash-O-Matic"  
 to Advance  
 Scoring!

**FOUR DRUM SCORING!**

All 4 Drums Operate to Score!

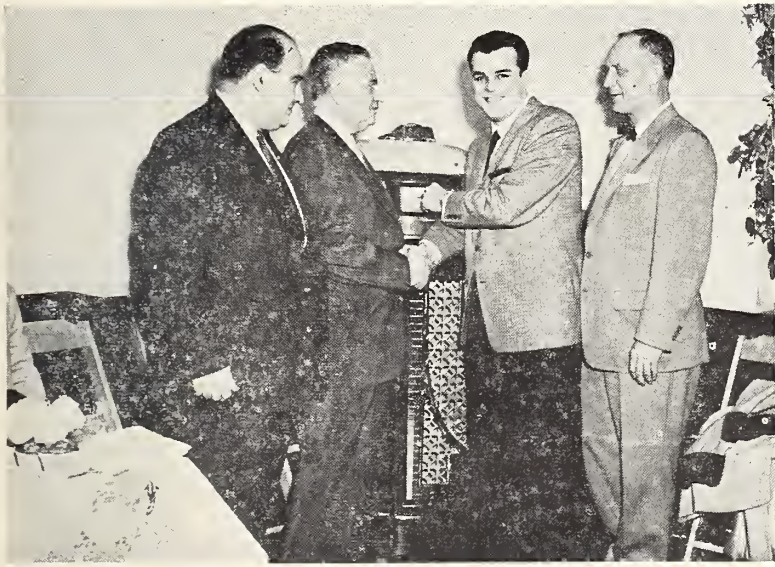
Player by Timing His Shot When Highest Score is  
 lit on the Formica Playfield Gets as Much as 800  
 for a Strike in Each Frame!

**chicago  
 coin**  
 MACHINE COMPANY

1725 W. DIVERSEY • CHICAGO 14

**chicago coin's FIREBALL**  
 ACTION PACKED BOWLER  
 contains all the Features of THUNDERBOLT but is  
 played as a regular Bowler.

## Philly Ops Play Santa Claus



PHILADELPHIA — Old Santa's helpers have temporarily been replaced by burly, strapping men and his sleigh has been converted into "caissons" in an all-out effort to install as many juke boxes as possible in 32 of the 105 Department of Recreation Centers and Playgrounds in the City of Philadelphia.

Santa Claus in this case is the Amusement Machines Assn. of Philadelphia, Inc. which will install, service and supply each juke box with the latest "pop" tunes of the day. And like most Christmas gifts—the music machines will remain at each center all-year-round. Good will is being added by the fact that the boys and girls can play records to their hearts' content no cost to themselves.

A big send-off was given this city-wide movement in the form of a Juke Box party at the Greenwich Recreation Center, 4th & Shunk Streets on Friday night, December 10th from

8:00 to 10:00 P.M., held for the teenage set by the Association. Special guests included the TV, radio and recording artist and star attraction at the Latin Casino, Julius La Rosa; Deputy Commissioner of Recreation, Robert W. Crawford; Samuel Stern, President of the Association; Joseph Silverman, business manager and Jerry Locks, of the Board of Directors.

"Our objective," stated Joe Silverman, "is to keep the teen-agers busy in the evening and tire them out so that their only objective is getting home when the centers close. For the adults, we expect to install as many shuffle-board courts as the City centers can accommodate."

Seen above, from left to right, Sam Stern, president of the Amusement Machines Association of Philadelphia; Joe Silverman, business manager; Julius La Rosa and R. W. Crawford, Commissioner of Recreation of the City of Philadelphia.

## Happy New Year Ahead

**Optimism Prevails thru-  
 out Industry. Leaders  
 Predict '55 Will be  
 Even Greater Year**

CHICAGO—"It sure looks like a real Happy New Year ahead," is the general expression being heard thru-out the trade here as the New Year of 1955 comes into being.

The general business boom that wound up 1954 is continuing right ahead. One manufacturer after another has reported:

"Usually we expect to more or less close down for the holidays. This is one year when we have been just as busy during the holiday season as we have been at any time during the entire year."

Such statements are not at all unusual. Not only for manufacturers, but also for distributors and jobbers thruout the entire area.

Operators, too, are reporting better business. They believe that the general optimism which is prevailing among all the people, reflected in the stock market as well as in retail business, has helped every one of the operators to one of the best years.

Many recall the opening of 1954 with the general business slideoff and the fears that the slide would continue. The slide halted during the summer

**GET PEAK PLAY  
 with the BEST  
 RECONDITIONED EQUIP.**

DAFFY DERBY	\$339.50
ALL STAR	349.50
MAJOR LEAGUE	339.50
STAR SERIES	65.00
TROPIC	174.50
CABANA	139.50
HI-FI	399.50
BEAUTY	240.00
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SPARK PLUG	60.00
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CASCADE	139.50
ChiCoin TENTH FRAME SPEC.	99.50

WRITE — WIRE — PHONE TODAY!  
 We are exclusive factory distributors for  
**BALLY - WILLIAMS - ROCK-OLA**

**L**AKE CITY AMUSE. CO.  
 4533 PAYNE AVE., CLEVELAND, O.  
 (Tel.: HE 1-7577)

months. Then went off on a zooming high tangent during the Fall season. Continuing on ever higher upward during the winter months. Finishing with a tremendous business upsurge as 1954 drew to its end.

The surge upward is continuing on ahead unabated here. This is reflected by the orders which are coming into all the leading factories.

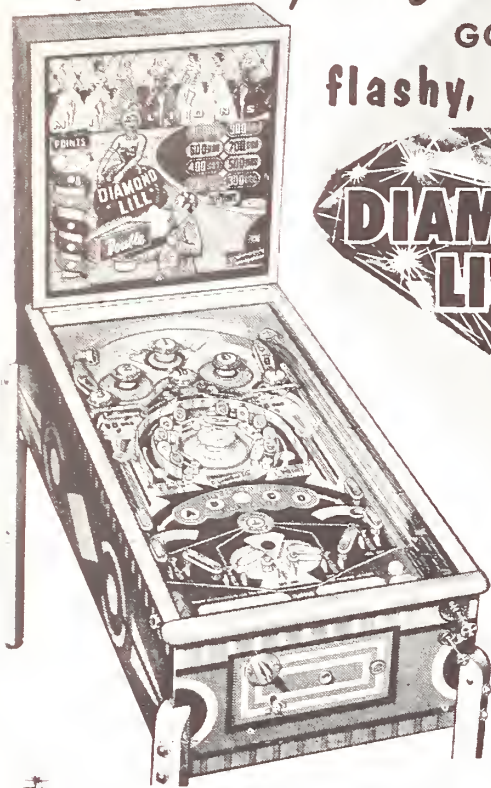
Sales managers are tremendously elated. They believe, as stated above, that a "real Happy New Year" is ahead for all in the field.

In fact this optimism has caught on with almost everyone here. Many are planning far ahead. Figuring to spend more money to expand their businesses this forthcoming year than ever before.



**LOADED with Sparkling Player Appeal!**

**GOTTLIEB'S  
flashy, colorful**



- ◆ A-B-C-D rollovers when made, lights kickout holes for replays and super high score
- ◆ Special rollunders spots numbers
- ◆ Mystery rollover awards replays
- ◆ 2 Flippers
- ◆ Resetting Sequence Nos. 1 to 10 scores points
- ◆ Skill horseshoe spots all numbers 10 brilliantly colored diamonds in horseshoe gives terrific flash
- ◆ 4 Pop Bumpers

SEE IT AT  
YOUR  
DISTRIBUTOR  
NOW!

*D. Gottlieb & Co.*

1140-50 N. KOSTNER AVE. CHICAGO 51, ILL.

## Dave Bond Predicts Good '55

### Sees Good Music Biz, New Games Innovations, New Gun Ideas and Growing Consumer Acceptance of Dime Play



DAVE BOND

BOSTON—In a special interview with The Cash Box here, Dave Bond, president of Trimount Automatic Sales Corporation, a veteran of 30 years in the business, forecast that 1955 will be a good year for the entire coin operated field, but will be especially good for music, and will see new innovations in games, new ideas in guns and a softening up on the part of the consumer towards 10c music machine play in New England.

Backing up his prediction on music, Dave said that Trimount started off in

December, which is ordinarily a slow month, out of inventory and with a continuous background of unfilled orders heading into '55. He pointed out, while on the music prediction, that the industry could use more hit tunes.

The Seeburg distributor, who is known as the dean of the automatic coin business in New England, said that experiments are now being made with 10c play on music in Hartford, Conn. Results are being closely watched. Some 10c play has started in a few spots around Boston, but a big swing to it will take considerable time in his opinion.

"There will not be too many new locations opening up in the New England territory," he said, "but there will be a big push in replacement business."

He advised operators to take advantage of the new tax law which permits rapid depreciation and gives them an opportunity to write off new equipment. "The business-like ops will recognize this aid and set aside a certain percentage of receipts to invest in new equipment."

Dave Bond entered the automatic music business back in 1924. He now has 30,000 square feet of one of the most efficiently and attractively laid out show rooms, and offices in the country. More than \$50,000 has been spent in modernizing the plant and showrooms.

New type bowlers were seen as a coming factor in 1955 and guns will be bigger than ever because of their exceptional takes.



Christmas gaiety was all over coinrow this week, with both employers and employees exuding the holiday spirit. From the dearth of visiting coinmen on the row, it was evident that they were well prepared for the holidays. Some few stragglers were seen rushing in and out of wholesalers buying last minute needs. All look forward to good biz during the next few weeks.

Everybody had a swell time at the dinner-dance held by the Associated Amusement Machine Operators of New York at the Latin Quarter Sunday night, Dec. 19. Good meal, very entertaining show, and plenty of time and space to dance. . . . Lou Rosenberg, president, presented all members of the board of directors with a gift in appreciation for the fine work they've done. . . . Dave Korman won the door prize—a rotisserie. . . . Attendance biggest ever in five years of banquets. . . . The souvenir journal also was the best in the association's history. . . . Out-of-town visitors were Ed Levin, Chicago Coin; Sam Lewis, Genco; Ben Becker, United; and Bill Bolles, Keeney. . . . Also Irving Morris and Irwin Rosenfeld of Newark; and Dave Rosen from Phila. . . . Everyone asking for Sol Gottlieb of D. Gottlieb & Co., who usually attends. Sol just couldn't get to New York. Incidentally, Irv Morris tells us Sol was given a surprise party on Thursday night, Dec. 16. . . . Teddy Blatt's son, Arnold, a pre-med student at Iowa University, brought three college chums with him to the banquet. . . . Nat Cohn's two sons, Teddy and Gary and some friends also on hand. Teddy, just back from Europe, where he spent more than a year in Uncle Sam's army. Now a civilian again. Gary, after some six or eight month training in the air force at several camps, now awaiting the call. . . . Barney (Shugy) Sugarman, Runyon, failed to return from Miami Beach in time to attend, but his young son, Myron, did very well spreading good-will for the firm. . . . Missed Jack Semel's son "Happy", who had to stay home with his three kids, all of whom had a touch of the virus. . . . Al Koondel tells us his boy and girl both celebrated birthdays this month, the boy, Robert, his 17th, and the girl, Iris, her 9th. . . . George and Claire Morano (she's George Ponser's secy) have been attending coin machine parties for many, many years. . . . Al "Senator" Bodkin and his gorgeous Francis, together with Mr. and Mrs. Harry Siskind, seated at the same table, have their usual happy time.

Dave Stern, Seacoast Distributors, back from Miami Beach. He and Bob Slifer, host two execs from Mills, Frank Doyle, coffee division, and John Liederman, freezer division. . . . A. D. Palmer, Jr., Wurlitzer advertising and sales promotion manager, in town for a few days. . . . Old timers sorry to hear of the death of Irving Scrilow, one time N. Y. pin game operator. Irving was the brother of Arthur Scrilow, who heads the orchestra that performs at the Music Operator's banquet. . . . Ben Becker, United regional representative, home for the holidays, working on coinrow. . . . Harry and Hymie Koepfel, Koepfel Distributing, getting ready for 1955 biz, build a new up-to-the-minute work shop. . . . Willie Iverson and Bob Held, ops, seen talking things over. Bob tells us what a magnificent job Ben Lina and Charlie Bernoff, his bosses, are doing. . . . Jack Mitnick, AMI regional representative, home to spend the holidays with his Sadie, and their daughter, son-in-law and grandson. . . . Barney (Shugy) Sugarman and Abe Green, Runyon Sales, make a fast trip to Chicago to visit with the factories they represent, and then back for the holidays. . . . Buddy Fox, Runyon, the hard-luck boy, out of the hospital this week. His co-workers hope he regains his health real fast. . . . Meyer Parkoff, Murray Kaye, Nat Solow, and the rest of the bunch at Atlantic-New York Corp., all smiles. Must have had a real good year. . . . Mike Munves takes advantage of the season slow up, and resting for the anticipated spring rush. He would like to go away, but somehow can't. . . . Don't forget, you music ops, start getting organized for the week of Jan. 17 to 21—one day's collections for the "March of Dimes."

HAPPY, HEALTHY, PROSPEROUS NEW YEAR TO ALL.

Trimount in 1954 marked 30 years in the coin machine industry. At one time or another, it has represented practically every major firm in the business. It now covers New England for Seeburg, Gottlieb, Williams, Chicago Coin, United, ABT, Genco.

Reaffirming its policy for 1955, Trimount, through its president, Dave Bond, stands solidly behind the operators and their judgment.

Second in command to Dave Bond at Trimount is Irwin Margold, general manager, who counsels ops, buys, sells, handles accounts and supervises the music and amusement segments. Key men are Dominic Imbornone, shipping; Blanche Bowers, office force

manager; Bob Borque, music service; Dan McQuarrie, pin service; Joe Smith, music parts; Ben Friedman, pin parts; Ralph English, credit manager.

Dave Bond believes in community activities and participates actively in the philanthropic and cultural life of Boston. He advises ops to do the same as the best form of public relations for the industry.

Time changes many things and the softening towards 10c music machine play, which has been greatly resisted for many years, is a new factor to be considered in 1955 in Yankeealand, the Trimount president feels.



# THRU THE COIN CHUTE CHICAGO CHATTER

The holiday Season is under way. Everywhere in our town guys and gals are calling out cheery "Season's Greetings." And business, for once, has taken second place to Jolly, red cheeked Santa. So much so that, wherever anyone visited this past week, and visitors were few and far between, there was merry cheer ready to greet one and all. Everyone seemed to be in the very happiest of happy moods for what all most definitely believe will be one of the Happiest of Happy New Years. . . . Over at Bally it seemed that gifts were the order of the day. Ray Moloney, Earl, Dan and Ray Moloney, Jr., Herb Jones, George Jenkins, Andy Renn, Jack Nelson, Bill O'Donnell, Art Garvey, Tom Callaghan, Bob Breither, Bud Breitenstein, Paul Eckstein, in fact, everyone all over the Bally organization, was in the very happiest of moods, thinking over a grand, grand year just past, and even a happier year to come.

And at United, with the cheer just simply flowing, Lyn Durant acting like Santa Claus, with help from Ray Riehl, Herb Oettinger, Bill DeSelm and by remote control from Johnny Casola and Ben Becker, everyone was in the very happiest of happy moods . . . all looking forward to greater things than ever before for '55. . . . George Kozy, Mr. and Mrs. Walter Tratsch, Bill Patzer and all the others over at ABT in a jolly mood, with gladness in the air and a happy year ahead. . . . Dave Rockola, King Ray, Kurt Kluever, Wayne Bradfield and everyone at Rock-Ola went through business motions this past week, but, business wasn't on their minds. Everyone here having come through a fine year was thinking about a greater year ahead and planning plans for the happy holiday season. . . . Don Moloney was a Santa in himself with Mac Brier and Tom Cath enjoying this past week's action over at Donan Distribs. . . . Art Weinand and Ed Hall looked at the calendars over their respective desks, sort of sighed, and said, "So why can't it be like this forever?" . . . Dave Gottlieb down in sunny Florida enjoying his 'Flipper.' Nate, Sol and Alvin Gottlieb along with Judd Weinberg and all the others at the Gottlieb factory sort of easing down for the Holiday Season. And all happy to do so, too.

Harry and Lee Williams flying back to their very gorgeous California home while Sam Stern takes over at the Williams' factory during this seasonal time when thoughts are for the sweeter spirits of the holiday season than for production lines. . . . Maurie and Eddie Ginsburg, along with Nate Feinstein, Harold Schwartz and the whole gang over at Atlas, just simply made merry with all their many customers who dropped in and "Merry Christmas and Happy New Year" was in the air and on the beaming faces of the whole Atlas bunch. . . . Carl T. McKelvy of J. P. Seeburg Corp. continued to be busier than ever. But this time returning the many grand greetings he received from everywhere. . . . Charles (Little Jimmy) Johnson probably said it for all when he stated, "Just wish everyone everywhere the very best of everything." . . . Stan Levin and Mickey Schaeffer, the two newest of the jobbers here, enjoying their first business Holiday Season were busy as ever, but, most of the business they did was to meet and greet and be happy with customers and friends.

Over at Empire it was more Merry Xmas and Happy New Year than anything else. Gil Kitt, Howie Freer and Vince Shay, along with all the Empire bunch, just simply turned this big distributing spot into a happy holiday affair. . . . So it was with Al and Joel Stern. . . . With Joe Schwartz. . . . With Charley Pieri and Clayt Nemeroff. . . . With Oscar Schultz. . . . With Sam Wolberg and Ed Levin over at Chicago Coin where action kept right on until the very last moment and Ed just staring in amazement at the orders rolling in even during the heart of the Holiday Season. . . . Sam Gensburg of ChiCoin down in Florida enjoying the sunshine along with his son, Avron Gensburg of Genco. Avron returning right after the 1st. . . . Mike Spagnola and Phil Weisman, AMI's distribs here, simply opened their quarters to all for the Holiday, "and the cheer was really cheerful," as Ed Ratajack would say. . . . Sam Lewis, and Ralph Sheffield were busy up to the last minute with their new gun, but, all of the time calling out to one and all who came into their quarters that this was the merriest of merry times for the Genco.

Roy McGinnis in Florida. But John Conroe, Paul Huebsch, Walter Harrison, and all the others at Keeney made the week a very pleasant and cheery one for everyone. . . . Pat Buckley and Gerry Haley sort of eased off this past week and thought all about the happy holidays instead of anything else. . . . And such swell people like Mike Dale, Ray Cunliffe, Phil Levin, Johnny and Andy Oomens, Bob Gnarro, Vic Comforte, Julius Mohil, Mary Gillette, Edith Davis, Dan Gaines, Bob Lindelof, Paul and Ellen Brown, Burt Bondioli, and so many, many others, much too numerous to mention, making this one of the grandest of all Holiday Seasons. . . . And the cards. Hundreds of 'em. Pouring in even as this is being written. From guys and gals everywhere throughout the world who have anything at all to do with the industry . . . most beautiful of beautiful cards ever seen . . . and almost everyone a masterpiece which makes choosing "the card" this year a really tough job. But, as per usual, we stick our neck 'way out—about to there—choosing what we think was the most outstanding of all the Xmas Cards.

This year it was between father and son—and we chose the card of Don Moloney. Because we personally think this is one of the very grandest and heartwarming we've ever received. It's simply a homemade masterpiece. Don drawing the route to his new home. Showing where he and Nancy increased

## NEW ACTION in Novelty Replay Locations

with

Williams

# LULU

"Beat the Clock" feature!

★Ball in either skill Hole or "H" or "D" rolover operates Clock.

Lite-Up numbers on clock.

REPLAYS

"H-O-L-D" Feature Lites target for replay and game-to-game carryover!

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- 2 SKILL HOLES
- 2 FLIPPERS
- 2 CYCLONIC RUBBER SHOOTERS

It's Another Williams Winner!



See your Williams Distributor!

CREATORS OF DEPENDABLE PLAY APPEAL  
4242 W. FILLMORE ST. CHICAGO 24, ILL.

# Season's Greetings

Gilbert Kitt  
Howie Freer  
Vince Shay

and the entire staff of . . .

Empire

COIN MACHINE EXCHANGE

1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600

## CHICAGO CHATTER (Cont.)

the population of Wilmette from 18,000 to 18,003 plus the addition of little Mary Anne Moloney. . . . And the card of Ray Moloney a grand and very heartwarming one. The beautiful Moloney residence pictured in a snow covered scene, and on the inside, in front of their fireplace, Kathy, Donna Rae and Tischa Moloney in their latest picture. How the three darlings have grown. A true picture history and one that's so very thrilling, especially for all those who remember last year's card. . . . There were so many, many beautiful cards it's just impossible to describe them all here. Suffice it to say that they'll colorfully decorate the mantelpiece at the Gersh homestead this year and very, very beautifully so, too.

HAPPY BIRTHDAY THIS LAST WEEK OF THE YEAR TO: Si Wolfe of Jacksonville, Fla. . . . Harold N. Lieberman of Minneapolis, Minn. . . . Abe Chapman of La Crescenta, Calif. . . . W. E. Bosche of Raton, New Mex. . . . Peggy Smith of San Francisco, Cal. . . . Carl Happel of Milwaukee, Wisc. . . . and Ben Smith of New York City. . . . And to everyone, everywhere, the Happiest of all Happy Days for Years and Years to come.



**IMPORTANT NOTICE****TO  
ADVERTISERS**

*Due To The  
New Year's Holiday*  
**THE NEXT ISSUE**

**of  
THE CASH BOX**

(Dated: January 8th)

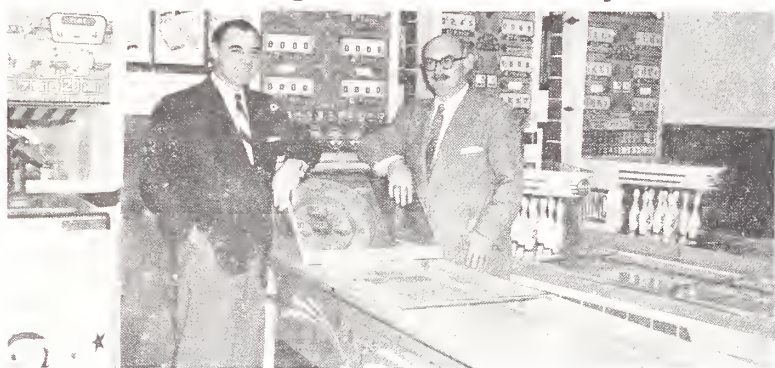
**MUST GO TO PRESS EARLY**

**ALL COPY and COMPLETE CUTS  
MUST BE IN NEW YORK**

**WED., DEC. 29****THE CASH BOX**

26 West 47th Street, New York (36)

Tel.: JUdson 6-2640

**Get Together At Factory**

CHICAGO—United Manufacturing Company's field representatives, Johnny Casola and Ben Becker, get together in the factory's showrooms to talk things over.

**THRU THE COIN CHUTE**

**UPPER MID-WEST MUSINGS**

Earl Barkowitz of the B & B Novelty Company of Superior, Wisc. was seen in the Twin Cities picking up records and supplies for the route. Earl has been a comparative stranger to the local scenery since this trip was his first in many a moon. Heretofore, his partner Leo was making the trips for the firm. . . . In town for the first time in several years was Carl Reese of Huron, S. D. Carl seems to have his fingers in a lot of pies and they look like some good ones. Seen comparing notes were Jack Harrison of Crosby, Minn. and Dick Henderson of Willmar, Minn. . . . Larry Jenkins of Bath, S. D. made a quick trip into the Twin Cities and then out again. Larry doesn't let any grass grow under his feet. . . . A two-some who came into town together were Hugh May of Eau Claire, Wisc., and Glenn Bischell of Chippewa Falls, Wisc. . . . Bill Hanf of Austin, Minn. was taking it a little easy on his visit to Minneapolis last week. . . . Recent visitors to the Twin Cities scene were Elgin McDaniel of Wadena, Minn.; Fred Kovanen of Moose Lake, Minn.; A. A. Cluseau of Grand Rapids, Minn.; Clayton Norberg of the C & N Sales Company of Mankato, Minn.; Frank Kummer of Spring Valley, Minn.; John Galep of Menomonie, Wisc.; Chet Le Doux of Virginia, Minn.; and Bernard Misch of La Crosse, Wisc. . . . Word has been received that Milo Whisman passed away Saturday night, December 18, in Los Angeles. Death was due to a heart attack. Milo had operated coin machines in the Virginia area before selling out several years ago. Milo had operated a bowling alley for a couple of years before moving to California. Mrs. Milo Whisman is the only survivor.

**THRU THE COIN CHUTE**

**CALIFORNIA CLIPPINGS**

**WEST COAST COINMEN PREDICT ROSY FUTURE FOR 1955**

This week, as we go into a new year, your roving Cash Box reporter held exclusive interviews with Los Angeles coinmen to gather information as to their views and predictions for the new year. Here are their forecasts for 1955:

Walter J. Hemple, President California Music Merchants Association, Los Angeles Division: "In view of the strides made by the local association in the Los Angeles area this past year and observation of general business conditions, I feel it even conservative to say that the business of music operation has an excellent chance of bringing increased profits to operators in 1955. With the constant influx of people into Southern California the building boom has in no wise ceased. The growth of this area is phenomenal; thereby creating a wealth of new locations making it possible for any alert operator to expand his interests. Manufacturers have given us the best equipment ever offered the industry so that the problem of giving the locations the kind of equipment to suit their needs has been solved. In view of these facts I can see only a very bright future."

V. VanNattan, Auto-Photo Co.: "With the economic picture on a much sounder basis than ever before I am very optimistic about 1955. The revolutionary new coin operated products that are now, either on the production lines, or already out on the market will open up new avenues of expansion that were never before possible. With thousands of new residents pouring into Southern California every month, whole new communities will spring up to fill their housing needs. With these new tracts and subdivisions will come new shopping centers, new locations and greater profits for the operator."

Bill Happel, Badger Sales Company "1955 will be a better year for the operators for these reasons: It seems to me that there has been a significant change in the operating business within recent months. I feel that the trend in Southern California is changing more and more to dime play. Most of the operators have stated that they would like to switch over but feel that competition doesn't permit it. Regardless of the excuses more and more operators are gradually changing over to 10c play. These changes have been most noticeable within the past few months. All amusement games in this territory are now on dime play 100%, while music is only 25% on 10c play. When 75 to 85 per cent of all the locations in the area go on dime play operators will be in a more lucrative financial condition. That is why I predict with operators now showing an interest in changing over to 10c play business will be much better. Local associations have helped a great deal in banding together small and large operators for a common goal."

Sam Riecklin, California Music Company: "The phonograph business in the Southern California area has held up exceptionally well during 1954 and 1955 should be a banner year. The operators, at long last, have good relations through their respective organizations and are beginning to cooperate with one another. Here's wishing everyone a very prosperous 1955."

Wayne Copeland, Sierra Distributors: "With the expanding economy of the West Coast steadily increasing I'm certain that 1955 will go far beyond our fondest expectations. Manufacturers offer operators of today a better product than ever before. New techniques are constantly being developed, such as high fidelity and modern cabinet designs, that will help the operator secure higher earnings. The amusement end of the business will contribute even more substantially to operator income during the new year. Altho in the Southern California area only a few months, I can see tremendous possibilities for expansion of all coin machine products on the West Coast. In the months ahead salesmanship and friendly, courteous service will play even greater roles."

Ben Chemers, bus. mgr. Calif. Music Merchants Ass'n., LA Division: "As the year draws to a close, it can be observed that the phonograph operators in the Los Angeles area made a good showing, profit-wise. The beautiful new phonographs available, equipped with the latest developments in Hi-Fidelity sound should insure even greater profits in 1955 and assure the location owner and his patrons of the very finest in entertainment values. As the move to ten cent play gains momentum throughout this area, and talk of a local Credit Bureau is heard on all sides, the need for greater Public Relations becomes more evident. The coming year should be the best in our history, from the standpoint of earnings and our increased stature in the world of business."

Charley Robinson, C. A. Robinson & Co.: "The vision and aggressiveness of all the coin machine manufacturers is going to make '55 a highly profitable year. Not only are they constantly striving to bring out a machine that will win complete approval with operators, location owners and their customers, but they are also making every effort to help the operator conduct his business more efficiently. Most factories are now conducting service schools in every major city throughout the country. Also field engineers are visiting ops in every town and hamlet showing the newest servicing techniques and helping to solve their problems. This special service is something that the industry has needed for a long time."

Wm. H. Leuenhagen: "In the twenty years that I have been connected with the coin machine industry I have never seen as many revolutionary new and profitable types of equipment as are now on the market. I feel that the present products offered by the manufacturers are the best ever produced. These technical advances will open up new profit opportunities that will expand present operating to new vistas in the coming months."

Al Cane, Cane Distributing Co.: "Our first year in this intriguing coin machine industry has been a very successful one for us. As we look ahead to '55 we see a big year for the industry here on the West Coast. The operator today has the finest coin operated equipment ever produced. With such a wide selection of modern, up-to-date phonos, games and guns to fill the needs of every location the operator has a greater chance to increase his profits during '55 than ever before."

Jean and Dolores Minthorne, Minthorne Music Co.: "During the past year, we have expanded our facilities to better serve the operator. In the coming year, we look forward to even better business due to the expanding populations of both L. A. and surrounding communities. In addition, 1954 saw some of the best equipment ever produced by the factories, and in our opinion these manufacturers will supply us and the operators with even more exciting, new money making machines."



# "THE CASH BOX" CLASSIFIED ADS

The Industry's MARKET PLACE

DURING 1954

THE CASH BOX PUBLISHED

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## CLASSIFIED ADVERTISING SECTION

### WANT

WANT—Chicago Coin Holiday—Shuffle Alleys also late Bingos. TAYLOR SALES CO., 120 WEST MAIN ST., BELLEVILLE, ILL. Tel.: 9174.

WANT—Phonograph records made before 1940; any quantity or dealer stock; \$150 to \$300 per thousand; will inspect if required. Some labels wanted are Brunswick; Victor; Vocalion; Paramont; Gennett; Bluebird; Champion. JACOB S. SCHNEIDER, 128 W. 66th STREET, N. Y. C.

WANT — Seeburg M-100-C's—AMI's E-80's—B-40's, in good mechanical condition, clean, no broken plastics. Quote price, quantity in first letter. ARNOLD AMUSEMENT CO., 29 WILLIAM STREET, NEW HAVEN, CONN. Tel.: LOcust 2-7142.

WANT—Your used or surplus records all speeds. 45's our specialty. We buy all year round and pay top prices. No lot too large or too small. No more than 10% blues. We pay freight. BEACON SHOPS, 821 NO. MAIN STREET, PROVIDENCE, R. I. Tel.: UNion 1-7500.

WANT—Show Boats, Circus, Rodeo and Frolics. GOLDEN GATE NOVELTY CO., 701 GOLDEN GATE AVE., SAN FRANCISCO 2, CALIF. Tel.: MArket 1-3968.

WANT—A.M.I. 40 selection Hideaways—.05 & .10 W. B. and Steppers. A.M.I. E-120 phonographs. Seeburg 100 W. B. Late One Ball games. Write stating condition, number, model and prices. THE ST. THOMAS COIN SALES LTD., ST. THOMAS, ONTARIO, CANADA. Tel.: 2648.

WANT—To buy Panorams any quantity. CLEVELAND COIN MACHINE EXCHANGE, INC., 2029-35 PROSPECT AVE., CLEVELAND, OHIO. Tel.: TOWer 1-6715.

WANT—Distressed merchandise for return privileges. Purple label Capitols, Columbia, Coral, Decca, Victor, Mercury, King—78's and 45's — also L.P.'s. Please quote prices, we pay freight. C & L MUSIC CO., 11 BAYBERRY RD., FRANKLIN SQUARE, L. I., N. Y.

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

WANT—For resale—22 ft. Rockola—American or National Shuffleboards — Late Bingo Games — Shuffle Bowlers—Lee Mfg. Caroussel. State best price and condition first letter. STANLEY AMUSEMENT COMPANY, 1523 BROADWAY, TACOMA, WASHINGTON. Tel.: BR. 3663.

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

WANT—Tubes: 2051; 2050; 70L7; 2A4; 2A3; 5V4; 6L6; 6N7; 6L7; 6V6 metal; 6X5 metal. Will pay \$40 a hundred. Must have minimum quantity 50 of a type. Have you other types in quantity? LEWIS ELECTRONICS, 3449 NO. ELAINE PL., CHICAGO, ILL.

WANT—From all over the world! Literature on any machine that takes coins and sells anything — amusement, drinks, Bromos, fortunes, Pocket Books, cigarettes 25 2c each, aspirin at 5c each, single band-aids, newspapers. WITHAM ENTERPRISES & ASSOCIATES, 20-22 CUNNINGHAM AVENUE, GLENS FALLS, NEW YORK.

WANT—Northwestern 49's; Challengers; Pike's Peak; Kicker's and Catchers; Weigh Scales or any other penny games or equipment in Canada for resale. Will pay top prices in any quantity. Write, phone or wire. MOCHUK ENTERPRISES, 81 INDIAN ROAD, TORONTO, ONTARIO. Tel.: LO 4722.

WANT—Any quantity post-war Wurlitzer Phonographs, Models 1100, 1250, and 1400. Also Seeburg M100—78 and 45. Wire, write, or phone: BUSH DISTRIBUTING COMPANY, 286 N. W. 29th ST., MIAMI, FLORIDA.

WANT—Mills Panorams — any quantity. WESTERN DISTRIBUTORS, 3126 ELLIOTT AVE., SEATTLE, WASH. Tel.: GARfield 3585.

WANT—Bingos, late model Shuffle Alleys. For Re-sale. Send list. Have all types of amusement equipment for sale. DAVE LOWY & CO., 592 TENTH AVENUE, NEW YORK, N. Y. Tel.: CHickering 4-510.

WANT—Frolics, Rodeo, Circus, and Showboats, Seeburgs, Model BL's C's. FOR SALE—10 3-4-5's. Make offer. NOBRO NOVELTY COMPANY, 538 BRYANT STREET, SAN FRANCISCO 7, CALIF.



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**WANTED**—For Cash, up to 15 Mills Panoram's. Must be in good working condition and good cabinets. Write or call: **MONROE COIN MACHINE EXCHANGE, INC.**, 2423 PAYNE AVENUE, CLEVELAND 14, OHIO. Tel.: Superior 1-4600.

**WANT** — Atlantic Cities \$110; Palm Springs \$325; Ice Frolics \$325; Tahitis \$195.00. Write: **PENNSYLVANIA VENDING CORP.**, 1826 EAST CARSON STREET, PITTSBURGH 3, PENNSYLVANIA.

**WANT**—For Export. Quantities of the following models: Seeburg M100A; Wurlitzer 1100 and 1250. Telephone collect. **DAVIS DISTRIBUTING CORP.**, 725 WATER ST., SYRACUSE, N. Y. Tel.: SYracuse 75-5194.

## FOR SALE

**FOR SALE**—United Fifth Ave. \$275; United Empire \$210; United Empire converted to Fifth Ave. \$235; Williams Major League \$195; Williams Special DeLuxe Baseball \$125; Williams DeLuxe Baseball \$99. **AMERICAN VENDING CO.**, 2684 CONEY ISLAND AVE., BROOKLYN, N. Y. Tel.: DEwey 2-9602.

**FOR SALE**—Genco Shuffle Pool \$195; Keeney 10 Player Team Bowler \$165; AMI D-40 \$395; AMI D-80 Chrome \$495; AMI E-120 write, Wurlitzer 1500 \$525. **UNITED DISTRIBUTORS, INC.**, P.O. BOX 1995, 513 E. CENTRAL, WICHITA 2, KANSAS.

**FOR SALE** — Attention importers of AMI Juke Boxes. All late model AMI D-40's, D-80's, E-80's, E-120's, reconditioned by factory personnel. Guaranteed perfect. Lowest prices. Address inquiries to: **SHELDON SALES, INC.**, 881 MAIN STREET, BUFFALO 3, NEW YORK. Tel.: Lincoln 9106.

**FOR SALE** — Hi-Speed Super Fast shuffle board wax. 24 one-pound cans per case \$8.50 f.o.b. Dallas, Texas. Sold on money back guarantee. **AMI Distributor. STATE MUSIC DISTRIBUTORS, INC.**, 3100 MAIN ST., DALLAS, TEXAS.

**FOR SALE**—Seeburg W1-L56 \$4; 47M Seeburg Remote Attachment \$95; Rock-Ola 1422 \$65; Evans Ten Pin \$35; Atlantic City \$125; 5-10-25 Seeburg Boxes \$18; 3020 Wall Boxes \$15; Jennings Scales Low Boy \$30; Universal Twin Bowlers \$30; Skee Alleys \$35; Vendo Coin Changer with Stand \$55; Holly Crane, like new, \$250; 40 Records AMI Stepper \$24.50; AMI 5 & 10 Wall Box \$12; 5c AMI Wall Box \$6; 1500 Wurlitzer \$450; Bright Lights \$65; Coney Islands \$75. **H & H MUSIC**, 1626 3rd AVENUE, MOLINE, ILLINOIS. Tel.: MOline 4-6703.

**FOR SALE** — 1 Chicago Coin Super Home Run 6 Player Double Coin Chute \$295; 1 Exhibit Sixshooter \$125; 2 Bright Lights \$50 each; Stars \$75; 2 Coney Island \$65 each; 1 Star Series \$60. **AUTOMATIC AMUSEMENT COMPANY**, 1000 PENNSYLVANIA STREET, EVANSVILLE, INDIANA. Tel.: 3-4508.

**FOR SALE**—Attention wholesale buyers: AMI E-80's and E-120's, like new. Contact us. Let us know your needs. **COPELAND DISTRIBUTORS**, 900 NORTH WESTERN, OKLAHOMA CITY, OKLAHOMA. Tel.: FO 5-3456.

**FOR SALE**—Seeburg Coon Hunt \$250; Genco Rifle Gallery \$375; Genco Sky Gunner \$175; Genco Night Fighter \$175; Advance Bowlers \$275; Triple Score Bowlers \$175. **UNIVERSITY COIN MACHINE EXCHANGE**, 858 NORTH HIGH ST., COLUMBUS 8, OHIO. Tel.: UNIVERSITY 6900.

**FOR SALE**—Can you afford 92c per week to get ahead and stay ahead of all competition? For only 92c per week you can have a 40-word ad in this section plus a free full year's (52 weeks) subscription to The Cash Box "The 'Bible' of the Coin Machine Industry." Send your Check for \$48 today plus your first 40-word ad to: **THE CASH BOX**, 26 W. 47th ST., NEW YORK 36, N. Y. (Phone JU 6-2640).

**FOR SALE**—Coin Counters, Coin Sorters, Coin Counting Combinations, Coin Changers, Coin Wrappers, Parts and Supplies. We carry a complete line of these products. **GLOBE DISTRIBUTING CO.**, 1623 N. CALIFORNIA AVE., CHICAGO 47, ILL. Tel.: ARmitage 6-0780.

**FOR SALE**—Brite Lites \$65.00; Brite Spot \$85.00; Spot Lite \$75.00; Classics \$179.50; Clovers \$164.50; U-10th Fr. Stars \$125.00. **ALLIED DISTRIBUTING CO.**, 786 MILWAUKEE AVE., CHICAGO, ILLINOIS. Tel.: CANal 6-0293-4-5.

**FOR SALE**—All machines 20% off high CASH BOX prices. Wurlitzer 1015, 1100, 120. Rockolas 1422, 1426. AMI Model C. Seeburgs 146, 147, 100A. Phone STerling 8-7515 or Write: **DIXON DISTRIBUTING CORP.**, P.O. Box 2660, YOUNGSTOWN, OHIO.

**FOR SALE** — Williams 6-player Baseball \$249; Williams Deluxe Baseball \$99; Genco Night Fighter \$149; Six Shooters \$79; Jet Guns \$99. Shuffle Alleys at lowest prices. Hi-Speed Shuffle Board wax—24 cans per case \$6. **WEST SIDE DISTRIBUTING CORP.**, 612 TENTH AVENUE, NEW YORK, N. Y. Tel.: Circle 6-8464.

**FOR SALE**—Records!!! 5c over wholesale, any label. Free title strips. Quick service. New accounts, token deposit with order. We also purchase surplus records new unused only. **RAYMAR SALES CO.**, 170-21 JAMAICA AVENUE, JAMAICA 32, N. Y. Tel.: OLYmpic 8-4012, 4013.

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**FOR SALE** — Reconditioned — like new. Bally Victory Bowlers \$350; Bally Champion Bowlers \$400; Seeburg Coon Hunt \$345; Daffy Derby Wm's. \$325; Bally Yacht Clubs \$190; Wurlitzer Model #700 \$40; Un. Shuffle Target \$450; One Broken Down Accountant (write). **DONAN DISTRIBUTING COMPANY**, 5007 N. KEDZIE AVE., CHICAGO 25, ILLINOIS. Tel.: JUNiper 8-5211.

**FOR SALE**—Used 78 and 45 RPM records. Taken right off our route. Any quantity. Write for price. **NATIONAL NOVELTY CO.**, 183 MERRICK ROAD, MERRICK, L. I., N. Y. Tel.: FReeport 8-6770.

**FOR SALE** — Bally Beauties, Atlantic Cities, Beach Clubs, Dude Ranches, Palm Springs and HI-FI's, perfect condition, priced at or near lowest levels. Seeburg, AMI, Rockola and Evans Music, 78 and 45 RPM. **GORDON STOUT CO.**, 125 N. MONTGOMERY, PIERRE, S. D. Tel.: 4097.

**FOR SALE**—Genco Shuffle Pools \$275; Genco Basketballs \$399.50; Victor Hot Pops \$20; Genco Invader Guns \$259.50; Seeburg Shoot-the-Bears \$175. **MILLER-NEWMARK DISTRIBUTING CO.**, 42 FAIRBANKS ST., N.W., GRAND RAPIDS, MICH. Phone 9-8632 and 5743 GRAND RIVER AVE., DETROIT 8, MICH. Tel.: TYler 8-2230.

**FOR SALE**—Premium merchandise for coin machine prizes. Over 3,000 articles carried in stock. Write for complete wholesale descriptive price list today. (Established 1932). **HASTINGS DISTRIBUTING CO.**, 6100 BLUEMOUND ROAD, MILWAUKEE 13, WISC. Tel.: Blue-mound 8-7600.

**FOR SALE**—A-1 mechanical condition Wurlitzer 48 sel phonographs model 1650 @ \$475; 1400 @ \$375; 1250 @ \$239; Wurlitzer 24 sel phonographs model 1080 @ \$95; 1015 @ \$75 750 @ \$49. **T & L DISTRIBUTING CO.**, 1663 CENTRAL PKWY., CINCINNATI 14, OHIO. Tel.: MAIn 8751.

**FOR SALE**—All types used AMI, Wurlitzer and Seeburg equipment. Clean and shopped, or as is. Factory Distributor for Seeburg. **DICKSON DISTRIBUTING CO.**, 631 W. CALIFORNIA, OKLAHOMA CITY, OKLA, Tel.: REgent 6-3691.

**FOR SALE**—1 Seeburg Sicum Unit, perfect condition, \$250; 2 Genco Sky Gunner, brand new; Ajax Cigarette Machines, brand new, close-out; 1 Poolette Pool Table \$50; 1 Keeney 2-Player Attachment for Shuffleboard. **LIEBERMAN MUSIC COMPANY**, 257 PLYMOUTH AVE. NORTH, MINNEAPOLIS, MINN.

**FOR SALE**—10 cent Operators don't let profit walk out the door. Use General's Two Nickels for dime play Kits. Install in minutes. Watch Revenue increase. Samples \$3.50 each, lots of 10, \$2.95 each. **GENERAL DISTRIBUTING COMPANY**, 3574 HARDING STREET, CARLSBAD, CALIF. Tel.: OCeanside 5151.

**FOR SALE** — Special. Bally Hi Fis \$319.50; Beach Clubs \$250; Palm Beaches \$99.50; Ice Frolics \$325; United Hawaii \$285; Williams Dealers \$99.50; Big League Baseball Game \$225; Bally Speed Boat, slightly used, \$295. **NEW ORLEANS NOVELTY CO.**, 115 MAGAZINE STREET, NEW ORLEANS, LA. Tel.: CANal 8318.

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

**FOR SALE**—Bally Hi-Fi \$395; Bally Space Ship \$275; Deco Space Ship \$275. Will accept trades—Seeburg 100-A, B, and C. **REDD DISTRIBUTING COMPANY, INC.**, 298 LINCOLN STREET, ALLSTON 34, MASS. Tel.: ALgonquin 4-4040.

**FOR SALE**—Evans Constellation \$225; Shoot the Bear \$145; Keeney DeLuxe Bowler \$125; AMI A, B, C, D and a complete line of United Bingo and Shuffle Alleys. **CENTRAL DISTRIBUTORS**, 2315 OLIVE ST., ST. LOUIS, MISSOURI (MAIn 1-3511) or 3314 MAIN STREET, KANSAS CITY, MISSOURI (WEStport 3582).

**FOR SALE**—We will sell or trade all types cigarette machines (thoroughly reconditioned) Colsnac and Vendo Ice Cream Machines and Automatic Popcorn Shoppes for late model juke boxes. **BRUCE MUSIC AND VENDING SERVICE**, 1602 PIERRE AVENUE, SHREVEPORT, LA.

**FOR SALE**—To our Canadian Friends: Write for list of 5-Balls and Shuffle Alleys, low prices. Sample: United De Luxe 6-Player Shuffle Alley \$50 and Minstrel Man \$20. **WESTERN DISTRIBUTORS**, 1226 SW 16th AVE., PORTLAND 5, OREGON. Tel.: Atwater 7565.

**FOR SALE**—America's finest reconditioned phonographs and music accessories. Everyone of our reconditioned machines guaranteed beautiful condition regardless of price. Tell us what you need. Get our prices before you buy. **ANGOTT DISTRIBUTING CO., INC.**, 2616 PURITAN AVENUE, DETROIT 21, MICH. Tel.: UNiversity 4-0773.

**FOR SALE**—Evans Jubilee \$250.00; Wurlitzer 1015's \$69.50; Wurlitzer 1250's \$250.00; United & Chicago Coin 6 Player \$59.50; Star & 10th Frame \$150.00; Olympics \$225.00. **COVEN MUSIC CORP.**, 3181 NORTH ELSTON AVENUE, CHICAGO, ILL. Tel.: INdependence 3-2210.



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FOR SALE—Bally Bingo Specials: 10 Beach Clubs \$265; 5 Yacht Clubs \$160; 5 Dnde Ranch \$295; 1 Palm Springs \$325; Ice Frolics \$325. Also other Bingos and Bowlers. Call or write: MICKEY ANDERSON, 314 EAST 11th STREET, ERIE, PENNSYLVANIA. Tel.: 5-7549.

FOR SALE—A.M.I. Model D-80 \$525; A.M.I. Model C \$300. W. B. DISTRIBUTORS, INC., 1012 MARKET STREET, ST. LOUIS, MISSOURI. Tel.: CEntral 9292.

FOR SALE—Rock-Ola 1436, 120 selection; 78 rpm \$125, each; Seeburg 146 \$59, each; 147M \$70.; 148M. \$98.; Wurlitzer 1080 \$65.; 1500 \$150.; AMI two E-120 \$595, each. A-1 condition, 1/3 deposit. WERTZ MUSIC SUPPLY CO., 1013 E. CARY ST., RICHMOND, VA. Tel.: 7-3021.

FOR SALE—Reconditioned ready for location. 1400 & 1450 Wurlitzers \$350, each; 1015 Wurlitzer \$79.50; E-120 AMI \$650.; E-10 AMI \$450.; C-10 AMI \$225.; Bear Gun \$150.; Exhibit Jet Gun \$125.; Genco Sky Gunner \$175. All types United Bowlers. Write: MOUNTAIN DISTRIBUTORS, 3630 DOWNING ST., DENVER, COLORADO.

FOR SALE—Just released! "I Threw Away A Diamond" (For A Worthless Piece Of Glass) featuring Hank Trotter's Happy Rangers. Dist. At.: CROSS COUNTRY RECORDS, 229 OUTWATER LANE, GARFIELD, N.J. Tel.: PR. 9-0182.

FOR SALE—Army & Navy \$117.50; Spark Plug \$60; Jalopy \$60; Flying High \$99.50; Super Pennant \$275; Star Series \$65; Hayburner \$50; Grand Slam \$90; Cabana \$149.50; Tropic \$174.50; Beach Club \$349.50; Hifi \$465; Beauty \$240; Bright Light \$40. LAKE CITY AMUSEMENT, INC., 4533 PAYNE AVENUE, CLEVELAND 4, OHIO. Tel.: HEnderson 1-7577.

FOR SALE—Wurlitzer Bar Boxes 2140's; Wurlitzer Wall Boxes 3020's Steppers and Master units. No reasonable offer refused. YOUNG DISTRIBUTING, INC., 599 TENTH AVENUE, NEW YORK, N. Y.

FOR SALE—Contact us before you buy. We carry all types of coin machines. Largest Central Pennsylvania distributor for United, Universal, Chicago Coin, Keeney and Bally. WILLIAMSPORT ELECTRONIC & TELEVISION CO., 233 W. 3rd STREET, WILLIAMSPORT, PA. Tel.: 2-3326 or 2-1648.

FOR SALE—Complete Arcades or a single machine. We have the largest stock of new and reconditioned Arcade Machines in the world. Also parts and supplies. Send for new illustrated catalog. MIKE MUNVES, 577 TENTH AVENUE, NEW YORK, N. Y. Tel.: CHickering 4-8628.

FOR SALE—Immediate. Bally's Hi Fi \$365; Surf Club \$365; Palm Springs \$335; Dnde Ranch \$275; Beach Club \$255; Atlantic City \$100; Bright Lights \$60; Mexico \$310; Rio \$225; Havana \$235; Stars \$75; Tropics \$150. One-third deposit required with each order. CROWN NOVELTY CO., INC., 920 HOWARD AVE., NEW ORLEANS, LA. Tel.: Canal 7137.

FOR SALE—Clover Shuffle Alley \$125; Royal \$225; League \$325. WANT: Yankee Shuffle Alley and Bally JET. MOHAWK SKILL GAMES COMPANY, 67 SWAGGERTOWN ROAD, SCHEFFERTADY 2, N. Y. Tel.: 7-2162.

FOR SALE—Finest Bingos—factory reconditioned—like finding \$50 in your pocket. Returnable 3rd day, full refund to protect you. Palm Springs (almost new) \$395; Yacht Clubs (Improved superline frequency) \$205; Palm Beach \$140; Dnde Ranch \$370; Beach Clubs \$345; Atlantic City \$130; Leader \$65; Coney Island \$80; Holidays (6 card) \$60; Genco 400's (percentage right) \$65. We want Bingos. Mail your list. W. E. KENNEY MFG. CO., 5229 S. KEDZIE AVENUE, CHICAGO 32, ILL. Tel.: HEMlock 4-3844.

FOR SALE—Telequiz Machines, factory reconditioned. Ready for location. \$119.50. 1/3 down, balance C.O.D. We stock all Telequiz parts, also parts and supplies for Jukes, Shuffle and Pin Games. Write for catalog. CHAMPION DISTRIBUTING CO., 3743 W. GRAND, CHICAGO, ILLINOIS.

FOR SALE—We have a large stock of reconditioned Five Balls, One Balls, Bingo and Phonos. Write for list. WESTERHAUS CORPORATION, 3726 KESSEN AVENUE, CINCINNATI, O. Tel.: MOutana 5000-1-2.

FOR SALE—Ready for location Wurlitzer 1015, 18080 and 1400. Seeburg 146M, 147M, 148M. Special prices on 3020, 4820 and 3W5L-56 Wall Boxes. Contact CENTURY DISTRIBUTORS INC., 1221 MAIN ST., BUFFALO 9, N. Y. Tel.: Summer 4938.

FOR SALE—The finest used phonographs in all our history now available for immediate sale. Get our price on any phonograph you want before you buy. UNITED, INC., 4227 WEST VLIET ST., MILWAUKEE, WIS. Tel.: West 3-3224.

FOR SALE—Reconditioned Phonos—ready for location. Seeburg 146-147-148; Wurlitzer 1015; Rockola 1422-1426; AMI Wallboxes 5e-10e. Write for our low prices. MUSIC DISTRIBUTORS, INC., 213 FRANKLIN STREET, FAYETTEVILLE, N. C.

## CLASSIFIED ADVERTISING SECTION

FOR SALE—"Sack-The-Ock" converts "Shoot-The-Bear" into a gun that will top all others in appeal, performance, and take. A complete package \$28.00. 100 SERVICE COMPANY, 2638 OLIVE STREET, ST. LOUIS, MO. Tel.: Jefferson 1-6531.

FOR SALE—Wurlitzer Phonographs—Model 1500's—\$175; 1400's—\$375; 1250's—\$195; 1100's—\$175; 1015's—\$70. O'CONNOR DISTRIBUTORS, INC., 2320 WEST MAIN ST., RICHMOND 20, VA. Tel.: 81-3261.

FOR SALE—Genco 2 player Basketball \$250; Genco Shuffle Pool \$125; Seeburg Coon Hunt \$450; Chicago Coin's 6 player Home Run \$250; Williams' 6 player Major League Baseball \$250; Williams' 6 player All Star Baseball \$250. RELIABLE COIN MACHINE CO., 184 WINDSOR STREET, HARTFORD, CONN. Tel.: CHapel 9-6556.

FOR SALE—Complete line of used phonographs, shuffle games, cigarette machines, all other equipment. Lowest prices. Best merchandise. One letter, wire, or phone call will convince you. Factory Representatives for United, Keeney, Bally, TARAN DISTRIBUTING, INC., 3401 N. W. 36th STREET, MIAMI 12, FLA. Tel.: 64-4864.

FOR SALE—Reconditioned phonos—ready for location: AMI A; AMI C; AMI D-40 and D-80; Rock-Ola Fireball 45 rpm; Seeburg M 100A; Wurlitzer 1500. Write for low prices. RUNYON SALES COMPANY, 593 TENTH AVE., NEW YORK, N. Y. or 221 FRELINGHUYSEN AVE., NEWARK, N. J.

FOR SALE—Coin Wrappers, Pop-Open, \$2.50 dimes only, 55c per thousand, thirty thousand to case. Fresh stock, sample mailed on request. J. ROSENFELD COMPANY, 3220 OLIVE ST., ST. LOUIS 3, MO. Tel.: OLive 2-2800.

## Notice!

YOU CAN SAFELY SEND DEPOSITS TO ADVERTISERS IN "THE CASH BOX"

Your Deposit Is GUARANTEED

AS LONG as you are a paid up subscriber to 'The Cash Box', at the time you answer any advertisement that appears in 'The Cash Box', where the advertiser requires that you must send a deposit to obtain the merchandise advertised, your deposit up to \$100.00 is guaranteed by 'The Cash Box'. This is "The Cash Box' Free Deposit Insurance Plan". An exclusive and original feature of 'The Cash Box' only. Should you lose your deposit in fraudulent manner immediately write:

**THE CASH BOX**

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

FOR SALE—40 Wurlitzer 3020 Wall Boxes \$8 each; 50 Seeburg 5e 3-Wire Wall Boxes \$3 each. Beautiful equipment, 1/3 deposit, balance C.O.D., or Sight Draft. KOEPPPEL DISTRIBUTING CO., 629 TENTH AVE., NEW YORK, N. Y. Tel.: Circle 6-8939.

FOR SALE—Turf Kings \$35; Beach Clubs \$250; Palm Springs \$325; Bally Beauties \$225. TOLEDO COIN MACHINE EXCHANGE CO., 814-816 SUMMIT ST., TOLEDO, OHIO. Tel. Adams 8624.

FOR SALE—All types reconditioned Coin Operated Games available at lowest prices. Write, wire, phone C. A. ROBINSON & CO., 2301 W. PICO BLVD., LOS ANGELES 6, CALIFORNIA. Tel.: DUnkirk 3-1810.

## MISCELLANEOUS

NOTICE—We are exclusive national and export distributors for the new sensational home non-coin operated juke box "Jukette". Great appeal. Priced low. Write for complete information. SEACOAST DISTRIBUTORS, INC., 1200 NORTH AVE., ELIZABETH, N. J. (Tel.: BIdelow 3-3524) or 594 TENTH AVE., NEW YORK, N.Y. (Tel.: BRyant 9-4684.)

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

NOTICE—These 3 telephone numbers are important to you: The Cash Box, New York City, Judson 6-2640; The Cash Box, Chicago, Ill., Dearborn 2-0045; The Cash Box, Hollywood, Calif., HOLLYWOOD 5-1702.

NOTICE — Are you having trouble keeping Plexiglass clean on your juke boxes? Our Meete does the job — 16 oz. bottle \$8.55. For distributor price and territory, contact MECCA SERVICE CO., 716 N. 19th ST., EAST ST. LOUIS, ILLINOIS.

NOTICE—Bingo Operators! Stop service calls caused by balls piling up in Ball Trough. Ball guides easily installed on location in 10 minutes. Specify Bally or United Game. Four Samples \$3.00, \$8.00 per dozen. MID-WEST MUSIC SERVICE, 819 WEST 2nd ST., WICHITA, KANSAS.

NOTICE—Your Seeburg 20 selection wall boxes, wired or wireless, converted to play the first 20 (A & B Program) on all model Seeburg 100s — 5 cent Box \$5.00, 5-10-25 \$15.00. Performance guaranteed, 100 SERVICE COMPANY, 2634 OLIVE ST., ST. LOUIS 3, MO. Tel.: Newstead 6531.

NOTICE — "Business Opportunities". Absentee owner wishes to sell fully equipped Arcade including living quarters and 70 machines on a Virginia Beach. Net approximately \$8000 per summer season. Write: JOSEPH FELS, c/o FRANK ZAL, 103 FINANCE BUILDING, PHILADELPHIA 2, PA.





## THIS WEEK'S USED MACHINE QUOTATIONS

16th Year of Publication  
795th Consecutive Week's Issue

### How To Use "THE CASH BOX PRICE LISTS"

[Also known as the "C. M. I. (Coin Machine Industry) BLUE BOOK" and "The Confidential Price Lists"]

**FOREWORD:** Many times, wide differences appear in the quotation of high and low prices of certain equipment. Like any true reporter "The Confidential Price Lists" can only feature the market prices as they are quoted. "The Confidential 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 Confidential Price Lists," rather than show no price, retain the last known quotations for such equipment so that the subscriber at least has the last known prices as a basis to work with. Prices may be very widely divergent. Someone on the West Coast may feel a certain machine worth \$150.00 whereas someone on the East Coast may think it worth but \$75.00. Of course, serial, appearance, demand, territory, quantity, and condition of equipment must be taken into consideration. (Some equipment offered by outstanding firms, having a reputation for shipping completely reconditioned machines, will be offered at higher prices than others, due to the added cost of reconditioning.) "The Confidential Price Lists" reports each quotation exactly as it is made and depends on the subscriber to make average price adjustments to fit the peculiarities of his territory.

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

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

#### CODE

- |                             |                                    |
|-----------------------------|------------------------------------|
| 1. Prices UP                | 5. No quotations Last 2 to 4 Weeks |
| 2. Prices DOWN              | 6. No quotations 4 Weeks or Longer |
| 3. Prices UP and DOWN       | 7. Machines Just Added             |
| 4. No change from Last Week | * Great Activity                   |

### REGARDING SELLING PRICES

## IMPORTANT!

Reports received indicate that, in some cases, purchasers become upset due to the fact that they cannot, many times, buy equipment listed in the lower price brackets. Sometimes sellers of machines listed at from \$10.00 to \$25.00 ask from \$50.00 up to \$75.00 and even more for these very same machines. Purchasers of such equipment must realize that machines in the very low priced categories are worn to be priced at these low figures. To completely recondition such machines, the reconditioner must add on his price the cost of transportation to obtain these machines, the labor, parts and supplies needed to recondition the machines, plus the cost of cartons, crates and labor for packing and shipping of the machines, in addition to a decent profit which will, in most cases, raise the price of a \$10.00 to \$20.00 machine to anywhere from \$50.00 to \$75.00 and up. In the case of arcade and kiddie ride machines these may even be higher due to the fact that many of the parts have to be made by hand or contracted for at some machinist 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, such buyers will purchase machines "as is", at prices quoted by the trade at large, and recondition the machines themselves to meet their own operating standards.



### PHONOGRAPHS

LISTED ALPHABETICALLY

#### AMI

4. Model A, '46, 40 Sel., 78 RPM	129.00	165.00
4. Model B, '48, 40 Sel., 78 RPM	195.00	265.00
4* Model C, '50, 40 Sel., 78 RPM	225.00	300.00
4* Model D-40, '51, 40 Sel., 78 RPM	300.00	395.00
1* Model D-80, '51, 80 Sel., 45 RPM	450.00	525.00
2. Model E-40, '53, 40 Sel., 78 RPM	450.00	595.00
4. Model E-80, '53, 80 Sel., 45 RPM	550.00	725.00
2. Model E-120, '53, 120 Sel., 45 RPM	650.00	785.00
4. WM Wall Box	10.00	12.00
4. SM or SL Stepper	12.00	24.50

#### EVANS

4. Mills Constellation, '47 Model 951, 40 Sel., 78 RPM	35.00	79.50
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4. Constellation, '49 Model 135, 40 Sel., 78 RPM	100.00	195.00
4. Jubilee, '52, Model 245, 40 Sel., 45 RPM	200.00	250.00
4. Century, '52, Model 2045, 100 Sel., 45 RPM	300.00	350.00

#### ROCK-OLA

4. 1422, '46, 20 Sel., 78 RPM	35.00	75.00
4. 1424, '46, Playmaster Hideaway, 20 Sel., 78 RPM	30.00	70.00
4. 1426, '47, 20 Sel., 78 RPM	60.00	125.00
4. 1428, '48, Magic-Glo, 20 Sel., 78 RPM	125.00	175.00
4. 1432, '50, Rocket '50-51, 50 Sel., 78 RPM	200.00	250.00
4. 1432, Same as above, Converted to 45 RPM	225.00	295.00

4. 1434, '51, Rocket '51-52, 50 Sel., 78 RPM	247.50	350.00
4. 1434, Same as above, Converted to 45RPM	295.00	350.00
4. 1436, '52, Fireball, 120 Sel., 45 RPM	337.50	425.00
4. 1436A, '53, Fireball, 120 Sel., 45 RPM	395.00	550.00
6. 1501 Wall Box	3.00	4.50
6. 1502 Bar Box	5.00	7.50
6. 1503 Wall Box	12.50	15.00
6. 1504 Bar Box	8.50	17.50
6. 1510 Bar Box	15.50	20.00
6. 1525 Wall Box	5.00	15.00
6. 1526 Bar Box	15.00	19.50
6. 1530 Wall Box	15.00	25.00
6. 1805 Organ Speaker	24.50	29.00

#### SEEBURG

4. 146S, '46, Standard, 20 Sel., 78 RPM	35.00	75.00
4. 146M, '46, Master with Remote Attach., 20 Sel., 78 RPM	35.00	100.00
4. 147S, Standard, 20 Sel., 78 RPM	45.00	85.00
4. 147M, '47, Master with Remote Attach., 20 Sel., 78 RPM	49.50	89.50
4. 148S, '48 Standard, 20 Sel., 78 RPM	100.00	150.00
2. 148M, '48 Master with Remote Attach., 20 Sel., 78 RPM	75.00	150.00
4. 148ML, '48, Light Cab. Master with Remote Attach., 20 Sel., 78 RPM	98.00	159.00
2* M100A, '49, 100 Sel., 78 RPM	350.00	475.00
1* M100B, '51, 100 Sel., 45 RPM	500.00	575.00
4. M100BL, '51, 100 Sel., 45 RPM. Light Cab.	550.00	595.00

2* M100C, '53, 100 Sel., 45 RPM	625.00	685.00
4. HF100G, '54, 100 Sel., 45 RPM	725.00	825.00
4. W1-L56 Wall Box 5c	3.00	6.95
2. 3W2 Wall-a-Matic	4.25	10.00
4. W4L-56	19.50	29.00
4. 3W5-L56 Wall Box 5c, 10c, 25c	16.50	24.50
4. W6L-56 5/10/25 Wire-less	16.50	24.50
4. 3W7-L-56	22.50	34.50

#### WURLITZER

2* 1015, '46, 24 Sel., 78 RPM	50.00	80.00
1. 1080, '46, Colonial, 24 Sel., 78 RPM	50.00	99.00
4. 1080A, '48, Colonial, 24 Sel., 78 RPM	60.00	125.00
1. 1017, '46, Hideaway, 24 Sel., 78 RPM	50.00	100.00
4* 1100, '48, 24 Sel., 78 RPM	125.00	200.00
1* 1250, '50, 48 Sel., 78 RPM	160.00	250.00
4. 1250, '50, (Same as above) Converted to 45 RPM	170.00	250.00
4* 1400, '52, 48 Sel., 78 RPM	325.00	395.00
6. 1400, '52, (Same as above) Converted to 45 RPM	325.00	400.00
2* 1500, '53, 105 Sel., 78 and 45 RPM Inter-mixed	425.00	525.00
4. 2140 Wall Box	3.00	10.95
4. 3020 Wall Box	8.00	15.00
4. 3048 (Conv. of 3020)	15.00	25.00
4. 3031 Wall Box	2.95	5.00
4. 3045 Wall Box	4.00	20.00
4. 4820 Wall Box	20.00	39.50

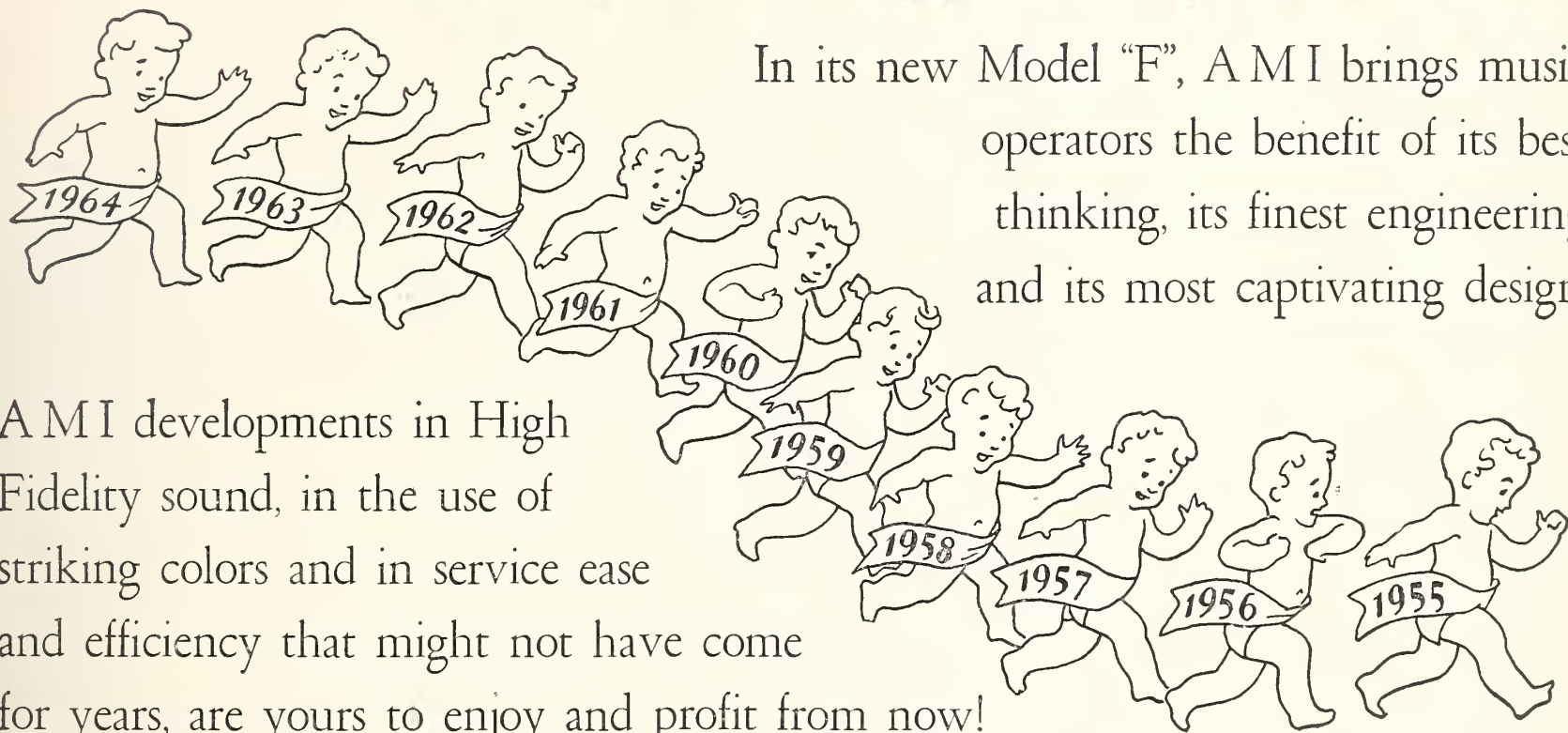


### PINBALL GAMES

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

4. ABC (Un 3/51)	30.00	50.00	4. Buttons & Bows (Got 3/49)	15.00	25.00
4. Across the Board (Un 9/52)	35.00	50.00	1* Cabana (Un 3/53)	149.50	185.00
4. Ali Baba (Got 6/48)	15.00	25.00	4. Camel Caravan (Ge 6/49)	15.00	30.00
4. Alice (Got 8/48)	19.50	29.50	4. Campus (Ex 2/50)	15.00	20.00
4. All Star Basketball (Got 1/52)	20.00	39.00	4. Canasta (Ge 7/50)	25.00	34.50
4. Aquacade (Un 4/49)	10.00	25.00	4. Caravan (Wm 6/52)	35.00	75.00
4. Arabian Knights (Got 12/53)	170.00	185.00	6. Carnival (B 7/48)	10.00	20.00
4. Arcade (Wm 11/51)	45.00	75.00	6. Carolina (Un 3/49)	15.00	25.00
4. Arizona (Un 4/50)	10.00	25.00	6 Caribbean (Un 3/48)	15.00	25.00
4. Army-Navy (Wm 10/53)	69.50	117.50	4. Champion (B 12/49)	20.00	30.00
2. Atlantic City (B 5/52)	100.00	145.00	4. Champion (CC 6/49)	15.00	20.00
4. Baby Face (Un 12/48)	10.00	20.00	4. Chinatown (Got 10/52)	65.00	95.00
4. Banjo (Ex 3/48)	10.00	20.00	4. Cinderella (Got 3/47)	10.00	25.00
4. Bank-A-Ball (Got 5/50)	15.00	25.00	6. Circus (Ex 8/48)	10.00	20.00
4. Barnacle Ball (Got 8/48)	10.00	20.00	4. Circus (Un 8/52)	150.00	175.00
4. Basketball (Got 10/49)	15.00	25.00	4. Citation (B 10/48)	15.00	35.00
1* Beach Club (B 2/53)	250.00	349.00	4. C.O.D. (Wm 9/53)	85.00	125.00
2* Beauty (B 11/52)	220.00	245.00	4. College Daze (Got 8/49)	10.00	20.00
4. Be Bop (Ex 3/50)	10.00	20.00	3* Coney Island (B 9/51)	70.00	90.00
4. Bermuda (CC 11/47)	15.00	20.00	4. Contact (Ex 10/48)	10.00	20.00
4. Big Hit (CC 7/52)	35.00	50.00	4. Control Tower (Wm 3/51)	25.00	35.00
4. Big Top (Ge 2/49)	10.00	20.00	4. Coronation (Got 11/52)	65.00	95.00
4. Black Gold (Ge 3/49)	10.00	20.00	4. County Fair (Un 9/51)	30.00	45.00
6. Blue Skies (Un 11/48)	15.00	20.00	4. Crazy Ball (CC 7/48)	10.00	20.00
4. Bolero (Un 12/51)	45.00	95.00	4. Crossroads (Got 5/52)	45.00	75.00
4. Bomber (CC 3/51)	20.00	25.00	1. Cyclone (Got 5/51)	40.00	85.00
4. Bone Head (Ge 11/48)	10.00	20.00	4. Daffy Derby (Wm 8/54)	295.00	339.50
4. Boston (Wm 5/49)	15.00	29.50	2. Daisy May (Got 7/54)	155.00	235.00
4. Bowling Champ (Got 2/49)	15.00	25.00	4. Dalls (Wm 2/49)	15.00	29.00
4. Bowl League (Got 8/47)	10.00	19.50	4. Dealer "21" (Wm 2/54)	145.00	175.00
2* Bright Lights (B 5/51)	40.00	75.00	4. De Icer (Wm 11/49)	20.00	39.00
2. Bright Spot (B 11/51)	65.00	85.00	4. Dew Wa Ditty (Wm 6/48)	10.00	29.50
4. Broadway (B 6/51)	49.50	75.00	4. Domino (Wm 5/52)	39.50	75.00
4. Buffalo Bill (Got 5/50)	20.00	30.00	4. Double Action (Ge 1/52)	25.00	35.00
4. Buccaneer (Got 10/48)	10.00	25.00	4. Double Feature (Got 12/50)	15.00	25.00
6. Build Up (Ex 2/48)	10.00	15.00	4. Dbl. Shuffle (Got 6/49)	15.00	25.00
			4. Disk Jockey (Wm 11/52)	45.00	80.00





In its new Model "F", A MI brings music operators the benefit of its best thinking, its finest engineering and its most captivating design.

A MI developments in High Fidelity sound, in the use of striking colors and in service ease and efficiency that might not have come for years, are yours to enjoy and profit from now!

*You're Ahead for Years with the Juke Box That's Years Ahead*

Originator of the Automatic Selective Juke Box in 1927

AHEAD THEN - AHEAD NOW

**AMI** Incorporated

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

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

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



4. Dragonette (Got 6/54)	190.00	215.00
4. Dreamy (Wm 2/50)	15.00	25.00
4* Dude Ranch (B 9/53)	300.00	370.00
4. Eight Ball (Wm 1/52)	45.00	75.00
4. El Paso (Wm 11/48)	10.00	20.00
4. Fairway (Wm 6/53)	79.00	110.00
4. Fighting Irish (CC 11/50)	25.00	35.00
4. Five Star (Univ 5/51)	35.00	60.00
4. Floating Power (Ge 12/48)	10.00	20.00
2. Flying High (Got 2/53)	75.00	110.00
4. Flying Saucers (Ge 12/50)	15.00	30.00
4. Football (CC 8/49)	10.00	25.00
4. Four Corners (Wm 12/52)	45.00	90.00
4. Four Horsemen (Got 9/50)	30.00	40.00
4. "400" (Upright) (Ge 10/52)	55.00	75.00
4. Four Stars (Got 6/52)	50.00	95.00
4. Freshie (Wm 9/49)	15.00	29.50
4* Frolics (B 10/52)	150.00	175.00
4. Futurity (B 3/51)	60.00	95.00
4. Georgia (Wm 7/50)	19.50	35.00
6. Gin Rummy (Got 2/49)	15.00	25.00
6. Gizmo (Wm 8/48)	10.00	20.00
4. Glamour (Got 7/51)	15.00	25.00
6. Glider (Ge 8/49)	10.00	20.00
4. Globe Trotter (Got 11/51)	35.00	75.00
4. Gold Cup (B 4/48)	15.00	45.00
4. Golden Gloves (CC 7/49)	10.00	25.00
4. Golden Nugget (Upright) (Ge 2/53)	50.00	90.00
4. Gold Star (Got 8/54)	225.00	250.00
6. Gondola (Ex 5/49)	10.00	20.00
4. Grand Award (CC 1/49)	10.00	20.00
4. Grand Champion (Wm 8/53)	79.00	99.00
4. Grand Slam (Got 4/53)	65.00	135.00
6. Grand Stand (B 5/50)	20.00	35.00
4. Green Pastures (Got 1/54)	165.00	195.00
4. Gun Cluh (Win 11/53)	95.00	125.00
4. Guys-Dolls (Got 5/53)	69.50	125.00
4. Handicap (Wm 6/52)	35.00	45.00
4. Happy Days (Got 7/52)	65.00	105.00
4. Happy-Go-Lucky (Got 3/51)	25.00	45.00
4. Harvest Moon (Got 12/48)	15.00	20.00
4. Harvest Time (Ge 9/50)	15.00	35.00
4. Harvey (Wm 5/51)	15.00	35.00
4. Havana (Un 2/54)	275.00	335.00
4. Hawaii (Un 6/54)	345.00	395.00
4. Hawaiian Beauty (Got 4/54)	180.00	210.00
4. Hayhurner (Wm 6/51)	60.00	75.00
4* Hi-Fi (B 6/54)	342.50	465.00
4. Hit Parade (CC 2/51)	10.00	20.00
4. Hit & Runs (Ge 3/51)	15.00	25.00
4. Hit 'N' Run (Got 4/52)	65.00	85.00
4. Holiday (CC 12/48)	10.00	20.00
4. Holiday (Ke 12/51)	49.00	60.00
1. Hong Kong (Wm 9/51)	45.00	80.00
4. Horsefeathers (Wm 1/52)	39.50	69.50
4. Horse Shoe (Wm 12/51)	25.00	40.00
4. Hot Rods (B 7/49)	15.00	25.00
4. Humpty Dumpty (Got 10/47)	10.00	25.00
2* Ice-Frolics (B 1/54)	295.00	375.00
4. Jack 'N' Jill (Got 4/48)	10.00	20.00
4. Jalopy (Wm 8/51)	45.00	75.00
6. Jamhoree (Ex 5/48)	10.00	20.00
4. Jeanie (Ex 6/50)	15.00	20.00
4. Jockey Cluh (Got 4/54)	195.00	210.00
4. Jockey Special (B 11/47)	15.00	45.00
4. Joker (Got 11/50)	15.00	25.00
4. Judy (Ex 7/50)	10.00	20.00
4. Jumping Jacks (Upright) (Ge 12/52)	35.00	90.00
4. Just 21 (Got 1/50)	10.00	24.50
4. K. C. Jones (Got 11/49)	10.00	20.00
4. King Arthur (Got 10/49)	10.00	20.00
4. King Cole (Got 5/48)	10.00	20.00
4. King Pin (CC 12/51)	30.00	69.00
4. Knockout (Got 1/51)	15.00	30.00
4. Lady Robin Hood (Got 1/48)	10.00	25.00
4. Lazy "Q" (Wm 2/54)	109.00	150.00
4. Leaders (Un 10/51)	45.00	85.00
4. Lite-A-Line (Ke 6/52)	35.00	50.00
4. Long Beach (Wm 7/52)	35.00	65.00
4. Lovely Lucy (Got 2/54)	165.00	195.00

4. Lucky Inning (Wm 5/50)	15.00	25.00
4. Lucky Star (Got 5/47)	10.00	20.00
4. Mad. Sq. Garden (Got 6/50)	24.00	49.50
4. Magic (Ex 11/48)	10.00	20.00
4. Majors '49 (CC 2/49)	15.00	25.00
4. Major League Baseball (Un 6/48)	10.00	20.00
6. Manhattan (Un 2/48)	10.00	17.50
4. Majorettes (Wm 4/52)	29.00	45.00
4. Marble Queen (Got 8/53)	95.00	150.00
4. Mardi Gras (Ge 5/48)	10.00	20.00
4. Maryland (Wm 4/49)	10.00	20.00
4. Merry Widow (Ge 6/48)	10.00	20.00
4. Mercury (Ge 3/50)	10.00	29.00
4. Mermaid (Got 6/51)	25.00	39.00
2* Mexico (Un 3/54)	275.00	400.00
4. Minstrel Man (Got 3/51)	25.00	39.00
4. Monterey (Un 5/48)	10.00	20.00
4. Moon Glow (Un 11/48)	10.00	20.00
4. Morocco (Ex 10/48)	15.00	35.00
4. Mystic Marvel (Got 3/54)	185.00	220.00
4. Nevada (Un 8/54)	425.00	450.00
4. Niagara (Got 12/51)	35.00	55.00
4. Nifty (Wm 12/50)	15.00	35.00
4. "9" Sisters (Wm 1/54)	115.00	170.00
4. Oasis (Ex 10/50)	10.00	20.00
4. Oklahoma (Un 5/49)	10.00	20.00
4. Old Faithful (Got 12/49)	15.00	25.00
4. Olympics (Wm 5/52)	45.00	75.00
4. One Two Three (Ge 10/48)	10.00	25.00
4. Palisades (Wm 7/53)	79.00	99.00
4* Palm Beach (B 7/52)	125.00	145.00
4* Palm Springs (B 11/53)	325.00	395.00
4. Paradise (Un 7/48)	10.00	20.00
4. Paratrooper (Wm 8/52)	25.00	35.00
4. Pin Bowler (CC 6/50)	10.00	20.00
4. Pinch Hitter (Un 5/49)	10.00	20.00
4. Pinky (Wm 9/50)	20.00	35.00
4. Pin Wheel (Got 11/53)	125.00	155.00
4. Play Ball (CC 1/51)	20.00	35.00
4. Playland (Ex 8/50)	10.00	20.00
4. Playtime (Ex 8/49)	10.00	20.00
4. Poker Face (Got 9/53)	125.00	150.00
4. Puddin' Head (Ge 10/48)	10.00	20.00
4. Punchy (CC 12/50)	10.00	20.00
4. Quarterback (Wm 10/49)	15.00	35.00
4. Quartet (Got 2/52)	60.00	110.00
4. Queen of Hearts (Got 12/52)	70.00	115.00
4. Quintet (Got 3/53)	79.50	135.00
4. Rag Mop (Wm 10/50)	15.00	35.00
4. Rainbow (Wm 9/48)	10.00	20.00
4. Ramona (Un 2/49)	10.00	20.00
4. Red Shoes (Un 11/50)	20.00	34.50
4. Rio (Un 11/53)	255.00	295.00
4. Rip Snorter (Ge 10/49)	10.00	20.00
4. Rocket (Ge 5/50)	20.00	39.00
4. Rockettes (Got 8/50)	25.00	49.00
4. Rodeo (Un 2/53)	155.00	195.00
4. Rondevoe (Un 5/48)	15.00	35.00
4. Rose Bowl (Got 10/51)	35.00	65.00
4. Round Up (Got 11/48)	10.00	25.00
4. St. Louis (Wm 2/49)	25.00	39.00
4. Saddle and Turf (Ev 10/53) (Club Model)	199.50	265.00
	275.00	325.00
6. Sally (CC 10/48)	10.00	20.00
4. Samha (Ex 5/48)	10.00	20.00
4. Saratoga (Wm 10/48)	10.00	20.00
4. Screamo (Wm 4/54)	150.00	185.00
4. Screwball (Ge 8/48)	10.00	20.00
4. Sea Jockey (Wm 11/51)	24.50	50.00
4. Sea Isle (CC 11/47)	10.00	20.00
4. Select-A-Card (Got 4/50)	10.00	20.00
4. Serenade (Un 11/48)	10.00	20.00
4. Shanghai (CC 4/48)	20.00	34.50
4. Shantytown (Ex 10/49)	20.00	39.00
4. Sharpshooter (Got 5/49)	10.00	25.00
2. Shindig (Got 10/53)	120.00	150.00
4. Shoe Shoo (Wm 2/51)	19.50	29.50
6. Short Stop (Ex 7/48)	10.00	20.00
4. Shoot the Moon (Wm 11/51)	20.00	55.00
4. Show Boat (Un 1/49)	10.00	20.00
4. Show Boat (Un 12/52)	150.00	175.00
4. Silver Chest (Upright) (Ge 4/53)	50.00	95.00
4. Silver Skates (Wm 2/53)	59.00	85.00
4. Singapore (Un 11/47)	10.00	20.00
4. Skill Pool (Got 8/52)	54.50	75.00
4. Slugfest (Wm 3/52)	34.50	55.00
6. Snooks (Wm 6/51)	15.00	22.50
4. South Pacific (Ge 2/50)	20.00	39.00
4. Spark Plugs (Wm 9/51)	49.50	75.00

4. Speedway (Wm 9/48)	10.00	20.00
4. Spot Bowler (Got 10/50)	15.00	35.00
1* Spot-Lite (B 1/52)	69.50	100.00
4. Sportsman (Ge 2/51)	10.00	20.00
4. Sportsman (Wm 2/52)	30.00	35.00
4. Springtime (Ge 3/52)	20.00	34.50
6. Stage Door Canteen (Got 11/45)	10.00	20.00
4. Stardust (Un 5/48)	20.00	34.50
4. Stars (Un 6/52)	50.00	95.00
4. Starlight (Wm 3/53)	50.00	75.00
4. Steeple Chase (Un 1/52)	35.00	65.00
4. Stop & Go (Ge 3/51)	15.00	25.00
6. Stormy (Wm 1/48)	10.00	20.00
2. Struggle Buggies (Wm 12/53)	115.00	145.00
4. Summertime (Un 9/48)	15.00	25.00
4. Sunny (Wm 12/47)	10.00	20.00
4. Sunshine Park (B 12/52)	55.00	85.00
4. Super Hockey (CC 4/49)	20.00	34.50
2* Surf Cluh (B 3/54)	365.00	450.00
4. Sweepstakes (Wm 1/52)	75.00	95.00
4. Sweetheart (Wm 5/50)	20.00	35.00
4. Tahiti (CC 10/49)	20.00	34.50
4. Tahiti (Un 8/53)	185.00	240.00
4. Tampico (Un 6/49)	10.00	20.00
4. Telecard (Got 1/49)	10.00	25.00
4. Tennessee (Wm 2/48)	10.00	20.00
4. Thing (CC 2/51)	15.00	35.00
4. Three Feathers (Ge 5/49)	10.00	25.00

4. Three Four Five (Un 6/51)	25.00	50.00
4. Three Musketeers (Got 7/49)	15.00	35.00
4. Thrill (CC 9/48)	10.00	20.00
4. Times Square (Wm 4/53)	65.00	90.00
4. Touchdown (Un 1/52)	15.00	25.00
4. Trade Winds (Ge 3/48)	10.00	20.00
6. Treasure Chest (Ex 12/47)	10.00	20.00
4. Trinidad (CC 3/48)	10.00	20.00
4. Triple Action (Ge 1/48)	10.00	20.00
4. Triplets (Got 7/50)	15.00	29.50
4. TriScore (Ge 1/51)	20.00	39.00
4. Trophy (B 4/48)	15.00	30.00
6. Tropicana (Un 1/48)	10.00	20.00
2* Tropics (Un 7/53)	174.50	225.00
4. Tucson (Wm 1/49)	10.00	29.00
4. Tumbleweed (Ex 8/49)	15.00	35.00
4. Turf King (B 6/50)	15.00	45.00
4. Twenty Grand (Wm 12/52)	49.50	95.00
4. Utah (Un 7/49)	10.00	20.00
4. Vanities (Ex 2/47)	10.00	19.50
4. Virginia (Wm 3/48)	10.00	12.50
4. Watch My Line (Got 9/51)	15.00	35.00
4. Whizz Kids (CC 3/52)	20.00	40.00
4. Wild West (Got 8/51)	40.00	60.00
4. Winner (Univ.)	20.00	45.00
4. Wisconsin (Un 3/48)	10.00	20.00
2* Yacht Club (B 6/53)	135.00	205.00
4. Yanks (Wm 4/48)	10.00	20.00
4. Zingo (Un 10/51)	20.00	40.00



4. Bally Shuffle Bowler (9/49)	15.00	20.00
6. Bally Speed Bowler (2/50)	15.00	20.00
6. Bally Shuffle Champ (4/50)	20.00	30.00
4. Bally Hook Bowler (11/50)	20.00	45.00
4. Bally Baseball (5/51)	35.00	45.00
4. Bally Shuffle Line (7/51)	25.00	50.00
4. Bally Victory Bowler (5/54)	325.00	400.00
4. Bally Champion Bowler (5/54)	350.00	425.00
4. ChiCoin Bowling Alley (11/49)	25.00	55.00
4. ChiCoin Shuffle Baseball (4/50)	25.00	50.00
4. ChiCoin Bowling Classic (5/50)	20.00	35.00
4. ChiCoin Pin Bowler (6/50)	20.00	30.00
4. ChiCoin Trophy Bowl (7/50)	20.00	35.00
4. ChiCoin Ace Bowler, F. P. (8/50)	25.00	35.00
4. ChiCoin Pin Lite (9/50)	25.00	30.00
4. ChiCoin Horse-Shoes (5/51)	35.00	75.00
4. ChiCoin 6-Player (8/51)	45.00	95.00
4. ChiCoin 6-Player DeLuxe (5/52)	85.00	100.00
4. ChiCoin Match Bowler (6/52)	95.00	125.00
4. ChiCoin Bowl-A-Ball (10/52)	95.00	135.00
4. ChiCoin Match Bowl-A-Ball (11/52)	100.00	150.00
4. ChiCoin 10th Frame Special (12/52)	99.50	150.00
4. ChiCoin Name Bowler (1/53)	124.00	165.00
2* ChiCoin 10th Frame Double Score Bowler (3/53)	140.00	195.00
2* ChiCoin Crown (4/53)	165.00	210.00
6. ChiCoin Crown, Giant Pins (4/53)	225.00	295.00
2* ChiCoin Triple Score (6/53)	175.00	220.00
4. ChiCoin Gold Cup (7/53)	255.00	285.00
4. ChiCoin High Speed Crown (7/53)	150.00	300.00
4. ChiCoin High Speed Triple Score (8/53)	295.00	375.00

4. ChiCoin Advance (10/53)	275.00	350.00
4. ChiCoin King (10/53)	300.00	370.00
4. ChiCoin Criss Cross Bowler (12/53)	300.00	395.00
4. ChiCoin Super Frame (3/54)	300.00	395.00
4. Exhibit Strike (6/51)	20.00	30.00
4. Exhibit Twin Rotation (5/52)	65.00	95.00
4. Genco Bowling League (11/49)	15.00	20.00
4. Genco Baseball (5/50)	15.00	20.00
4. Genco Shuffle Target (7/51)	15.00	20.00
4. Genco 8-Player Rebound (9/51)	25.00	35.00
4* Genco Shuffle Pool (11/53)	125.00	215.00
4. Genco Match Pool (2/54)	225.00	300.00
4. Gottlieb Bowlette (3/50)	15.00	29.50
4. Keeney Pin Boy (11/49)	15.00	20.00
4. Keeney Ten Pins (1/50)	15.00	20.00
4. Keeney ABC (2/50)	15.00	20.00
4. Keeney Lucky Strike (4/50)	20.00	30.00
4. Keeney King Pin (4/50)	20.00	30.00
4. Keeney Bowling Champ (4/50)	20.00	30.00
4. Keeney Duck Pins (6/50)	20.00	30.00
4. Keeney Double Bowler (8/50)	25.00	35.00
1. Keeney League (8/50)	25.00	50.00
4. Keeney 4-Way Bowler Attachment (12/50)	40.00	75.00
4. Keeney Big League (5/51)	35.00	65.00
4. Keeney 6-		





## Manufacturers New Equipment

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

### AMI, INCORPORATED

F-120 Juke Box (Receiver included)	\$1,095.00
F-80 Juke Box (Receiver NOT included)	935.00
F-40 Juke Box (Receiver NOT included)	835.00
HS-80 Selective Hideaway	795.00
HS-120 Selective Hideaway	895.00
W-80 Wall Box	89.50
W-120 Wall Box	99.00
S-80 Receiver	60.00
S-120 Receiver	65.00
Wall Speaker	44.50
Corner Speaker	64.50
Recessed Speaker	49.50
R-167 Bargrip	12.75

### AUTO-PHOTO CO.

Auto-Photo	\$2,545.00
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### BALLY MFG. CO.

Champion	\$ 795.00
Variety	760.00
Moon-Ride	995.00
Magic Bowler (with Match Feature)	
Model Magic-110, 10c a play	755.00
Model Magic-325, 10c a play, 3 plays for 25c	775.00
Mystic Bowler (without Match Feature)	
Model Mystic-110, 10c a play	710.00
Model Mystic-325, 10c a play, 3 plays for 25c	730.00

### CHICAGO COIN

Thunderbolt Bowler (With Match Feature)	
Single Chute	\$ 750.00
Double Chute Model	770.00
Fireball Bowler (Without Match Feature)	
Single Chute	\$ 685.00
Double Chute	705.00
<b>EXHIBIT SUPPLY</b>	
Sportland Moving Target Shooting Gallery	\$ 645.00
Junior Jet Ride	395.00
Big Bronco	997.50
Roy Rogers' Trigger	1,047.50
Rudolph The Red Nosed Reindeer	725.00
Rudolph The Red Nosed Reindeer With Music	775.00
Pete The Rabbit	725.00
Pete The Rabbit With Music	775.00
Twin Pete The Rabbit	725.00
Rawhide	725.00
Space Patrol, New Style	1,047.50
Sea Skate	1,047.50
Vacumatic Card Vendor	221.50

### GENCO MFG. & SALES CO.

Big Top Rifle Gallery (With Match Score and Free Play Feature)	\$ 675.00
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### D. GOTTLIEB & CO.

Super Jumbo (With Match Score and Free Play Feature)	\$ 595.50
Diamond Lill	392.50

### INTERNATIONAL MUTO. CORP.

Drive Yourself (new Drivemobile)	\$ 795.00
Photomat '54	2,150.00
3-D Art Parade, 10-show model	495.00
3-D Art Parade, 6 show model	395.00
Universal Post Card Vendor	60.00

### J. H. KEENEY & CO., INC.

DeLuxe Sportsman (With Match Feature)	\$ 690.00
Sportsman (Without Match Feature)	665.00
American Bowler With Match Feature	
Single Chute	690.00
Double Chute	710.00
National Bowler Without Match Feature	
Single Chute	650.00
Double Chute	670.00
Electric Cigarette Vendor	284.50
Coin Changer Model	304.50

### ROCK-OLA MFG. CORP.

Model 1446 Hi-Fi Phono, 120 Selection, 45 RPM Only	
Model 1440 "Comet Fireball" Playmaster, 120 Selection, 45 RPM Only	
Model 1442, Hi-Fi, 50 Selections, 45 RPM Only	
Model 1546 Chrome Wall Box, 120 Selections	
Model 1548, 50 Selection Wall Box	
Model 1550, 20 Selection Wall Box	
Model 1613, 8" Blonde Wall Speaker	
Model 1614, 8" Mahogany Wall Speaker	
Model 1906, Remote Volume Control	

### J. P. SEEBURG CORP.

HF-100-R	
3W-1 Wall-O-Matic "100"	
MRVC-1 Master Remote Volume Control	
CVS4-8—8" Wall Speaker Ivory (Teardrop)	
CVS6-8—8" Recessed Speaker	
CVS7-12—12" Recessed Speaker	
PS6-1Z Power Supply	
ARA1-L6 Auxiliary Remote Amplifier	
AVC-1 Automatic Volume Compensator Unit	

### UNITED MFG. CO.

DeLuxe Mercury Shuffle Alley (With Match Feature)	
Regular Model, 10c play	\$ 735.00
Special Model, 10c, 3 for 25c	755.00
Mercury Shuffle Alley (With Match Feature)	
Regular Model, 10c play	705.00
Special Model, 10c, 3 for 25c	725.00
De Luxe 11th Frame Shuffle Alley (With Match Feature)	
Regular Model, 10c play	\$ 710.00
Special Model, 10c, 3 for 25c	730.00
11th Frame Shuffle Alley (Without Match Feature)	
Regular Model, 10c play	685.00
Special Model, 10c, 3 for 25c	705.00
De Luxe Carnival Gun (With Match Feature)	
Single Chute	700.00
Double Chute	720.00
Carnival Gun (Without Match Feature)	
Single Chute	675.00
Double Chute	695.00
De Luxe Comet Shuffle-Targette (With Match Feature)	
Regular Model, 10c play	710.00
Special Model, 10c, 3 for 25c	730.00
Comet Shuffle-Targette	
Regular Model, 10c play	685.00
Special Model, 10c, 3 for 25c	705.00
Singapore	725.00

### WILLIAMS MFG. CO.

Jet Fighter (Without Match or Free Play Features)	\$ 650.00
Super Jet Fighter (With Match and Free Play Features)	675.00
Lulu	389.50

### THE RUDOLPH WURLITZER CO.

Model "1700" Phonograph	
Model "1600-A" Phonograph	
Model "1650-A" Phonograph	
Model "1500-A" Phonograph	
Model "1600" Phonograph	
Model "1650" Phonograph	
Model 5112—12" Concealed Speaker Hi-Fi	
Model 5112—8" Wall Speaker Hi-Fi	
Model 5205 5c-10c-25c Wall Box 3 Wire (104 Selections)	
Model 5206 5c-10c-25c Wall Box 4 Wire (48 Selections)	
Model 4851 5c-10c-25c Wall Box (48 Selections)	
Model 5204 5c-10c-25c Wall Box (104 Selections)	
Model 5100 8" Speaker	
Model 5110 12" DeLuxe Speaker	

1. Keeney Diamond Bowler (5/54)	200.00	345.00
4. Rock-Ola Shuffle Lane (12/49)	15.00	20.00
4. Rock-Ola Shuffle Jungle (5/50)	20.00	30.00
4. United Shuffle Skill (6/49)	15.00	20.00
4. United Shuffle Alley (9/49)	15.00	20.00
4. United Super Shuffle Alley (1/50)	20.00	30.00
4. United Double Shuffle Alley (2/50)	20.00	30.00
4. United Shuffle Alley Express (3/50)	20.00	30.00
4. United Shuffle Slugger (6/50)	20.00	30.00
4. United 2-Player Express (6/50)	25.00	35.00
4. United Twin Shuffle Alley (7/50)	25.00	35.00
4. United Rebound (8/50)	30.00	39.50
4. United 4-Player Rebound (9/50)	35.00	60.00
4. United Twin Shuffle-cade (12/50)	35.00	60.00
4. United 5-Player (1/51)	45.00	75.00
2* United 6-Player	50.00	75.00
1* United DeLuxe 6-Player (10/51)	50.00	95.00
4. United 6-Player Super (3/52)	60.00	115.00
4. United 4-Player Official (5/52)	75.00	135.00
2. United 6-Player Star (7/52)	95.00	140.00
4. United 10th Frame Star (9/52)	125.00	150.00

4. United Manhattan 10th Frame (9/52)	125.00	150.00
4. United 10th Frame Super (10/52)	125.00	145.00
4. United Manhattan (9/52)	115.00	140.00
2* United Cascade (2/53)	125.00	175.00
2* United Clover (2/53)	145.00	195.00
4. United Liberty (2/53)	105.00	175.00
2* United Classic (6/53)	179.50	210.00
4* United Olympic (6/53)	175.00	225.00
2* United Royal (9/53)	225.00	295.00
2. United Imperial (9/53)	245.00	320.00
4. United Chief (11/53)	325.00	360.00
4. United Leader (11/53)	325.00	380.00
4* United Team (1/54)	325.00	355.00
4. United DeLuxe Team (1/54)	325.00	350.00
4. United League (1/54)	295.00	395.00
4. United Ace (Un 5/54)	375.00	425.00
2. United Banner (8/54)	415.00	435.00
4. Universal Twin (1/50)	15.00	35.00
4. Universal Super Twin (3/50)	30.00	40.00
4. Universal DeLuxe Twin (10/50)	30.00	40.00
4. Universal High Score (10/50)	30.00	40.00
4. Universal Bowlomatic (3/51)	30.00	40.00
4. Williams Twin Shuffle (12/49)	20.00	34.50
4. Williams Twin Shuffle (9 1/2') (2/50)	20.00	30.00
4. Williams Bowler (9 1/2') (3/50)	25.00	30.00
4. Williams Double Header (7/50)	20.00	45.00
4. Williams 5-Player Bowler (6/51)	20.00	30.00



4. ABT 6 Gun Rifle Range	550.00	650.00
4. Boomerang	25.00	45.00
4. Bally Big Inning	79.50	150.00
4. Bally Bowler	20.00	30.00
4. Bally Convoy	39.50	59.50
4. Bally Defender	59.50	125.00
4. Bally Eagle Eye	39.50	49.50
4. Bally Heavy Hitter	35.00	60.00
4. Bally King Pin	20.00	35.00
4. Bally Lucky Strike	25.00	40.00
4. Bally Rapid Fire	95.00	125.00
4. Bally Sky Battle	39.50	85.00
4. Bally Torpedo	49.50	85.00
4. Bally Undersea Raider	64.50	125.00
6. Bank Ball	35.00	45.00
4. Champion Hockey	35.00	55.00
4. ChiCoin Basketball Champ	95.00	195.00
4. ChiCoin 4-Player Derby	100.00	195.00
2* ChiCoin Goalee	54.50	100.00
4. ChiCoin Hockey	55.00	75.00
4. ChiCoin Midget Skee	65.00	165.00
4. ChiCoin Pistol	75.00	95.00
6. ChiCoin Roll-A-Score	29.50	75.00
4. Chi Coin Home Run, 6 Player (3/54)	250.00	375.00
4. Edelco Pool Table	20.00	75.00
2. Evans Bat-A-Score	130.00	165.00
4. Evans Bola-Score	79.50	89.50
4. Evans Ski Roll	35.00	95.00
4. Evans Super Bomber	100.00	210.00
4. Evans Play Ball	65.00	75.00
4. Evans Ten Strike '46	20.00	65.00
4. Evans Tommy Gun	39.50	95.00
3* Exhibit Dale Gun	35.00	65.00
4. Exhibit Gun Patrol	105.00	175.00
4. Exhibit Jet Gun	99.00	195.00
4. Exhibit Space Gun	89.50	145.00
4. Exhibit Pony Express	85.00	135.00
4. Exhibit Silver Bullets	75.00	115.00
4* Exhibit Six Shooter	79.00	135.00
4. Exhibit Vitalizer	45.00	75.00
2* Exhibit Shooting Gallery	225.00	365.00
6. Groetchen Met. Typer	79.50	149.50
1* Genco Sky Gunner	145.00	195.00
4. Genco Night Fighter	149.00	250.00
4. Genco Basketball	250.00	399.50
6. Irish Poker	50.00	65.00
4. Jack Rabbit	50.00	99.50
4. Jungle Joe	49.50	69.50
4. Keeney Air Raider	90.00	145.00
4. Keeney Anti Aircraft B1	15.00	35.00
4. Keeney Sub Gun	75.00	95.00
4. Keeney Texas Leaguer	25.00	50.00
4. Kirk Night Bomber	75.00	150.00
4. Lite League	49.50	99.50
4. Mills Panoram Peek	159.00	275.00

6. Mills Conv. for Panoram Peek	10.00	29.50
4. Muto. Atomic Bomber	125.00	195.00
4. Mutos. Ace Bombers	100.00	195.00
4. Mutoscope Dr. Mobile (Prewar)	95.00	195.00
4. Mutos. Fly. Saucers	90.00	160.00
4. Mutos. Photo. (Pre-War)	150.00	250.00
4. Mutos. Photomatic (DeLuxe)	350.00	575.00
4. Mustoscope Silver Gloves	125.00	200.00
4. Mustoscope Sky Fighter	125.00	195.00
4. Mutos. Voice-O-Graph 35c	405.00	545.00
4. Periscope	69.50	99.50
4. QT Pool Table	65.00	85.00
4. Quizzer	60.00	95.00
6. Rockola Ten Pins HD	20.00	40.00
4. Rockola World Series	20.00	40.00
4. Scientific Baseball	35.00	79.50
4. Scientific Basketball	20.00	75.00
4. Scientific Batting Pr.	65.00	89.50
4. Scientific Pitch 'Em	145.00	185.00
1* Seeburg Bear Gun	145.00	195.00
4. Seeburg Chicken Sam.	69.50	110.00
4. Seeburg Shoot the Chute	49.50	95.00
4* Seeburg Coon Hunt	325.00	450.00
4. Set Shot Basketball	200.00	250.00
4. Telequiz	125.00	150.00
4. Un. Team Hockey	30.00	85.00
4. United Jungle Gun	350.00	425.00
4. United DeLuxe Jungle Gun	395.00	495.00
4. Western Baseball '39	75.00	95.00
4. Western Baseball '40	95.00	125.00
4. Wilcox-Gay Recordio	40.00	75.00
4. Williams All Stars	35.00	75.00
4. Williams Box Score	39.50	75.00
4. Williams Star Series	40.00	90.00
4. Williams DeLuxe World Series	40.00	90.00
4. Williams Super World Series	95.00	165.00
4. Williams Quarterback	25.00	75.00
4* Williams DeLuxe Baseball	145.00	199.50
4. Williams Pennant Baseball	175.00	250.00
4. Williams Super Pennant Baseball (1/54)	155.00	275.00
6. Williams Super Star Baseball (1/54)	325.00	395.00
4. Williams Major League Baseball (4/54)	250.00	375.00
4. Williams All Star Baseball (5/54)	250.00	350.00
2. Williams Big League Baseball (6/54)	245.00	375.00
4. Wurlitzer Skee-ball	35.00	150.00





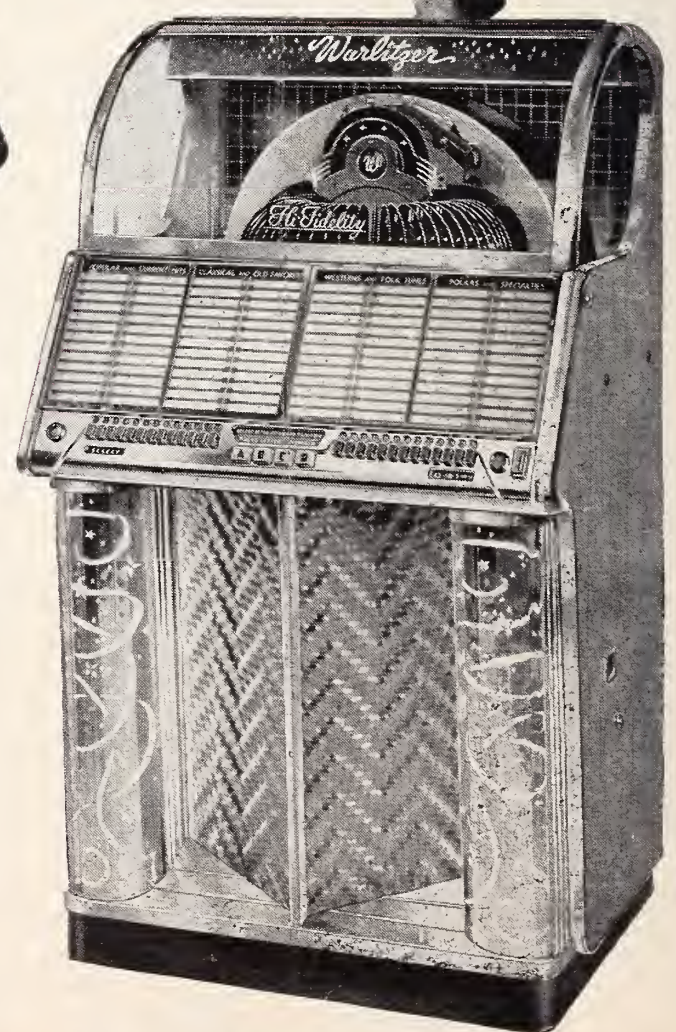
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IN YOUR AREA**

Your competition is stopped dead in its tracks when it tries to buck the play appeal and profit power of the Wurlitzer 1700HF. 104 selections, true Hi-Fi tone, *plus* standout eye attraction add up to more money than you've ever seen in a collection box. You'll not only hold the line against competition, but *run up bigger earning scores*, too—with a triple-threat 1700HF in every top location!

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WURLITZER DISTRIBUTOR**  
THE HIGH SCORING, HIGH FIDELITY

*Wurlitzer* **1700HF**

TAKES THE MASK OFF  
THE MUSIC





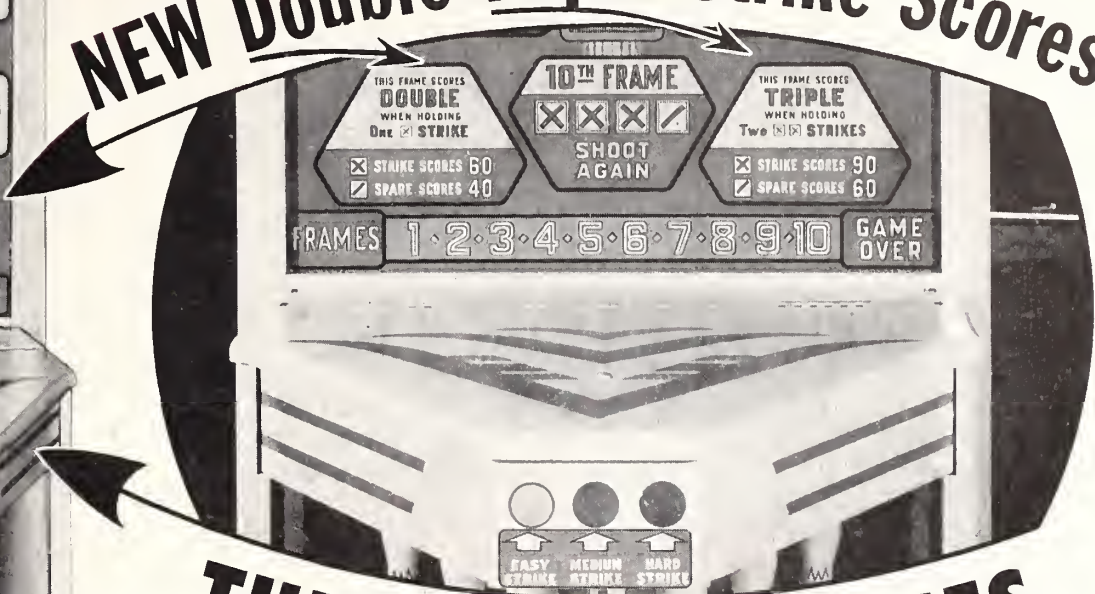
United's Deluxe

# Mars

SIX PLAYER SHUFFLE-ALLEY

with

## NEW Double Triple Strike Scores!



## THREE STRIKE LANES

**EASY**  
FRAMES  
1, 4, 7, 10

**MEDIUM**  
FRAMES  
2, 5, 8

**HARD**  
FRAMES  
3, 6, 9

### New Match-A-Score SPELL

## UNITED'S

CARRY-OVER FEATURE  
STAR-NUMBER LITES LETTERS

NUMBER MATCH

+

CLOVER STAR NUMBER

MATCH SCORE FEATURES 3rd OR 10th FRAME

### 10th FRAME FEATURE

HIGH SCORE FEATURE

KING SIZE PINS

AVAILABLE IN  
10¢-3 FOR 25¢ MODELS

NEW E-Z SERVICE FEATURES

TWO SIZES: 8 FT. BY 2 FT., 9 FT. BY 2 FT.

SEE YOUR DISTRIBUTOR NOW!

OTHER UNITED HITS NOW AT YOUR DISTRIBUTOR

**SINGAPORE**  
FAST ACTION IN-LINE GAME

**COMET**  
SHUFFLE TARGETTE  
WITH or WITHOUT MATCH-A-SCORE  
EXTREMELY QUIET PLAY

**CARNIVAL GUN**  
FLASHY, FAST-PLAY  
SHOOTING GALLERY  
WITH TIME BONUS SCORE

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

MARS SHUFFLE ALLEY ALSO AVAILABLE  
IN REGULAR MODEL  
WITHOUT TRIPLE MATCH FEATURE



# MORE players play MORE

thanks to new

# SUPER-STRIKE feature



TYPICAL comment, heard on location, tells the play-appeal reason for the record-smashing earning-power of the newest Bally shuffle-bowling sensations—MAGIC-BOWLER (with match-feature) and MYSTIC-BOWLER (without match-feature).

"I'm not too good," says an average player, "but I can score Strikes when I try. So, even if I don't hit many Super-Strikes, I have fun

Says a better-than average bowler: "I can hit Strikes with my eyes closed, but you really have to be good to hit those fancy big-score Super-Strikes, and I keep trying to build up my Super-Strike average."

Super-Strikes are Strikes scored with extra skill in straight-lining the puck. Strikes are scored when puck travels along the yellow strike-lanes (grey in photograph) knocking down all 10

pins. But, if the puck stays between red lines (black in photograph) marked on the strike lanes, score for all pins down is Super-Strike, ranging up to a juicy 300. Thus all types of players, from the now-and-then shuffler to the super-skilled regular, get a big dime's worth of amusement when they play MAGIC-BOWLER and MYSTIC-BOWLER. Operators reap the benefit in bigger, steadier collections.

### Appeals to All

Average players hit enough Strikes on MAGIC-BOWLER and MYSTIC-BOWLER to hold their interest, while they keep on trying for Super-Strikes. Better-than-average players, who soon get bored with "too easy" Strikes find a new thrilling skill-satisfaction in the new thrilling Super-Strike feature. Result: MORE players play MORE, operators earn MORE!



### Who needs muscles?

Feeblest little secretary in your office can raise playfield lid of MAGIC-BOWLER or MYSTIC-BOWLER with finger-tip pressure. Opening or closing, powerful spring-mechanism does all the work. Try the new EASY-UP playfield at your Bally Distributor today.

**POPULAR  
Speed-Control  
SCORE-BOOSTER**

**Bally**

**Magic-Bowler**  
WITH POPULAR MATCH-PLAY

**Mystic-Bowler**  
WITHOUT MATCH-PLAY

CHOICE OF DIME-A-PLAY OR DIME-A-PLAY, 3 PLAYS FOR A QUARTER  
POPULAR SIZE: 8 FT. BY 2 FT.

BALLY MANUFACTURING COMPANY—2640 Belmont Avenue, Chicago 18, Illinois