Abbott Records, which came to the forefront in 1953 with its smash hit "Mexican Joe," celebrates its first anniversary this month. Pictured above are Fabor Robison (left), head of the diskery; Carl Taft (center) west coast representative of The Cash Box; and Jim Reeves, who recorded "Mexican Joe." Robison quickly released several smash follow-ups which included "Caribbean" and "Bimbo," along with the launching of his new companion Fabor label. "Mexican Joe" won top honors as the best country and western record of 1953 in the eighth annual poll of the nation's juke box operators conducted by The Cash Box.
Install the only phonograph of its kind in the industry—the 104-selection Wurlitzer 1500-A playing 45 and 78 RPM records intermixed. Up goes the quality of your music and the patrons response to it. Earnings get an immediate and amazing lift.

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THE RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, NEW YORK
**CASH BOX**

**Music Editorial**

It's an old saying that opportunity knocks but once.

Fortunately that old saying isn't quite accurate. For the MOA convention gives opportunity a chance to knock for the music business not once, but once a year.

Every year, record company officials, publishers and artists take advantage of that opportunity by going out to Chicago to meet juke box operators from everywhere in the nation gathered there at their annual convention.

Such an opportunity can be had at no other time during the year.

The forthcoming MOA convention takes place next Monday, Tuesday, and Wednesday, March 8, 9, and 10 at the Palmer House in Chicago. Representatives from all walks of the music business have already made plans to be there. And we at The Cash Box cannot emphasize too strongly the importance of attending the meet. For record firms, it's the opportunity to sell records. For publishers, to promote their tunes. And for artists, the chance to sell themselves to the thousands of juke box operators on whom they must depend to buy their disks.

As we said, it's impossible to overemphasize the importance of attending the MOA convention for anyone in the music business. But in the event that you can't attend, then it's imperative that, at the very least, you send your message to the operators who will be there.

The ideal way of sending your message is through The Cash Box' special MOA convention issue which will be published next week and distributed at the convention starting on Sunday afternoon when the operators start to arrive.

At this late date, it is almost superfluous to say that *The Cash Box* is the bible of the juke box industry. Everyone knows that. And at the MOA convention it is always and obviously the most widely distributed and read magazine. But more than just reading it, operators keep it, take it home, and refer to it for weeks later. That means that advertising placed in next week's issue, will be read not once, but every time the operators look at the magazine in the weeks to come.

The MOA special issue is created for you to reach the operator. Take advantage of it.

Once more we would like to say: If you can possibly attend the MOA convention, make every effort to do so. And if you can't, then be sure that you are represented at the convention by your message in *The Cash Box*' MOA special which will be out next Sunday.
THE TEN RECORDS
DISK JOCKEYS PLAYED MOST THIS WEEK
PLUS THE NEXT FIVE

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

1. SECRET LOVE .................................. Doris Day (Columbia)
2. STRANGER IN PARADISE ......................... Tony Bennett (Columbia)
3. OH, MY PAPA .................................... Eddie Fisher (RCA Victor)
4. MAKE LOVE TO ME .................................. Jo Stafford (Columbia)
5. YOUNG AT HEART .................................. Frank Sinatra (Capitol)
6. FROM THE WINE CAME THE GRAPE .......... Hilltoppers (Dot)
7. CHANGING PARTNERS ..................... Patti Page (Mercury)
8. DARKTOWN STRUTTERS BALL ....... Lou Monte (RCA Victor)
9. TILL WE TWO ARE ONE ............... Georgie Shaw (Decca)
10. THAT'S AMORE .................................. Dean Martin (Capitol)

Gene Fullen (WCHS-Columbus, Ohio) puts in a plug for Columbus as an important market for the major companies. Gene says, "We fully realise we cannot possibly hope to become the most important market in Ohio because of our smaller size, but nevertheless the record companies and the jocks in Columbus can definitely feel the surge during the past year." Jo Ann Tolley, MGM thrush, formerly enjoyed an unusual experience. Jo Ann originally recorded "Too Sweet To Forget" for Cadillac Records. Regent Records liked them and bought the masters. MGM in turn purchased the masters from Regent. Looks like that's all for a while. MGM thinks too highly of the lush thrush to pass her along to any other diskery.

Pic of the week—Chuck Thompson and his rooster, Elmer, left Jackson, Mississippi for Mobile, Alabama and now heard mornings on WALA. Mitch Reed (WTWV-Baltimore, Md.) now working five tunes from the Husk box list into the first hour of his evening show, each night. Comments from juke box ops, storekeepers and distrubs have been highly complimentary. . . . At a recent "Goodman & Kirdwood "Teenagers Unlimited" (WOR-New York) Saturday show the teenagers voted "Record Hop" by Benny Lee on London, one of the top tunes on the show. . . . Bob Kaye (WMEB-Miami, Fla.) recently took over the "Music Till Midnight" show from Pickin' Chicken Restaurant in Miami. Show runs from 10 to 12 midnight and features all the newest and best pops, the great old standards and personal interviews with the biggest names in the biz. . . . Mort Nusbaum, Rochester jockey, married to Virginia Lee on February 16 in Miami Beach, Fla. . . . Bob Jones (WCBR-Memphis, Tenn.) running a nationwide campaign for a little polo stricken girl in Genoa, Italy. Wants to raise $20,000 dollars to bring her and the parents to this country for treatment. Bob would like all jocks interested to perhaps send a donation to him at Memphis to the "Anna Fund" by Memphis Bank and Trust Co., Memphis, Tenn. . . . Dick Stuts, writer of "Melissa," "Prospect Park," "Hand In Hand," "Don't Let The Word Get Around" and others, has returned to his Pittsburgh home. Dick will rejoin his former "Bou's," Sid Dickler, one of the Steeltown's most active disk jockey and artist record exploitation guys. "The Mustache" also scribes a dozen or so record columns in neighboring Pittsburgh communities as well as "This Week In Pittsburgh."

After several months out of circulation, Phil "Al Roberts" Alarie is back in the saddle again with a 45-minute early morning country d.j. show on WPAW-Pawtucket, R. I. daily, Monday through Friday. Starting March 1 the show will be extended to one and one-half hours. . . . Glenn Champlin, all night deejay at WCCO-Minneapolis, Minn. writes someone at the station appropriated all the Larry Laine records for his own collection. Only record left in library is her London slicing "Why Cry." Oh well, so it's a plug.

"It's What's in THE CASH BOX That Counts"
Breaking fast for a double header hit!
A GIRL, A GIRL
(Zoom-Ba De Alli Nella) His first Italian Lyrics!
and
Featured in the Smash Broadway Musical
JOHN MURRAY ANDERSON'S ALMANAC
(With All My Heart and Soul)
ANEMA E CORE

with Hugo Winterhalter's
Orchestra and Chorus
20/47-5675

“It's What's in THE CASH BOX That Counts”
PATTI JEROME & EDDIE WILCOX
(1960; 45-1005)

"NO MAMA—NO PAPA" (2:04)
(Mae Donald, Kristian, Krisc-\nman, Louna) Patti Jerome debuts her
sensational style on Central as she
sends up a sensational jumper that
stands a good chance of hitting. Real
soul rhythm item with a great back-
ing by Eddie Wilcox.

"TRAVLIN' LIGHT" (2:58)
[彪.C.~ASCAP—Mercer, Young, Mundy] The Thrush could use another
great job on this slowtorchy blues
item. A real stand-out performance
that could break. Thrush has a brilli-
ant future.

STEVE GAYNOR
(Equity 1003; 45-1003)

"SUNDAY MORNING U. S. A." (2:37) [Mecca ASCAP—Kosner, \nLisbon] A religious-patriotic type
number is given a sincere and feel-
 ingful reading by the expressive voice of Steve Gaynor. Gainsboro Singers
assist.

"WHEN YOU'RE HOME WITH THE ONES THAT YOU LOVE" (2:55) [Mecca ASCAP—Kosner, \nWolf, Thompson] This one and the balladeer
again join on a sentimentale material of
Warm listening.

LARRY WAGNER ORCHESTRA
(A 400-732; 45-782)

"A WALKING DOLL" (3:18) [Keene ASCAP—Wagner, Eaton, \nShaw] The balladeer and his men
send up a slick instrumental inter-
pretation of a good jump item. Ork has
a fine turn.

"DON'T CRY" (3:19) [Keene ASCAP—Wagner, Eaton] The
verse in the band present some fine
tonal as they dig up some more
good dance stuff. Piece really jumps.

MARY MAOY
(50-5509)

"IT HAPPENS" (2:37) [BMI—Canada Ltd.—Campbell] Mary
Mayo sounds great as she tenderly
treats a warm and real pretty ballad.
A polished and professional job of
singing. Mayo employs great voice
power.

"TRAPRED" (2:29) [Jefferson ASCAP—Burns] Bill Stegmeyer
supplies another appropriate setting
for the choir as she rhythms through
a multiple voice number. Chanting
backdrop by thrust is effective. Good
side.

RUSH ADAMS
(King)

"THEN I'LL BE HAPPY" (2:10) [Connie ASCAP—] Are Dooley
and his son offer a great cornball piano
backing for Rush Adams' bouncy rend-
tition of a cute novelty. A lively deck
that could catch.

"ARIZONA" (2:38) [Fransworld Music] Rush comes out with some
more lively vocal, material as Dooley
supplies the socko piano backdrop.

LEON DIA MONT
(Ambassador 1907; 45-1007)

"BANG KONG BLUES" (2:14) [Squier ASCAP—Carmichael] A
Hoagy Carmichael hit of some years
ago gets a potent revival styling via the
harmonics of Leo Diamond. Ter-
rife arrangement. Could stir up noise.

"MY SIN" (2:25) [Crawford ASCAP—DeSylva, Brown, Hen-
derson] On this end the harmonics
vindictively bruised a pretty oldie
with an appealing sentimental melody.
Real easy listening. Could be another
"Off Shore."

VERNIA LEEDS
(Original 504; 45-504)

"ALONE" (2:04) [ASCAP—Lar-
tin, Simpson] Vernia Leeds comes
close with a fine job on a lovely ballad
as she employs the technique of mul-
tiple vocals. An appealing number
that should garner coin.

"IT TAKES A LONG, LONG TRAIN WITH A RED CA-
BOAT" (2:25) [ASCAP—Marbles, Charles] The sprite thrush rhythms
through a peppy jumper in a colorful
manner. Number is lively.

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YOU CAN OBTAIN YOUR FREE COPY OF
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(MARCH 13th ISSUE)
"MOA SPECIAL"
(MUSIC OPERATORS OF AMERICA CONVENTION ISSUE)
SUNDAY AFTERNOON, MARCH 7
IN THE CASH BOX’ SUITE AT THE PALMER HOUSE

AND ALL DURING THE CONVENTION, MON., TUES., WED.,
MARCH 8, 9, AND 10, IN THE CASH BOX’ DISPLAY
ROOM 816

THE FOLLOWING MEMBERS OF THE CASH BOX’ STAFF WILL
BE ON HAND TO GREET YOU BEGINNING SUNDAY MARCH 7

BILL GERSH, Publisher, Chicago
BOB AUSTIN, General Mgr., Music Dept., New York
SID PARNES, Editor-In-Chief, New York
CHARLES LAMB, Mgr., Nashville
KARYL LONG, Music Dept., Chicago
AL SCHLESINGER, Columnist “As I See It”

FOR ANY FURTHER INFORMATION PHONE THE CASH BOX CHICAGO OFFICES:
32 WEST RANDOLPH ST., CHICAGO 1, ILLINOIS
ALL PHONES: DEARBORN 2-0045

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ALL PHONES: DEARBORN 2-0045
MARY ROSE BRUCE (RCA Victor 20-5659; 47-5659)

A "SAID THE LITTLE MOMENT" (2:22) [Hallmark ASCAP—Plick, Nathan] The charming voice of Mary Rose Bruce comes over exceptionally well on this pretty Waltz item with a catchy melody.

B "DRIVE SAFELY DARLIN'" (3:05) [Mills ASCAP—Frim, Brunswick] Harry Geller and the orchestra support the cheer on this pretty country flavored item to which she gives so much meaning.

BUDDY CUNNINGHAM

(Valley 113; 45-113)

A "ANGELS IN THE SKY" (2:20) [Ridgeway BMI—Glasser] Valley Records could have another "Crying In The Chapel" in this dramatic semi-religious item by Buddy Cunningham. Great tune loaded with potential.

B "A WASTED LOVE" (2:41) [Valley BMI — Eddy, Shannon] The waltz. It seems that every waltz comes from the Herman Cohanoff on this country flavored tearful item. Sentimental number well delivered.

WALLY STOTT ORCH.

(Epic 9023; 4-9023)

A "THE SEVENTH NIGHT" (2:57) [American BMI—Ellis] The dancing strings of the Wally Stott orch are light and inviting on this slow and fast lush instrumental. Pretty melody.

B "BETTY" (3:06) [American BMI] A beautifully sung romantic ballad under the guidance of the Stott orchestra. An outstanding arrangement of this pleasing music for the quiet hour.

LARKS

(lloyd's 108; 45-108)

A "MARGIE" (2:34) [Fisher & Maclean ASCAP—Davis] The Lark's team work on a handclapping rendition of the great oldie "Marge" in the same vibrant fashion as the current hit "Mary." Potent possibilities.

B "ROCKIN' IN THE ROCKIN' ROOM" (2:43) [Halsey ASCAP—Mosley, Manning, Breslin] The versatile group comes up with another solid rhythm item that should also do as well in the R & B market. Spiritual flavor.

HELEN TROY

(Vite 101; 45-101)

A "A KISS IN THE DARK" (2:25) [Witmark ASCAP—Herbert, DeSylva] Assisted by Jud Conlon's Rhythmnaires and the Van Alexander Orch, Helen Troy makes an impressive debut on the Vite label with a potent rhythm version of a terrific oldie. Real solid arrangement that could hit.

B "GET THE BLUES WHEN IT RAINS" (2:58) [Forster ASCAP—Eulberg, Stoddard] On this end the band gets a bluesy beat in her fine style. Top grade reading.

JIMMY WAKELY & LAWRENCE WELK

(Coral 61134; 9-61134)


B "I STOPPED LIVIN'" [Warner, Weider] Jimmy Wakely takes a solo run on a sentimental country lament. Appealing number with a tearful air that should do better in the country market.

DAVID WHITEFIELD

(London 1433; 45-1433)

A "THE BOOK" (2:11) [Kassner ASCAP—Gotwalt, Roberts] David Whitefield, who's been doing a bang-up job in England has in his latest release, a side that could make him a U.S. star. It's a terrific semi-religious item given a full strength emotional reading. Great material.

B "HEARTLESS" (2:05) [Pecora-Birtle BMI—Gaze Andre] Stanley Black sets up another easy and exciting backdrop for this belted delivery of an exciting tango number. Good tune.

JIMMY SWEENEY & VARIOLETS

(Hickey 1004; 45-1004)

A "I'VE GOT A WOMAN'S LOVE" (2:30) [Aronoff-Rose BMI — Robbins] Jimmy Sweeney and the Varieltes team up on a touching number that given a feelingful reading by the boys. Lovely tune and terrific crew.

B "DEEP BLUES" (2:21) [Milenkovic ASCAP — Rose, McAlpin] The talented artists rhythm through a solid jumper with a spiritual sound.

HENRI RENE MUSETTE ORCH. (Standard 184; 45-184)

A "TICK-TOCK SERENADE" (2:35) [Colombo BMI — Corry, Gross] Jimmy Blair and the orchestra bounce through a cute novelty as Henri Rene and the Musette orch supply the lush backing. Melodious and inviting number.


LARRY ELGART ORCH.

(Deco 29043; 9-29043)

A "MORE THAN YOU KNOW" (3:15) [Miller ASCAP—Younes, Rosenthal] A terrific flavored novelty bluesy instrumental version of a great oldie is rendered by Larry Elgart and the orchestra. Lovely melody and fine alto sax work by the leader.

B "YOU'RE DRIVING ME CRAZY" (2:30) [Bregman, Voccio & Conn ASCAP—Donaldson] Another standard gets a mood music styling from the Elgort boys. Fine quality.

FRANKIE VALON

("X"-0006; 4-0006)

A "THE BOOK" [Kassner ASCAP] (Gotwald, Roberts) As The Tex-Tor Singers handle the vocal, 11 year-old Frankie Avalon drives up a superb trumpet solo that could make this disk a click. Beautiful rendition much like the Carver version of "Oh, Mein Papa."

B "TRUMPET SERRRTO" The youngsters come through with another effective trumpet solo on this ever popular standard while the chorus again supplies the vocal. Pretty deck.

DINAH KAYE

("X"-0005; 4-0005)

A "FALSE HEARTED LOVER" (2:30) [Ganov ASCAP—Dubin, Fisher] New label "X"s first female artist, Dinah Kaye, delivers an exciting reading of a fast moving number. Piece jumps.

B "STRIKE A MATCH" (2:38) [ASCAP—Spence] Howard Gibling and the orch again supply the backing for this slow tearful rendition of a tune packed with wallops.

RALPH MARTERIE

(Metronome 792/7; 702/7 x 45)

A "BIG NOISE FROM WINNETKA" (2:31) [Bregman, Voccio & Conn] Ralph Marterie comes up with his best instrumental offering to date. It's a great arrangement that could revive this oldie and make it a hit again.

B "TU LA ROSA" (2:29) [Home-town ASCAP] A most beautiful melody is given an exceptionally beautiful reading by a young tenor as Ralph delivers up some great tooting in the backdrop. Number has possibilities.

RUSTY DRAPER

(Metronome 792/7; 702/7 x 45)

A "MELANCHOLY BABY" (2:29) [ Shapiro, Bernstein ASCAP—] Rusty Draper does a great job with a terrific old standard. A real stylish showing that could make the grade.

B "TRAIN WITH THE RHUMBA BEAT" (2:27) [American BMI—] On this end the versatile artist builds the tempo as he rhythms through a country flavored novelty. Interesting item that could catch.
NEW YORK:

It looks as though Label "X" may have a sleeper smash right at the start in a disk called "Trumpet Sorrento" by 11 year old Frankie Avalon. The boy was brought to the attention of Joe DiLore, sales manager of Varsity and recording session as immediately arranged by Jimmy Hilliard. Initial reaction has been tremendous... Carmen Cavallero signed by Decca for another 3 years. Very funny carry from Slim Gaillard, currently at Birdland. ... Bob Manning set playing the Jukeboxes in Pittsburgh as his current disk, "Venus Di Milo" gets a spin. ... Louis Armstrong doing two jobs at the Chicago Theater this week. Not only is he starring on stage but he is also seen trumpetming in the movie, "The Glenn Miller Story." ... Ray McKinley will disband his orchestra at the end of this month. Hugo Winterhalter and Sherm Feller just returned from a trip to Pittsburgh, Cleveland and Detroit plugging "Latin Lady." Hugo now heads South for a short vacation. ... The Patti Jerome disk on Central is kicking off pop. It's titled "Travelo" Light" and "No Mama, No Papa" and has an Eddie Wilcox arrangement. Thrush is managed by Al Green of the Decca office. ... Eddie Calvert due in this week to be presented with a gold record for having sold a million "Oh Mein Papa" between this country and England. He'll be taken on a dj and operator tour by Jules Malamed, sales manager of Essex Records. ... Milton Kellem going all out on promotion of the current release "This Is You." recorded by Charlie Applewhite on Decca. ... The Four Aces got together with BING Crosby last week and transcribed a program which will be heard on the Bing Crosby Show shortly. The Aces are currently at the Thunderbird in Las Vegas and will do a picture on the coast following that engagement.

CHICAGO:

Recording artists reported to be trying their level best to so arrange their dates that they will be able to fly to the M.O.A. Convention at the Palmer House here on March 8, 9 and 10, and say "hello" to the nation's juke box ops in convention-land. ... Like Al Bellin's terrific postcard on "Wante." That big, red "Wanted" sure caught the eye. ... Thanks to George Kay for a really sensational pie of Vicki Benet, MGM's Parisian doll. ... Terriific simulcast of the very, very popular "Breakfast Club" at the Terrace Room. With Don McNell and his great crew. Especially Johnny Desmond singing, "Woman." ... Rocky Rolf of RCA-Victor phones to advise the firm will have the big "Western Suite" at the Palmer House for the M.O.A. Convention and will dress 'em all up as westerners. ... gotta see. ... Teddy Phillips into the Aragon 3/2. ... That ball-'o'-fire, Georgia Gibbs, followed Rosiland Courtright into the Marine Room 2/26. She'll be lookin' all over the joint for "De Wedding Bell." We call her, Georgia "Dynamite" Gibbs. ... Tiffany's Gay Williams winning the greatest of plaudits at the Black Orchid. Just simply terrific. ... Lillian Roth at the Chez. ... Bill Anson so jammed up with sponsor-time on his morning show we ain't hearin' the many diskoreos he usesa play. ... Bill Baer 's jacked up, but thrilled, to hear his long time country music show being accepted by so many viewers round these parts. ... Drop in an listen to Rocco Greco at Linn Burton's Steak House. A grand guy with a grand voice and a real gentleman. ... A great big batch of orchids to June Valli. Y ain't heard her disk right until you've seen her singing "One Shoe" on the NBC-TV "Close Up." ... Frank Lovecheiko (Laine, that is) into the Chi Titter on 4/16 to be followed by Tony Benedetto (Bennett, that is) on 3/2. ... Don Stein takes over as manager at King Records here in Chi. Don's here on the press tour to build up King to absolute tops, but tops. ... Nicest little card from George Pincus on Vic Damone's "The Sparrow Sings." ... And this sparrow, Damone, can really sing. Al and Chi Friends will be happy to hear that Al Ravello is now in the record biz with "Century" label in Hollywood. ... Owl pilot Frank Peterson is now the "Stars Over Alabama," and other great tunes, in the plugging his Decedak of "Kentucky Trotter" b/w "Panango." Frank wrote both sides.

LOS ANGELES:

Artists, songwriters, publishers, juke box operators and representatives from the local diskeries are looking forward to the M.O.A. Convention in Chicago on March 8th, 9th and 10th. All realize the importance of this great gathering and many are making it a must to attend. ... King Records have rushed out their two new sides by Rush Adams. Tunes are "Then I'll Be Happy" and "Arizona." Both sides feature Ace Dooley on the honky-tonk piano and are made to order for the juke boxes. Rush really sings from the heart and this looks like his best yet. ... Plenty of activity around the local night club circuit: ... Along the Hollywood Sunset Strip Norman Brooks has the new place at the Mambo. His Al Jolson style captivates audiences. Norman has several records out on Zodiac. ... His latest "Lost Little Sweetie." ... Old Black Magic Man" Billy Daniels holds down the spotlight at Ciro's, while Fred Martin and crew play swing music at the posh spot. Quite an exciting bill at the Ambassador's Coconut group. ... Nifty things by Marty Paich, Mandarins harmonica virtuoso Stan Fisher, the exciting De Marlos and Henry King and his orchestra. ... Matt Monro makes his debut in the Captain's Table while Lee Diamond offers his distinct harmonica stylings at the Band Box. ... Don F. Fjere announces the signing of writers with Rene T. LaMarre of Oakland to release on the Vagabonds, formerly on the Trion label. Fjere is forming a pop label to handle these masters and other pop artists with full merchandising and national sales plans now being formulated. The Vagabonds have won very popular on several appearances on the Arthur Godfrey and Ed Sullivan shows. The group made the original hit record of "I Wonder, I Wonder, I Wonder." on Trion a few years back.
CLASSICAL:

SONATA IN E FLAT (POSTHUMOUS—SCHUMANN); NOCTURNE IN E MINOR, OP. 72 (POST. HUMOURS—CHOPIN); SCHERZO NO. 1 IN E MINOR, OP. 2—CHOPIN; SONATA NO. 9 IN C MINOR, OP. 14—BEETHOVEN; SONATA IN E MINOR, OP. 7; IN C SHARP MINOR, OP. 42; NO. 5—SCHUMANN; HUNGARIAN Rhapsody No. 2—LISZT/HOROWITZ; TURNOVER OF THE TABLE; HUMORESQUE—CHOPIN SONATA NO. 7; OP. 83; FOURTH MOVEMENT—PRELUDES.

Sure to enjoy a huge sale in this great collection of pianistics recorded by RCA Victor at Vladimir Horowitz's 25th Anniversary Recital Commemorating the 25th Year of His American Debut, in Carnegie Hall on February 25, 1953. At this concert, Horowitz, whose drawing power probably of any other pianist, makes a variety of beautiful pieces which well demonstrate his faultless speed of fingering and his delicate technique and touch. Horowitz's arrangement of Liszt's "Hungarian Rhapsody" shows the grand stately touch and tasteful style. This number, one of the most popular of piano classics, should serve as an outstanding salesman. The virtuoso's interpretation of one of the less popular of Chopin's Nocturnes, well demonstrates the feeling the artist puts into a melody. Two of the encores of the concert are part of the album.

FOUR BRAHMS SYMPHONIES—ARTURO TOSCANINI and The NBC Symphony Orchestra—RCA Victor LM 6106 (4-LP) List: $22.35
SYMPHONY NO. 1; IN C MINOR, OP. 68; SYMPHONY NO. 2; IN D; OP. 73; SYMPHONY NO. 3; IN G; OP. 90; SYMPHONY NO. 4; IN E MINOR, OP. 98.

Some three-quarters of a century ago, when Johannes Brahms composed his Symphony No. 1 in C Minor, the nine-year-old Arturo Toscanini was just beginning his musical education in Parma, Italy. Now, seventy-five years later, the musical talents of these two geniuses combine to add another masterpiece to the renowned RCA Victor collection. The musical merits of this limited edition of Brahms' Four Symphonies by Toscanini are beyond criticism by this listener. The fact that this package is already a complete sell-out is enough said. The gold embossed portrait and signature of Mr. Toscanini makes this album a definitely collectible for the gift seekers. It won't be long before popular demand forces a re-issue of these works.

GRIEG—"PEER GYNT"—Osl Philharmonic Orchestra—Mercury MG1014 (12" LP) List: $8.85
ODD GRUNENFELDER CONDUCTING WITH EVA FRYTZ SOLVEIG, ALFRED MAURIS (PEER GYNT).

Mercury records offers a authentic recorded performance of the popular Peer Gynt Op. 23 by Grieg in its original sequence as rendered by the Oslo Philharmonic orchestra under the direction of Odd Grunenfelder. This disk includes thirteen of the more melodic pieces and the orchestra is one of the foremost symphonic organizations in Norway. These works have always been popular with both classical and with popular music fans. "Anitra's Dance", "In The Hall Of The Mountain Kings", and "Morning Mood" should serve excellently as demonstrations. Good merchandise.

SONATA NO. 1 FOR VIOLON AND PIANO—HENRY COWELL—Carlos Busetti, piano; Joseph Szigeti, violin; SONATO FOR PIANO FOUR HANDS—HAROLD SHAPEERO AND Leon Stein—Modern American Music Series Columbia ML 4814 (1-12" LP) List: $4.15

Latest in the Columbia series of Modern American Music Series designed to record and advance the works of American composers, this sonata for violin and piano by Henry Cowell, superbly suited to the talents of the renowned violinist, Joseph Szigeti, and Carlos Busetti, pianist. It is bunting that Szigeti, who suggested the work to Cowell, should be the performer. The writing is a classic example of the modern idiom and his execution is superb. The composer is a fine pianist and his color and tone to the orchestral sound, that of a virtuoso instrument. On this Mercury release Salzedo displays his virtuosity in playing 8 pieces of his own composition written especially for the harp. On the other side he pairs with young harpist, Lucie Landry, and comes up with some delightful music box sound that provides a respite from the crescendos and blares of many marketing items. Harp recordings are rare. This one will make a pleasing addition for the libraries of classical collectors. Salzedo's showpiece could be the lovely and familiar "Clair De Lune" by Debussy.

The battle of the tenors is on as four great voices of the past and present deliver their rendition of the passionate “Rebecita Armonía” aria which takes place in the early moments of Puccini’s “Tosca.” Without a doubt, all four of the artists are outstanding, and this package should make good conversation in debating circles. Very interesting listening.

P'INDY—SUITE IN OLDEN STYLE FOR TRUMPET, TWO FLUTES, AND STRING ON A SAINT SAENS—SEPTET FOR PIANO, STRINGS, AND TRUMPET Op. 65

The Guillet String Quartet with Harry Glantz, trumpet; Julius Baker, flute; Claude Monte, viola; and Menahem Pressler, piano. MGM E3096 (1-12" LP) List: $4.85

A rare chamber music combination which employs the trumpet in combination with a small body of strings is found in the Saint Saens Septet For Piano, Trumpet and Strings. The piece is simply but eloquently performed. The trumpet is restrained and does not overpower the other instrumentalists. The “Septet” shows up some fine piano work by Menahem Pressler. P’Indy’s Suite is apparently fashioned in the “Septet” vein with the trumpet used in a similar manner. The use of two flutes brings forth some interesting sounds. An interesting chamber music release.

BALAKIREV—TAMAR (A Symphonic Poem); RIMSKY KORSAKOV—Suite from THE PIRATES OF PENZANCE; “IAN THE TERRIBLE”—London Symphony Orchestra conducted by Anatole Fistoulari MGM E3076 (1-12" LP) List: $4.85

MGM helps to bring to life the long neglected music by Balakirev. This release is the first LP recording of Tamar. Several passages are very reminiscent of Rimsky-Korsakov’s “Sheherazade.” The London Symphony Orchestra performs the beautiful tone poem superbly. The Suite from the Opera “Ian The Terrible” is ugly and dramatically presented by the orchestra under the able direction of Anatole Fistoulari, well known to the public through his many MGM recordings. Two firsts on one disk that should pull sales.

POPULAR:

“KISMET”—Perry Faith and his Orchestra—Music From The Broadway Production—Columbia CL 6776 (10" LP) List: $3.00

“BANDS OF TIME; STRANGER IN PARADISE; FATE; and THIS IS MY BELOVED; NOT SINCE THE PARISIANS”; RCA Victor E3071 (12" LP) List: $3.85

“AND THE TOM-TOM BEATS THE DRUM; WINDS AND WAVES; HE'S IN LOVE, BAZAAR OF THE CANAVAN.” Famous for his outstanding instrumental arrangements for orchestra and his musical backgrounds for vocalists, Perry Faith offers his imaginative interpretation of the melodic themes from the Broadway success “Kismet”. There is doubt, the cutting of this album was prompted by the tremendous success of this diskery’s rendition of the show’s score by its original cast. And the man who is wise to why this rich and exciting fashioning of these appealing tunes with their brassy Arabian flavor, should not enjoy a healthy sale. Probably the best ear-catcher is “Stranger In Paradise”, the current number 1 pop hit. Another is “Baubles, Bangles and Beads”; “Baubles” and “And This Is My Beloved” have just been coupled on a single.

LES BROWN ORCHESTRA—“Dance With Les Brown”—Columbia CL 539 (12" LP) List: $4.85

“PEOPLE WILL SAY WE’RE IN LOVE; THE DEVIL, DEVIL, DEVIL; STAR DUST; WHERE’S PEE; WE’RE IN THE MONEY; LULLABY LOVING; NINA; SUMMERTIME; LULLABY ROUND; DAWN ON FIFTY-SECOND STREET; EVEN SO LIGHTLY; I’D RATHER BE WITH YOU; COASTIN’ ALONG; ON THE BEACH AT WAIKIKI.”

Music tailor made for dancing, best describes this collection of heretofore unreleased items by the popular Les Brown orchestra. A good selection of numbers has been made, aimed at satisfying the hoover. Some of the numbers feature vocalist Lucy Ann Folk and Terry Parker. Two, star Doris Day when she was featured vocalist with the aggregation. Les Brown followers should get a thrill from this grouping.

CURTAIN CALL—Volume 6—CONNIE BOSWELL, FRANCES LANGFORD, ELLA FITZGERALD, MILDRED BAILEY—Decca DL 7026 (10" LP) List: $3.85

“MARTHA; STORMY WEATHER; WHEN YOU’RE NEVER BEEN BLUE; BALTIMORE ORIOLE; AT THE JAZZ; A TREE; MY BABY; ODE TO A ROCKET CHAIR; GEORGIA ON MY MIND.”

Decca issues Volume 6 of its “Curtain Call” series, a series of albums devoted to the great performers of our times and the recordings which helped make this disc a shining off of the thrashes, on this disk, sings the tunes which they have been identified. Patter is a half-hour of pleasant listening that should bring back a load of memories. Folks who are collecting these series should continue with this.

RAYMOND SCOTT his QUINTET and ORCHESTRA—Audiodisc AL5000 (1-10" LP) List: $5.00

“HIGHLAND SWING; BIRD LIFE IN THE SMOKE; A STREET CORNER IN PARIS; ECTOPASMA; MOTION INJURY; DEDICATED PIECE TO THE CREW AND PASSENGERS OF THE FIRST EXPERIMENTAL ROCKET EXPRESS TO THE MOON; SON OF INDIAN; SNAKE WOMAN.”

Raymond Scott, topflight musical creative craftsmen and electronic genius, combines both talents in the production of his Initial Audiodisc LP to arrive at a gay, lifting, fascinating and perpetually fresh combination of sounds. Scott pairs four previously released items with four new tunes that captivate the listener. Disk should be a happy occasion for Scott fans and should bring new Scotanatics into the fold.

"What's What's in THE CASH BOX That Counts"
**Weiss Returns To Europe For Capitol**

HOLLYWOOD—Robert B. Weiss has flown back to his Paris headquarters to resume activities in behalf of Capitol Records, following a fourteen-week convalescence period in the U.S. as a result of a recent accident in Hamburg, Germany. Weiss immediately resumes his discussions with European-British Associates on the release of Capitol's popular and classical catalogs, as well as publicity and sales promotion programs. Special emphasis will be placed by Weiss upon the release by the European-British Associates of Capitol's popular and classical recordings, in their respective countries, at the same time that the Capitol disks are released in the U. S. A.

**Reprint Sent With Ray Disks**

NEW YORK—With each package of new releases being sent to disk jockeys and trade papers throughout the country, a reprint of the feature article on Johnny Ray's fan club which appeared in the February 10th edition of New York's Daily News is being included.

This feature, one in a series of such fan club articles, goes into the discussion of the value of Ray's "Cry-sticks" Plier should get much air comment from the dee jays.
CHICAGO—The Music Operators of America Convention, which will be held at the Palmer House in Chicago on March 8-9-10, will be the largest convention ever held by MOA. Operators from all over the nation, plus Canada and Mexico will be entertained at the gala banquet to be held at the Palmer House on Tuesday, March 9th. According to Hirsh De La Vies, entertainment chairman of the convention, the following artists will definitely appear and perform for the operators: the Billy May band, led by Sam Donahue, Tony Bennett, Johnny Desmond, Mickie Marlowe, Bob Manning, Tommy Leonetti, Pat Morrisey, Don Cherry, Webb Pierce, Johnny Maddox and Hank Thompson.

Hirsh De La Vies has been in touch with Eddie Fisher and Eddie advised that he will fly to California to perform on the Dinah Shore and Eddie Cantor TV shows. If at all possible -time and flying conditions permitting—Fisher will leave California on March 8th so he will be in time to perform at the banquet.

Top Disk Names To Entertain At MOA Convention Banquet March 9th At Palmer House

with

CLYDE McPHATTER and the DRIFTERS

on ATLANTIC RECORD 1019

“SUCH A NIGHT”

by Lincoln Chase

atlantic recording corp.

234 west 56th st. new york 19, n.y.

/*******************************************************************************/

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tiny bradshaw

watch dog

ping pong

your key don't fit it

king 4687

no more

king 4688

morgan sisters

pine tree, pine over me

low down 'hoe down

king 1328

cowboy copas

i'll be there

stranger in my home

king 1329

bill doggett

big jay mcneely

and the angels sing

mule milk

eventide

ice water

who's taking my place

king 1309

herb & kay

bonnie lou

coffee blues

don't stop

who's taking my place

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SIGNED
Decca Issues Reply To Lloyd’s Charges

NEW YORK—The board of directors of Decca Records Inc. has issued a statement regarding charges of George L. Lloyd, a former director, contained in a letter from him to the company’s stockholders. The statement follows:

“We have obtained a copy of George L. Lloyd’s letter to stockholders which we consider full of half truths and omitting many essential facts.

“Mr. Lloyd’s letter is undoubtedly his reaction to the fact that the board of directors of Decca voted unanimously on February 11, 1954 to reduce the number of directors from six to five, and to declare Mr. Lloyd’s office vacant.

“Mr. Lloyd had for some time made inordinant demands upon the management—unusual demands to say the least—for the appointment of a member of his family to one of the most important and sensitive positions in the organization, and he had also demanded that the corporation designate his personal counsel as general legal counsel for the corporation. Both these demands, in the opinion of management, were not in the best interests of the company and were therefore rejected.

“Upon the rejection of these demands, Mr. Lloyd instigated a behind the scenes campaign to put the management in a bad light with its stockholders, employees and business associates. With this campaign apparently proving a failure, Mr. Lloyd is now embarked on a project to induce stockholders to remove the present management and replace it with a management of his own choosing.

“We will shortly make a full reply to stockholders. The business of Decca continues satisfactory with a very favorable outlook.”
Bittaker Named To International Post At Capitol

Hollywood — Effective March 1st, Glenn E. Wallichs, President of Capitol Records, Inc., announces the appointment of Floyd Bittaker, west coast regional manager of Capitol Records Distributing Corporation, to the position of manager of the International Department in Hollywood, reporting to Sander A. Forgus, director of the International Department in New York.

Bittaker was Capitol's first employee, starting immediately after the company was formed a decade ago when he was appointed sales manager by Wallichs. Bittaker was responsible for setting up Capitol's extensive distribution system which has played such a vital role in the rapid development of the company. His duties in the newly created position will be to coordinate all of the functions of the executive offices in Hollywood with the international operations in New York.

Coral Signs Heatherton

NEW YORK — Ray Heatherton, singing MC of "The Merry Multinas" children show on WOR-TV and the Mutual Broadcasting System, has been signed to a new long-term contract for Coral Records by Bob Thiele (right), the disk's A&R head. The former Broadway star of "Babes In Arms" will utilize his talents as a popular recording artist as well as on records to be aimed at the kiddie field.

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

**FROM MORE THAN 15,000 RETAIL OUTLETS!**

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<thead>
<tr>
<th>Sales Rank</th>
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<th>Artist</th>
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<td>Mar. 6, Feb. 27</td>
<td>Man, Man Is For The Woman Made</td>
<td>Ames Brothers</td>
<td>Capitol #70302</td>
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<td>25</td>
<td>Man, Man Is For The Woman Made</td>
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<td>Man</td>
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<td>Hold Me</td>
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<td>Gee</td>
<td>Ruth Casey</td>
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<td>The Man With The Banjo</td>
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<td>Lovin' Spree</td>
<td>Eartha Kitt</td>
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<td>I Couldn't Believe My Eyes</td>
<td>Eddy Hill</td>
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<td>32</td>
<td>Y'All Come</td>
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<td>Cuddle Me</td>
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<td>Crystal Ball</td>
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<td>36</td>
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<td>Doris Day</td>
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**Mar. 6, Feb. 27**

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<td>Turn Around Boy</td>
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<td>Marie</td>
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<td>Fancy Pants</td>
<td>Bing Crosby</td>
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LAST CALL
for advertising...

The Cash Box

SPECIAL ISSUE
(Dated: March 13)

GOES TO PRESS: 
THURSDAY: MARCH 4

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"It's What's in THE CASH BOX That Counts"
Elgart Brothers Burst Out With Releases On Two Major Labels

NEW YORK—It's a big week for the Elgart family. Music's new brother act, Les and Larry Elgart, burst out this week with record releases on two major labels, with a total of eight sides between them.

Les Elgart, whose "Sophisticated Swing" dance album was released by Columbia last November, has demonstrated enough sales strength at that diskery to eke out a whole new band program at the label. (Following Elgart's initial success, Columbia packed the Don Terry and Pete Rugolo okes.) Notice the label has embarked on a schedule of one single releases designed to build up the bands with maximum speed. Two singles were originally scheduled for the Elgart band this week, but the diskery rushed the crew back into the studio Wednesday night (24) to cut a fast cover version of the breaking "Roo Roo Kangaroo" novelty. Latter will also be on the market this week as a special, backed with a new calypso-type item, "Mango". The regular schedule releases are "Varnity Drag", backed with "Rooster's Prairie", and "Bandstand Boogie" backed with "When Yuba Plays the Rhumba on the Tuba!"

Meanwhile trumpeter Les' bearded brother Larry is Decca's newest entry in the lunch instrumental derby. He's featured in a new Decca single leading his own string okes and performing alto sax solos on "You're Driving Me Crazy" and "More Than You Know". Sides were selected from a soon-to-be-released album of Elgart solos.

All four Elgart disks are getting full deejay coverage, and the brothers plan to team up next week for a joint tour of the Eastern stations as well as a visit to the MOA meet in Chicago. Plans also call for the Les Elgart band to hit the road in May with brother Larry set as featured soloist.

Evans Forms Own Diskery

NEW YORK—Reed Evans, presy of Reed Evans Music and Jefferson Music, entered the record field last week by forming the Reed-E Record Company.

Evans, a publisher and author of many tunes, will be the artist on his first Reed-E release scheduled for next week. The disk couples two of his pubbery's tunes, "Idle Gossip" and "Trapped".

Evans has already contracted for the services of 10 prominent indie distributors to handle his records.

Evans said that he would only record his commercial tunes when and if "the pie" is not waning by major labels. He will also cover tunes of his when they start clicking on other labels. In this way, he feels that he will help make the big versions break out.

Palitz Out At Bell

NEW YORK—Marty Palitz announced last week that he was winding up his A&R duties at Bell Records. He said differences over finances caused the break.

At this writing, he had no statement to make about his future plans. There was no word either from Bell as to who would replace Palitz in the A&R department.

Palitz had been working on a consulting basis for Bell part time in addition to his other interests.
Miller Cancels Trip To England

NEW YORK—Dave Miller, Essex Record preview, had to cancel his trip to London because of the activity on a new disc recorded by two coast-to-coast TV artists (undisclosed at the present) that Essex has signed. The tremendous response that the discery is getting on the new Bunny Paul disk "Such A Night" is another factor in the cancellation of the trip. Miller will head for England in a few weeks.

"Seven Year Itch" Tune Clicking in Chicago

CHICAGO—Chicago is ahead of New York, at least where the theme song of the new Seven Year Itch, the new comedy now running in both cities, is concerned. Titled "The Girl Without A Name" and published by Harry Link of E. B. Marks Music Corp., the song has been used as background music in the New York production starring Betty Grable at the Palace, and since the play opened more than a year ago.

Although the George Axelrod comedy is still a hit, the song didn't catch hold of the public's fancy until the national company starring Eddie Bracken opened in Chicago last September. Because of the song, Bracken wrote a new lyric for the music originated by Dana Susse; recorded it along with three other songs used in the play; and wangled permission from the musical's lyricists, Dana Susse and Scott O'Leary, and from the publishers, to release it.

Bracken's new version of "That Girl!" and now a few months after its publication it is getting a great deal of play from the Chicago disk jockeys. At present more than 500 copies and records a week are sold with Eddie Bracken autographing in the lobby of Chicago's Erlanger Theatre.

Elaine Bergman To Handle Bethlehem Disk Promotion

NEW YORK—Elaine Bergman will handle national record promotion for Bethlehem Records, the new pop diskery which has as its first release a novelty by Chris Connor tagged "Gimme, Gimme, Gimme, Gimme, (Missy's Serenade)" backed with "Blue Silhouette." Chris was formerly featured vocalist with the Stan Kenton band.

Gus Wildi heads the record company and Jim Bright, who backs Chris on the first platter, will handle the A & R duties.

Camm Issues Walker Disc

EAST RUTHERFORD, N.J.—Joseph Cammarata, owner of Camm Records, announced the release of the new Martin Walker record, "I Want A Girl" backed with "Window In Heaven." Walker is backed with the Scott Trio and what Cammarata describes as a "wonderful arrangement." "I am terribly excited about this record," says Cammarata, "and I expect it to make a great deal of noise.

THE CASH BOX

MONTREAL MEMO:
Len Vallee, former distributor of Mercury Records, and now doing a good job with the Hallicrafter line, excited over their new Hi-Fi models. . . . The Burton Sisters held over for an additional week in Three Rivers, after which they play Shavimagan Falls for two weeks, returning to Montreal March 9th for a local engagement. . . . Jack Newman, manager of Peer International, in Ottawa this past week on a business trip. . . . Bob Hahn, of Bob Hahn Productions, Canada's leading producer of commercial jingles, opening an affiliated music publishing business. He has great hopes for his first song "Don't Fool Yourself" which has been getting good network performances. . . .

Atlantic COASTING:
The Hillbilly Jewels, featured artists of CHML's (Hamilton) Main Street Jamboree, now on tour in this area, have been signed to do a half hour five day a week stint on Clary Hunter's popular hillbilly show over CJCH Halifax. The Jewels, whose hit recording of "I Love My Rooster" for Hillbom in Canada and released through Decca in the U.S., are riding high with their current Arrow recording of "Maid of the Mist." . . . George Taylor, Eastern representative for MGM, Quality, Mercury and Coral advises business back to normal after a post Christmas slump.

TAKE CARE COAST TO COAST

THE CASH BOX
NEW YORK:

Activity of the week is the pop diskeries discovery of "Such A Night." The tune has started to move like a rocket ship in R & B via Clyde McPhatter and His Drifters and on the West Coast via the Del-Fi Boys. Spinelli and the Squalls via the ABC Republic label bet the Atlantic label. This one catches a solid portion of the pop sales. . . .

R & B readers probably noted that The Coasters hit number 2 with "How Come You Treat Me Like That." A hit timed for late winter, this one is tailor made for the slow weeks before Spring.

Distributors, Newark, N. J. told Loopy Springer, Baton exec, he predicts "Stars" will be one of the big national hits of the year. Here's one that has no prediction. Already a national hit, Mom Cohen's cakes, knishes and blintzes. Affiliates are already on fire from Irv Marcus, Len and Phil Chess, Herman Lubinsky, Leo Biro, Hy Moshe, and many others. "It's also coming in Monte Bruce hopping. Bruce has also issued "A New Kind Of Love" by Dickie Smith. Dick is one of the shortest ever put out. Dickie was formerly a member of the 5 Keys. Dickie is back from his most recent trip, announces the signing of two new groups. The New York quartet out of Atlanta, and The Sololatiles local group from New York City. Groups will not conflict as they are two distinctly different sounds. Carl's "YoYoYo" by Martha Moore of WMCA getting a solid reaction on the West Coast. "I'm feeling good," MR stated. This version could really break for the top. As a result of their "hot" Gee the Crows have been able to line up some solid bookings. They played to capacity houses at the Revere Ballroom at Revere Beach, Boston, pulled in the biggest crowd Revere ever saw, about 8,000 people. They played the Brooklyn bosses. The boys broke up the crowd and then move on to the Copa in Pittsburgh on March 8 for one week and then on to Los Angeles for five one week stints at five clubs. . . . Bobby Smith's "Too Much Product" and "Lil' Loretta, You're Reaction has been big on Little Junior Parker "I'm Understandin'" and "Earl Forest's "Little Joe." . . . Gee and will be in Chicago for the MOA Convention and then will work his way east. . . . Seco Records will soon release eight mambo sides by the Glo Boys. . . . "The Bells Ring Out" House Cleaning by Joe Liggins, Roy Brown, Joe Houston, Little Joe and Howdy Rogers. Shelly was back from New York last week and Hunter Hancock. Complete proceeds went to Mrs. Geht. . . . Louis Jordan and his Tympany Five are out with two brand new sides on the aladdin. Top side "I'll Die Happy" and on the bottom "Brother John." . . . Amos Milburn is off the kick drink for a change and has waxed two sides on Aladdin titled "Rocky Mountain" and "How Can You Hurt Me So" featuring the Aladdin Chickenshakers. . . . Joe Bihari returned to the Monogram Records plant after a trip to San Francisco. The Bihari brothers report that B. B. King's "Praying To The Lord" and "Help Me" on RFD is breaking in Dallas, Atlanta, Houston, Memphis and throughout Florida. B. B. makes his final appearance at the Five Four Ballroom on Feb. 28th before heading East. . . . Specialty records have three numbers which have stepped out big. They include "The Things I Used To Do" by Guitar Slim; Lloyd Price's "Too Late For Tears" and Percy Mayfield's "I Need Love So Bad." . . . Low Cloud, the new Mambo Imperial Records, really has a big number on his hands with the Spiders'. "I Didn't Want To Do It." The number has hit the top ten in the nation's R & B chart in the Cash Box. Interesting to note that the flip side "You're The One" has hit the number one spot in this weeks territorial charts for Los Angeles. It was also featured as record of the week on Hunter Hancock's two DJ shows "Huntin' With Hunter" and "Harlemites." . . . Gene Norman presented his Festival of Modern American Jazz at the Shrine Auditorium on Feb. 28. Star headliners included Stan Kenton and his band, June Christy, Erroll Garner Trio, Dizzie Gillespie, Charlie Parker, Lee Konitz and Candido. A new R & B diskery has started up in the Los Angeles area. It's Spark Records. Lester Sill has taken over national sales for the firm. Two of the youngest A & R men in the business will head the new diskery. They are Mike Stoller and Jerry Leiber of "Hound Dog" fame. A. L. Stoller was appointed general manager along with Jack Levy, East Coast representative. First releases "Come A Little Bit Closer" b/w "I'll Be Sorry" by Willy and Ruth and "Easyville" b/w "The Whip" by Gail Berman. . . . The Jackson Brothers have been held over at the Casino Club in Gardena for an indefinite period. . . . Joe Liggins blew in at the Harlem Hot Spot in San Pedro on Feb. 7.

"It's What's in THE CASH BOX That Counts"
Stars Over Harlem

Can’t help but think about how there just seems to be no stopping that Johnny Ace, Don Robey-Irv Marcus combine. Their big one at this scrubbing is the soothing “I’ll Love You For” which was picked by this column many, many weeks ago as a sure bet to tug away and away at the heartfelt strings. Band leader Gene Portman and sax man Willie glasses and ears of the guys who do The Cash Box weekly scratchings are definitely open wider than an Arizona ormond. Out from down Marti and Gars—Frank Painia way is that Smiley Lewis’s “Blue Monday” ditty; Sugar Boy’s “Jock-o-mo”; Atlantic’s “Ooh-Lawdy My Baby” featuring helping Tommy Ridgely the latest batch of choice lullas that should add joy to the souls and loot to the o.. . For the past few weeks the Apollo Theatre management has been concentrating like mad on the bands with the big sounds. It all started when they welcomed back from across the big pond the happening Lionel Hampton. It next showcased the smooth as silk strains of the mighty Ellington crew which features the stellar standbys Tadd Dameron,,Tiexle, Cat Anderson, Paul Gosalves and Ray Nance, whose tasty violin is the center of attraction on the Duke’s latest, “Ultra Deluxe” b/w Jimmy Grissom’s distinctively different reading of the oldie “Blue Moon.” . . . Currently gracing the floors of Harlem’s fave show place is King records’ swinging hitmaker King Cannon, Tiny’s latest “Ping Pong” b/w “Powder Puff” is one of the most played and sought after etchings around today. Also swirling their wares same time, same place is the little man with the great big pipes from down Atlanta way, Chuck “You’re Still My Baby” Willis and the big man who never fails to keep a spot a rocking from the basement to the ceiling featured band the “True” Kennedy’s. While we’re on the subject of Bradshaw doings, March 30 finds the dynamic maestro starting the St. Nicholas Arena bandstand with the Woody Herman aggregation and the flaming mambo’s of Fante. . . . Harlem Erskine Hawkins fans more than happy for the dancing weather whose Tuxedo Junction is one of the tastiest features of the movie “The Glenn Miller Story,” and also who’s Mobile Shuffle” waxing is just loaded with all the flavor necessary to explode but big for Hawkins. . . . Harry Belafonte’s “Hold Em Joe” still one of the greatest coin grabbers along 125th Street row. Same goes for Derry Day’s “My Secret Love” and King Cole’s “What’s New.” . . . Joe Medlin’s “How Long It Blues” is such a pretty record. . . . Spotted bandleader Holiday, whose next Prestige release “Sleep” b/w “My Funny Valentine” is well worth waiting for and should be his hit since “This Is Happiness.” So say all the wise guys in the click who have heard this baby. . . . Sitting it out over at the Palm Cafe which displays the_platter_calling algorithms of Jack Walker and lovely Georgia Carr same eve were Dick Jackson, Tommy Small, Bill Jenkins and Bill Cook who were grouped together tighter than a hat band cell of Cugat’s sombrero. . . . Racing like whirlwind to meet this week’s deadline passed long enough to learn from operators Al Douglas and Steve Hodge that they wouldn’t be all surprised if Paul Bascob’s “Jan” breaks loose at any moment. . . . Watch that latest Fats Domino “You’re Mine Worn” pressing b/w little school girl because initial reports indicate this platter is moving.

“The Cash Box, Music Page 24 March 6, 1954

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SOMETHING'S USED
YOU'RE I'll watch
YOU'RE I'M JAN
THE MONEY SAVING PING -49th USED WATCH Fats
Chicago Ella
March USED

AND THE ANGELS SING
Bill Doggett (King 4809)
I'M JUST YOUR FOOL
Ella & Buddy Johnson (Mercury 70253)
QUICK WHISKEY
Wynonie Harris (King 4685)
EL BAION Joe Louis (Tico 208)
THE THINGS THAT I USED TO DO
Guitar Slim (Specialty 482)
SAVING MY LOVE FOR YOU
Johnny Ace (Duke 118)
THE THINGS THAT I USED TO DO
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EL BAION Joe Louis (Tico 208)
THE THINGS THAT I USED TO DO
Guitar Slim (Specialty 482)
YOU'LL NEVER WALK ALONE
Roy Cherep (Atlantic 1021)
MAMA
Judd Washington (Epic 1506)
BRING BACK TO ME
Ella Johnson (Checker 118)
LAURA
Moody Ward (Chess 1500)
CHOCOLATE SUNDAE
Kid King Combo (Excallo 2025)

THE THINGS THAT I USED TO DO
Guitar Slim (Specialty 482)
I'M YOUR HOOCIE KOOCHIE MAN
Moody Ward (Chess 1500)
I'M YOUR FOOL
Ella & Buddy Johnson (Mercury 70253)
YOU'RE SO FINE
Little Willie (Checker 785)
SAVING MY LOVE FOR YOU
Johnny Ace (Duke 118)

HONEY, HONEY
by The Woman I Love
by JOE FRITZ
Peacock # 1677

Bozo's Nursery Songs Get Piano Book

NEW YORK—Early in April of 1953, Capitol Records, Incorporated, released an album entitled "Bozo's Nursery Songs." This was a comparatively new repertoire venture for Bozo, the Capitol Clown.

This album was produced in answer to innumerable requests from parents and record dealers, as well as Capitol's own sales force, for more Bozo albums and more nursery songs.

Of course, the retailer knows what a tremendous reaction this little package received.

As a result of the album's sale, the Charles E. Hansen Music Corp. of Hollywood became interested in Bozo and, consequently, published a piano book upon which is music of the "Bozo's Nursery Songs" album.

"Singing Truck Driver" Cuts Anchor Disk

NEWARK, N. J.—Anchor Records has just released a pop single by singer Ray King, whom the diskery is billing as the "Singing Truck Driver." He is being touted in this way because he makes his living as a truck driver.

King had been singing on week-ends at various local clubs, up to three years ago. But during the past three years, he has performed as the official vocalist of the local truck driver's union at many factories and at the union's affairs. There have been over 100,000 people in attendance at the various functions at which King has performed, and in this way the artist has acquired quite a following.

The balladerry's new disk couples "I Confess" and "Call Me Darling."

Seeco Announces LP Sale For March

NEW YORK—Seeco Records announced, this week, its LP dealer promotion program for the month of March. The program works as follows: If the distributor takes an initial minimum order of 150 LP's, he can get half of that quantity (75) at half price. The distributor has a choice of 40 different LP's and there is no restriction as to the quantity breakdown on each.

Advance responses from all concerned with the Seeco line indicate that this program will very likely stimulate LP purchases.

Ella Fitzgerald Wins Canada Singer Poll

NEW YORK—Decca recording star, Ella Fitzgerald, has just been voted the top female singer of the year in Canada according to Henry Whiston's OBM poll.

Ella, whose latest release, "Mellow Me," is getting good play throughout the country, is currently touring Europe with Norman Granz' "Jazz At The Philharmonic" troupe, and will follow with a tour of England with the Oscar Peterson Trio.

It's What's in THE CASH BOX That Counts"
EARL FOREST
(Duke 121)

"OH, WHY?" (2:27) [Lion BMI—Earl Forest] Earl Forest sings a slow southern type blues plainingly moaning "Why do you treat me this way?" A rhythm and sax backing helps Forest put over a very strong side that should break for solid action.

"OUT ON A PARTY" (2:27) [Lion BMI—Earl Forest] dishes up a quick party with wild horns. A foot stomper. Chanter is out on a wild party all night long.

PERCY MAYFIELD
(Specialty 485)

"LOOSE LIPS" (1:55) [Venice BMI—Mayfield] Might be the one to shoot Mayfield up on top again. Item is an infectious Latin tempo blood raiser with torrid horn backing and exciting rhythm. Mayfield is good on this side. Watch it closely.

"I NEED LOVE SO BAD" (2:45) [Venice BMI—Mayfield] A slow blues moaned downheartedly by Mayfield. When he lost his love he lost everything he had. A fair platter.

BABY FACE
(Savoy 1122)

"RED HEADED WOMAN" (2:30) [Crossroads BMI] Baby Face sings a quick tempo story of his woman. A rocker infectiously sold. Echo employed to good advantage. Disk should catch sales and spins.

"MOONSHINE BABY" (2:37) [Crossroads BMI] Baby Face sings a slow southern blues on the reverse plate for an ok etching.

DOROTHY SIMMONS
(Imperial 693)

"LEAD ME, GUIDE ME" (8:15) [Commodore] Dorothy Simmons sings three parts on a slow gospel backing. A tender and compelling religious piece.

"MEET ME IN THE GLORY LAND" (2:20) [Commodore-Akers] The Simmons-Akers Gospel Singers collaborate on a middle tempo chant. An ok gospel disk.

ROBERTA MARTIN SINGERS
(Apollo 281)

"KEEP ON TRUSTING" (2:05) [F.D.] The lush voices of the Roberta Martin Singers etch a slow inspirational item in solid manner.

"SINCE I MET JESUS" (3:10) [F.D.] A similar religious deck is tenderly treated by the group.

THE PEARLY GATES SPIRITUAL
5 (Okeh 1831)


"BLESSED BE THY NAME" (F.D. Williams) The group waxes a slow side inspiredly performed. Lead impressive. An ok religious deck.

FOUR BROTHERS AND A COUSIN
(Jasper 2003)

"WHISTLE STOP BLUES" (2:39) [Charrell Music BMI—David Williams] The Four Brothers and A Cousin collaborate on a middle tempo blues with ok results. The group works with a simple rhythm backing and comes out with some good sounds.

"TRUST IN ME" (2:38) [Advance Music ASCAP—Weaver, Schwartz, Ager] The boys dish up a slow love ballad in a styling that is different enough to create some action. The tune is chanted with loads of feeling. Lead handles his end with a solid performance.

LINDA HAYES
(Home 1044)

"DON'T DO NOTHING BABY" (2:38) [Personality BMI—Buck Ram, Linda Hayes] Linda Hayes sings a slow low down blues in sometimes berty and sometimes tender manner. Cal packs loads of talent, and delivers the item solidly.

"NO NEXT TIME" (2:37) [BMI—Morrison Williams] The reverse deck is a belted quick beat. Gal tells her man that she's on to his playing around and now she's making a change. Infectious item really sold by Linda. Orking and helps turn out an impressive deck.

WILLIE BAKER
(DeLuxe 6023)

"BEFORE SHE LEAVES TOWN" (2:37) [Levi BMI—Willie Baker] Willie Baker sings a slow blues woefully telling of his efforts to find his baby before she leaves town. Should pull spins and plays.

"GOIN' BACK HOME TODAY" (2:40) [Levi BMI—Willie Baker] The flip is another slow blues performed simply and earnestly by the southern blues chanter.

EDDIE (DOODLE PICKLE) WINTERS
(Grand 104)

"DON'T YOU KNOW" (2:41) [Slotkin—George Briggs] Eddie (Doodle Pickle) Winters sings a rhythmic item engagingly. Instrumentation and chant assist aids Winters on an ok disk.

"1901 STOMP" (2:41) [Slotkin—Eddie Winters] A slow blues sax solo romp makes for an appealing disk that should catch a fair bit of action.
THE JACKSON GOSPEL SINGERS
(Atlantic 3005)

I CAN'T WALK THIS HIGH-
DE WAVE (2:31) The Jackson Sing-
er's dish up a quick beat jubilee item.
An exciting and enthusiastic read-
ing that comes through petently.

THE LAST MILE OF THE
WAY (2:31) The under lid is a
slow religious item blended with a
great deal.

ORLANDO with Trio
(Henon 501)

HARPING THE BLUES
An easy on the ears item given
together

DANNY BOY
(2:45) [R & B Music BMI—]
An extremely

THREE SHEETS IN THE
WIND (2:40) [Aladdin—Har-
ris] A similar tempo item is in-
fected by Peppermint.

LONG JOHN
(Duke 122)

SHE USED TO BE MY
 WOMAN (2:19) [Lion BMI—John
Hunter] Long John makes his
debut on the Duke label. Southern
styled chanter sings appealingly
for his love for his boy who no longer
loves him anymore.

CRAZY GIRL
(2:40) [Lion BMI—John Hunter] The flip is a
slow shouty type vocal that comes
out of the same point. Long John
wails a low down effort about the
crazy girl who is always doing him
wrong. Disk should help establish
Long John as a blues shouter to
watch.

RUDY FERGUSON
(Deluxe 6040)

DON'T TREAT ME THIS
WAY (2:13) [Lois BMI—Rudy-
Ferguson] Fugue dish up a quick
beat but restrained bop item. Lyrics
are in the much abused vein of the
mistrusting gal.

COOL COMPETITION
(3:06) [Lois BMI] An unusual echting
that could create a big fuss. The story
is about two guys playing the same
chick. Slow Eckstizch vocal handles the
part of the sincere courtin' man
while the quick beat reading portrays
the part of the key character on
the make. Don't sell this work short.

THE FOUR INTERNEES
(Federal 12170)

DO YOU KNOW HIM (2:04)
[Jay & Geo BMI—The Four
Internees] The Four Internes etch a
two-tempo syncopated religious
item. The group is strong on this type
of material.

WHO WILL YOUR CAPTAIN
BE (2:41) [Jay & Geo
Harold White] The flip is a similar
item in quick beat tempo. Exciting.

SAM BUTERA (Grove 0005)

THESE THINGS I LOVE
(2:25) [Campbell Music BMI—
Barlow, Harris] Sam Butera plays
the tenor to a luscious and colorful sax
with a quite smooth tempo.

WILLARD McDaniel
(Grove 107)

MY SIN (2:41) [Chappell
ASCAP—De Silva, Henderson]
Willard McDaniel is the middle
tempo item. Smoothly by the singing
is fouthme.

THE CURSE OF AN ACHING
HEART (2:40) [Feist Music—
Fink Piastri] Ok club routine. Nod-
ing much on a record.

ZILLA MAYS
(Mercury 70313)

TAKE YOUR TIME (2:47)
[Fischer ASCAP—McCoy, Noble]
Zilla Mays takes off on a middle
tempo item that seems to catch
fire. Gal urges her boy friend to restrain
her ardant approach and "take your
time". Disk has loads of appeal and
merit. Could take off big with the proper
exposure.

YOU JUST DON'T CARE
(2:35) [Fischer ASCAP—Lane
Singleton] Zilla does a slyly and
slyly treated or a similar type
item with good results, but the deck
we choose for the reverse.

RUDY RENDER
(Decca 28999)

SNEAKING AROUND
(2:08) [Campbell Music BMI—
Mae Robinson] Rudy Render sings a
slow blues with a polish. A sentimental
romantic ditty ably performed.

EVERYTIME (2:00) [Camp-
bell Music BMI—Mae Robin-
son] Flip is a slow sourfucl item.
Rendier recalls when "she" was his.
He doesn't even know where she is
today. A strong performance with a
poor feel.
**TWO BULLS’ EYES!**

**THE CASH BOX BULLSEYE OF THE WEEK**

**HANK WILLIAMS’**

**YOU BETTER KEEP IT ON YOUR MIND**

*b/w* **LOW DOWN BLUES**

M.G.M. 11675

*It's another pair of originals taken from the great backlog of material that the Warners waxed before his untimely passing. Although he's been unable to fill another successful year under the Warners' banner, the Outlaw will undoubtedly keep his name before the public. From a recent release derives a doozy, 'Keep It On Your Mind'... It's a light hearted tribute to Hank's unique stylings... "Blues" displays more of Hank's moneymaking qualities.

Folk & Western Notes from California

Cousin Lou Stevens of the 24 hour Western Station, KXLA, Pasadena, added another big name to his long list of visitors recently when Jim Reeves was on Stevens' Music For You program. Reeves fêted at home sitting among the turntable because he was a C & W deejay at KWHK before gaining fame with the hit "Mexican Joe". Also, he did a musical tribute to Jim and worked all of his releases to date into the interview. Pretty little Molly Bee comes out with her first release for Capitol in several months. Molly sings "Pine Tree, Pine Over Me" and "Remember Me." She appears on the Pinky Lee NBC Coast to Coast TV show each afternoon Monday through Friday and is one of the stars of Cliffie Stone's Homegrown Jamboree each Tuesday night. This busy gal also conducts her own show on Sunday evenings. The Variety Club of Denver presented Rex Allen's Republic's western and Decca recording star, with a gold life membership card in appreciation for services and personal appearances. Allen has made in the capacity of advisor. He recently made a P. A. in Denver for the club's building and polo fund. The Allen family also recently spent a week-end at Big Bear. While there Rex was showing some friends how to ski and accidently broke his leg. We all wish Rex a speedy recovery. Jimmy Davis leaves Louisiana in early March for two weeks of one nights which are being set by RPM Enterprises between San Diego and San Francisco plus TV and radio shows in Hollywood. Since his last visit to the Coast the popular singing composer turned out one called "Boppertime," which may soon rival his "You Are My Sunshine," "Nobody's Darlin'," and others of his hits in popularity. Jimmy recently did another guest spot on Grand Ole Opry, then took a little time off for a hunting trip. He will transcribe a series of his two radio shows before making the Coast trip. One of the hottest new country artists of the day is Arley Duff who sings his own composition of "You All Come" on Starday Records. Arley will headline the new Hometown Show on Knux-TV in Houston on March 13th and Bing Crosby, whose version of "You All Come" has hit big, is sending a recorded greeting to Arley and all the folks who will be in the Houston City Auditorium attending the show. All the Western friends of Dore O'Dell, master of ceremonies for the KTLA-TV Western Varieties Show, deserve a handshake for volunteering their services to pay tribute to Doyle and dedicating the entire show to his wife who was killed in a tragic auto accident recently. Among those who appeared besides the regular cast were Eddy Dean, Sonny of The Pioneers, Spade Cooley, and Hank Penny. The latest RCA Victor entry into the hillbilly field is "He Piddled While I Burned" by Charlene Arthur. This one looks like this little gal will make some of the current warblers really burn while she fiddles. Walkin' Charlie Aldrich and his trick horse "Ranger" appear each Sunday at Corrigan Ranch, the popular tourist spot at Corriganville, Calif. The operator, "Crash" Corrigan, reports he has never had a more popular act for the youngsters than Charlie and his beautiful Palomino going through more than 50 tricks. Aldrich and his band appear nightly at The Saddle Club and he makes frequent radio and TV guest appearances. He is now negotiating with several of the major record companies.

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**Meeting Dates Of Music Operators' Associations**

March 1—Amusement Machine Operators of Baltimore Place: Mandell-Ballow Restaurant, 5435 Reisterstown Rd., Baltimore, Md.
1—California Music Guild Place: 311 Club, 311 Broadway, Oakland, Calif.
2—Phonograph Merchants Assn., Cleveland Ohio Place: Hollenden Hotel, Cleveland, Ohio (executive board).
4—Phonograph Merchants Assn., Cleveland, Ohio Place: Hollenden Hotel, Cleveland, Ohio (General).
5—California Music Guild Place: Sacramento Hotel, Sacramento, Calif.
5—Eastern Ohio Phonograph Operators Assn. Place: Tod Hotel, Youngstown, Ohio (General).
9—Western Massachusetts Music Guild, Ralph Ridgeway Place: Ivy House, West Springfield, Mass.
9, 10—MOA Convention Place: Palmer House, Chicago, Ill.
12—California Music Guild Place: Fresno Hotel, Fresno, Calif.
13—California Music Guild Place: Bakersfield Inn, Highway 99, Bakersfield, Calif.
14—California Music Guild Place: U. S. Grant Hotel, San Diego, Calif.
15—Westchester Operators' Guild, Inc. Place: American Legion Hall, 57 Mitchell Place, White Plains, N. Y.
15—Amusement Machine Operators of Baltimore Place: Mandell-Ballow Restaurant, 5435 Reisterstown Rd., Baltimore, Md.
17—New York State Operators' Guild Place: Palatine Hotel, Newburgh, N. Y.

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"It's What's in THE CASH BOX That Counts"
Cunningham Signed To Contract By Valley Records

KNOXVILLE, TENN.—The signing of singer Buddy Cunningham to a Valley Records contract was announced last week to coincide with the release of "Angels In The Sky," Cunningham's first effort on the Valley label.

The new Cunningham disk, featuring a pop-western treatment of the Dick Glasser tune, coupled with "A Wasted Love," already is in the hands of Valley distributors and is getting exposure by pop jockeys as well as the country and western deejays who have shown a liking for it.

"Angels In The Sky" was published by Rigoddy; "A Wasted Love" by Valley.

Blake Baker Cunningham, better known as Buddy or B. B., was born in Jackson, Mississippi but later moved with his family to Clarksville, Tennessee. He was a minor league baseball pitcher for four years and busied himself in off-seasons by singing and whistling with several bands. He entered the U.S. Air Force in 1943 and served 27 months in Tinian Island as Director of Entertainment. "Line of duty" for Buddy included tours of the islands with a 16 piece orchestra, producing and directing GI talent shows.

Buddy is under the personal management of Cliff Parman, writer of the song "Prendar."
BAD NEWS TRAVELS FAST
Porter Waggoner
RCA Victor # 20-5631

Getting BIGGER All The Time!

TOMMY COLLINS
sings 2 of his own numbers

"YOU BETTER NOT DO THAT"
b/w "HIGH ON A HILL TOP"
CAPITOL # 2701
CENTRAL SONGS
4527 SUNSET BLVD., HOLLYWOOD 25, CALIF.

The Original Hit!
"CARIBBEAN"
MITCHELL TOROK
on Abbott # 140
ABBOTT RECORD CO.
6636 Hollywood Boulevard
Hollywood 28, Calif.

Music
quick
SLOWLY
quick
Star

GETTING
NEW
PORTER
MITCHELL
CASH

Original
CAPITOL

from
BOX
N.
THAT"
Waggoner
A
SONGS
Boulevard
FAST
compiled
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CO.

WEBB
JIM
CARL
(Starday
RCA
(2:31)
45-1641)

DON'T
THE
THE
ONE

WHAT*

THREE STANDS THE GLASS
Webb Pierce (RCA Victor 20-3916)

I REALLY WANT YOU TO KNOW
Eddy Arnold (RCA Victor 20-3525; 47-5525)

SECRET LOVE
Slim Whitman (Imperial 8233; 45-2823)

LET ME BE THE ONE
Hank Lucklin (A Star 1461; 45-1641)

THE SLOWLY
WEBB PIERCE
SWISS POEM
(Capitol 22646; F-2466)

YOU ALL COME
Artie Dunn (Sherry 105; 45-106)

GONE-IT, BABY, I'M IN LOVE
Carl Smith (Columbia 21917; F-21917)

RELEASE ME
Jimmy Rees (Capitol 2518; F-2518)

THE REALLY WANT YOU TO KNOW*
[Hi! & Range BMI—H. Barnes, D. Robertson]

"TEAR DOWN THE MOUNTAINS" (2:25)
[Oxford ASCAP—C. Cohen]

BETTY CODY
(RCA Victor 20-5630)

News that’s UP-TO-THE-MINUTE
REVIEWS of the LATEST RECORDS
CHARTS compiled EVERY WEEK
ADS from LEADING RECORD FIRMS,
ARTISTS and PUBLISHERS
Every Week In
THE CASH BOX

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"It's What's in THE CASH BOX That Counts"
Music. 'Cause I really really love Little Y'All Love. Gonna also... Strength.Ernest fine. The Bud pictux-e. More, their... "Brewing to... Bob McKeenan.Wake 'em up. I'm in love (Carl Smith). I'd just as soon (Bob McKeenan)."

Ernest Tubb

Sleepy Eyed John, WHHM and Bob Neal. WMPMS. Memphis country depies have formed their own booking, publishing and promotion firm. They'll book country acts into auditoriums, clubs in addition to publishing country tunes. Ray Edgar, featured on one of the... is scheduled to work originating from the Mid-west. Clay is now booking through the Mid-west for Alan Jamar, Jimmie C. & Son, WTVN-TV, Norfolk, Va. and "Rocky" Stone put on another SRO show at the Municipal Auditorium this past week.

Cactus Jim Western

Curtis Gordon

Sheriff Tex Davis

Tennessee Whiskey

Clarence Kneland

Norm & Tex

Mack Sanders

Sleepyhead Cliff

Don Larkin

Cousin Johnny

Bob Ferguson

Wiley Fairburn & Keith Rush

Slim Lay

Dave Walshak

Jim Huttsell

"It's What's in THE CASH BOX That Counts"
Here and There

CHICAGO—From Here and There—and Everywhere in the nation, music machine operators will be flocking into town for the Fourth Annual Convention of MOA, being held at the Palmer House, March 8, 9, and 10. For the first time since its inception, MOA has invited manufacturers of other types of equipment to display their machines. So, in addition to music operators and the segment of the industry which caters to them, operators, distributors, and manufacturers of other equipment will swell the attendance.

NEW YORK—Arno Johnson, research director for J. Walter Thompson, foremost advertising agency in the world, conducted this week that the public's discretionary power of $138 billion is five times greater than it was in 1930. "Discretionary," as described as money left after food, clothing and shelter has been provided.

NEW YORK—According to Walter S. Mack, president of Cantrell & Cochrane Corp., makers of the C&C "Super" line of soft drinks in cap-top cans, these cans will soon be available to the public from vending machines. The "Super," in four flavors, "Cola" (a cola), root beer, orange and grape, will be sold in specially made vending machines at outlets including department stores, railroad stations, and later military establishments. It is stated the syrup will also be sold to operators of cap-vending machines.

NEW YORK—It isn't that we like figures—we don't—but the following item is not only educational, but staggering. The Metropolitan Life Insurance Company issued its annual report to stockholders, which revealed it is the largest business organization in the U.S. Its assets are listed as $12,312,000,000. During 1953 it paid out benefits in the U.S. and Canada to the amount of $1,059,000,000. Its policies cover 37,200,000 persons in the U.S. and Canada. And here's the good news: The average length of life increased to a new high of 69 years.

DETOUR, MICH.—Although statistics show that this automobile manufacturing city generally is off in production, Lew Sneed, sales chief of Ford, reports that this firm finds the city's first 10 days set a postwar record for this period.

"HEADS I WIN—TAILS YOU LOSE"

For some unknown and unfathomable reason many an operator continues in the very amusing and erroneous belief that he's fooling many of his location owners and, thereby, fooling the public who patronize the location as well.

Regardless of the fact that all outstanding leaders in the industry, along with this publication have continually, over the years, urged operators to carefully consider location owners as their business partners, many operators continue blithely ahead in the belief that the way to do business is to always disregard the location owners.

The location owner is the medium thru which the operator reaches directly to the public. And without the public's favor—Goodbye, Mr. Operator.

The operator who thinks he has, once again, "put one over" on any location owner, by convincing the location owner that he definitely does not need a new machine, "because the old machine will take in just as much anyway" is not only kidding himself but, in the long run, will absolutely ruin what may be a very fine location.

Today's public absolutely refuses to patronize marred, scarred, scratched, dirty, vermin-infested, worn-out machines.

The sort of operator, who still features such machines, and who thinks he "got away with it because the doper, location owner is too dumb to know the difference," by mentally (or literally) tossing a coin and using the very ridiculous, "Heads I Win—Tails You Lose," attitude, is going to find that some progressive, enterprising operator, whose business is based on fine service plus the latest equipment is, without any doubt whatsoever, going to eventually take over the location.

No man, in any business, with the attitude, "Heads I Win—Tails You Lose," can long continue to exist in this furiously fast, modern business world.

The coin with similar sides, like the double negative expressions of the coin-tossers herein illustrated, can only "fool some of the people some of the time."

The operator who wants to progress must make up his mind to certain logical business facts which have long been inviolate in this industry.

1) That the best and newest equipment is what attracts, holds and fascinates the public, thereby obtaining top play.

2) That location owners are actually partners because, on an overall average, they report the true facts; which, when carefully studied and investigated by the operator, gives him the knowledge he requires to better serve the public. And better service means better profits everytime.

3) That any operator who thinks he has "put something over on a location owner" by a mental or literal, "Heads I Win—Tails You Lose" phrasing, attitude, is simply telling the public that this location owner's place of business does not intend to give them (the public) what they want.

4) That marred, scarred, scratched, dirty, vermin-infested, old, worn out clinkers, won't do anything else but tear down a route to an absolute lose average and, eventually, cause the operator to go broke.

5) That good service is based on an earnest, and sincere desire to make the recipients of that service so thoroughly satisfied that they will come back forevermore in the complete and unflinching faith that they cannot and will not get better service anywhere else.

6) That, in the complete and final analysis, the public must be made happy with the latest, most attractive and completely fascinating equipment, to assure steady patronage which will, in turn, insure topmost play, satisfied location owners, and outstanding profit.

The operator who is tossing a coin and is mentally (or literally) telling his location owners, "Heads I Win—Tails You Lose," will, every single time, simply lose his business to the progressive operators who know that intelligently inspired, correct service and outstanding attention, backed by the very latest equipment, which is praised and commended by the patrons of everyone of his locations, is the answer to a prosperous future in this, or any other, industry.
MAO Convention Near at Hand

Attendance Sure To Break All Records. Exhibits Doubled. Show Spotlights Music Business

CHICAGO—The MOA convention at the Palmer House, this city, on March 8, 9 and 10 is almost upon us. That the attendance will far exceed any previous show held by Music Operators of America is a foregone conclusion. The number of firms exhibiting their products will probably run to thousands. A number of factors have gone into making the 1954 MOA convention a meeting of the nation’s operators one of major importance. Music operators have come to the realization that their industry Roberts has taken two of problems of national scale, which have been put into play, and plans formulated on a national basis.

In addition, the 1954 show has added to its importance by permitting manufacturers of other coin operated machines to display here. The operator can thus cover a lot of ground at this one visit. As the manufacturers of all coin in this city have thrown open their doors, inviting all coin men to visit their displays, the added incentive is given the members of the industry.

One undeniable fact, as reported by many from all over the nation, is that the MOA convention is definitely spotlighting the automatic music industry. Never before has there been as much interest in the music business as this show has created among many who are not directly engaged in the automatic field. It is not at all surprising, many have reported, to have vending and service machines, as well as amusement and other people, call to talk with music ops regarding this forthcoming show. Almost everyone seems to realize that the new line of the industry, the most progressive in the nation. And that the men engaged in this business are always feeling a better way.

This spotlighted interest in the music business, it is believed, will lead to even greater attention to this field, and, as one leader stated, is bound to increase its size and continue its great growth. Whatever other results will be obtained, and especially bear what, we very fact that the MOA Show has spotlighted the automatic music business it is agreed by as many, are worth the added incentive given the members of the industry.

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H. T. Roberts To Display New Type Music Unit At MOA Show Will Feature High Fidelity Tape Backed By World’s Largest Manufacturer of Tape Recording Equipment.

CHICAGO — Henry T. (Heinie) Roberts, well known to the automatic music field, returned to the industry this past week with the announcement that he would display an entirely new type music unit at the MOA convention at the Palmer House here on March 8, 9 and 10. Heinie Roberts and Roberts, well known to the automatic music field, returned to the industry this past week with the announcement that he would display an entirely new type music unit at the MOA convention at the Palmer House here on March 8, 9 and 10. Heinie Roberts has taken two of problems of national scale, which have been put into play, and plans formulated on a national basis.

Heinie Roberts tried to keep his new musical development as quiet as he possibly could, the word leaked out and, before long, he reports he was fighting two phone companies.

To all callers, Roberts stated, he had the same answer, “See me at the Music Operators of America convention and look over what we have.”

When we do, we will show the nation’s music distributors and operators is sure to come. Roberts has taken two of problems of national scale, which have been put into play, and plans formulated on a national basis.

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Ohio Pin Ops Granted Restraining Order

COLUMBUS, O.—A court order preventing seizure of pinball machines by the Ohio State Liquor Control Board was obtained (Feb. 15) by three operators from Franklin County Common Pleas Judge Joseph M. Clifford in Columbus.

Although the order affected only Hamilton and Lucas counties, indications soon became statewide since other operators were expected to file suit.

A temporary restraining order against State Liquor Director A. A. Fulkerson, a pinball manufacturer and Milkey Mariner of the Mariner Distributing Company of Cincinnati. A similar court order was granted by Judge Kerr of Toledo, applying to the whole of Lucas County.

The restraining order was directed against State Liquor Director A. A. Fulkerson, who recently ruled that the pinball machines come under the State Liquor Board law forfending devices which "may or can be used for gambling . . . or wagering."

AMT Expands Central Distibs Territory

CHICAGO — Central Distributors, AMT distributors in the St. Louis area, is expanding its AMT distributorship territory. This was announced here today by E. R. Ratafack, regional representative of AMT.

"This organization has maintained a consistent, continuous record with us in the Missouri territory," Ratafack said, "and is now taking over eastern Kansas. I confidently expect a continuation of this good record."

In addition to its St. Louis office, new offices and showrooms have been opened at 3308 Main Street, Kansas City, Missouri. This office will be staffed by Roy S. Schwegel and Jerry Becker, well-known coin men.

Isadore Toper, counsel for the Westerhaus Co., said Ratafack's order destroyed the "rights of other people without justification." He said pinball operators are not gambling devices and he was against classifying them as such.

After Toper said that he had been informed that other operators were planning to join in the action, Attorney General Donald Lloyd said that the Westerhaus suit is a test case, rather than try an estimated 35 of more cases.
The greatest development in music . . . the finest in electronics . . . the highest creation in tonal values . . . backed by a manufacturer whose reputation is far up and above the highest in electronic sound engineering . . . now offered to the automatic music industry by the man who brought sight plus sound to the juke box field since 1938 . . .

H. T. (Heinie) Roberts
Rooms 807 and 808, M.O.A. Convention, March 8, 9 and 10
Palmer House, Chicago

Or Write: H. T. Roberts, 225 West Ohio Street, Chicago 10, Illinois
Operate Keeney's BONUS BOWLER

Keeney's Mainliner Bowler
available including everything except the "Match" feature.

Keeney
Mainliner Bowler

Genuine
Formica
Playfield

It's a fact!
About your Genco games...

D. C. (Direct Current) is used to operate telephone relays because its steady, even flow positively eliminates noise in coils and solenoids. Likewise, Genco relays are D.C. operated for quiet, efficient performance. That is why our coils and solenoids need no re-filing or re-adjustment for the entire life of the machine.

Williams To Hold "Open House"

CHICAGO — Sam Stern, executive vice-president and general manager of Williams Manufacturing Company, this city, announced this past week that the plant would hold "open houses" to all MOA conventioners.

Said Sam Stern, "We are more than happy to welcome all our many friends who will be here in Chicago to attend the Music Operators Of America convention."

They know that, as always, they are welcome over at our factory and that they can enjoy the most complete hospitality.

"Having been a jake box operator myself way back when," Stern said, "I know the many problems which are confronting the men who are coming in to Chicago."

"I hope", he concluded, "that they will drop around to see our modern factory here at Williams Manufacturing Company and get acquainted with the way we are working for their benefit."

Evans To Show New 100 Phono At MOA Meet

CHICAGO — Les Rieck, sales director for the phonograph division of H. C. Evans & Company, this city, reported this past week:

"We will show our new 100 selection phonograph for the first time at the forthcoming MOA convention at the Palmer House."

Further, according to Les Rieck, "We believe that every music operator in the nation will be thrilled when they see this new 100 selection phonograph."

It incorporates all the great features of the operators want and need", he continued, "and is, without any doubt, one of the most attractive phonographs ever yet presented to the industry."

Not only Rieck, but all other executives of the Evans' firm are enthusiastic about their new automatic phonograph.

All of them are of the belief that, as one exec stated, "This is, without any doubt whatsoever, one of the most outstanding musical instruments which has yet been presented to the trade."

"Extensive tests have convinced our engineers that there is absolutely nothing in this phonograph which can go out of order."

"In addition", he stated, "the phonograph itself is one of the most attractive..."
Huber Appoints Southard Sales Mgr.

SAN FRANCISCO, CALIF.—Walter A. Huber, Huber Distributing Company, this city, announced the appointment of J. H. "Jim" Southard as sales manager.

Southard, well known to the operators in this area said: "I am looking forward with a great deal of pleasure to my association with Mr. Huber and his organization." Southard has been connected with the coin machine business for the past five years. Prior to that, his experience included five years as radio engineer for the U. S. Signal Corp., five years as resident engineer for Ideal Electric and Manufacturing Company and 18 years as district representative for the Weston Electrical Instrument Corporation.

The Huber Distributing Company distributes the AMI line of coin-operated phonographs in Northern California and Nevada.

Portable Coin Counter

LIVONIA, MICH.—Klopp Engineering, Inc., this city, announced it is now manufacturing a new portable coin counter that folds compactly, weighs only 14½ pounds and is equipped with a carrying handle.

The new model counts pennies, nickels, dimes and quarters and packages them for bank deposits.

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LAST CALL
for advertising...
The Cash Box

SPECIAL ISSUE
(Dated: March 13)

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(All Phones: Judson 6-2640)

"It's What's in THE CASH BOX That Counts"
One of the important questions that will be discussed at the Music Operators of America convention, March 8-10 at the Palmer House in Chicago, will be that of "Public Relations." This is indeed a most important question. There is a crying need for a public relations counsellor and I hope some definite action will be taken to create this post.

During a period of three weeks, there has appeared two adverse articles in the Miami-Herald concerning juke boxes. One was contributed innocently to a columnist on that paper by an operator. The other was a statement made by Dean John Bitter of the University of Miami School of Music. Dean Bitter whose topic was "Sub-sonic music in a Supersonic Age" declared that a juke box now meant a blast from an atomic coin machine. He also said: "We must value music as it is. We want the genuine creation." This brings to mind the continuous campaign of The Cash Box to rid the country of the drum, wruntz, screechy old phones. Perhaps the Dean was referring to these juke boxes? But, has Dean Bitter heard the latest "High Fidelity" music that is currently being played on locations. High Fidelity in my opinion is the nearest exact thing to the genuine creation. Dean Bitter should also realize that you cannot force businessmen to buy all the latest equipment, because they are unable to do so financially, no more than you can force the men and women of America to buy a new automobile every year. At any rate nobody in the music business has taken up the challenge to counteract this adverse publicity.

As I see it, one of the important functions of a public relations counsellor, is to counteract the thoughts of incidents of the past. Answering the stories of the people in the light of current conditions, this is no small job. While public relations is nothing more or less than an idea based on facilitating friendly relations, enormous groundwork must be laid so that eventually the benefits will reach all in this industry. The Music Operators of America are to be commended for bringing this very important question before the convention.

Kansas Music Assn. To Attend MOA Show

TOPEKA, KANS. — Louis Placek, president of the Kansas Music Association, headquarters in this city, advised this past week that many members of this organization intend to be present at the Music Operators of America convention at the Palmer House, this city, March 8, 9 and 10.

This will be the first MOA convention which this organization will attend as a group. The men intend to come in a day or so earlier and meet with many of the people who will already be here to discuss general business matters.

"It’s What’s in THE CASH BOX That Counts!"
The biggest event ever held for music operators in the MOA Convention at the Palmer House in Chicago on March 8th, 9th and 10th. Southern Californians will be well represented at the show this year. Operators throughout the Southland are making reservations and getting all packs out of the windy city. All the local disk jockeys are also sending representatives to the event. Music publishers, artists and songwriters will board planes, trains, buses and private autos to embark for the convention.

Joseph R. Daffey of Los Angeles, Calif., president of the Los Angeles Music Operators Association, has already reserved his hotel accommodations. He will be accompanied by his wife and daughter. Miss Helen R. Smith, secretary-treasurer of the Los Angeles Music Operators Association, also has made plans to attend the convention.

In addition to Daffey and Smith, several other members of the Los Angeles Music Operators Association have made plans to attend the convention. These include:


These operators are all well known in the music industry and are expected to make a big impression at the convention.

The convention will be held at the Palmer House in Chicago from March 8th to 10th. It is expected that over 10,000 music operators will attend the convention from all parts of the United States.

For more information on the convention, contact the Los Angeles Music Operators Association at 202 S. Grand Avenue, Los Angeles, Calif.
The Cash Box  

The Most Exciting!... The Most Wanted!... The Most Talked About Bowling Game from Coast to Coast!

NEW Trouble Free Double Stacked Pin Reset Motor!  
NEW "Complete Criss Cross" Feature!  
NEW Adjustable "Spot Number 5" Feature!

NEW "Mystery or Skill" Adjustment Play!  
NEW ... Numbers to be Matched Light Up at Start or End of Game!  
NEW Simplified Adjustable REPLAY Feature!

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TRIPLE-MATCH SCORING

TOP NOTCH COIN MACHINE SALESMEN
Leading Coin Machine Manufacturer has lucrative openings for district sales managers with $50,000 yearly earning potential. Must have solid background of accomplishments and high earnings in this field; not afraid of hard work; be able to travel.
Fly-by-night promotion men need not apply. Do not expect replies unless you give full details of experience, references and submit snapshot with application.

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THE CASH BOX, 32 West Randolph St., Chicago 1, Ill.

chicago coin's  
Sensational CRISS CROSS BOWLER

The Most Exciting!... The Most Wanted!... The Most Talked About Bowling Game from Coast to Coast!

NEW Trouble Free Double Stacked Pin Reset Motor!
NEW "Complete Criss Cross" Feature!
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FEATURING PROGRESSIVE ADVANCE SCORING PLUS
TRIPLE-MATCH SCORING

1725 W. Diversey • Chicago 14

chicago coin  
MACHINE COMPANY

ThrU THE COIN CHUTE  
MIAMI MURMURS

Roy McGinnis, head of J. H. Keeney & Co., one of the new arrivals in town. He can be found practically every day on either the La Gorce or Normandia Isle Golf course. Ray surely needed this rest, and it looks like he's going to make sure he gets it. ... Another of Miami's most recent converts, Lucky Skolnick, not only has "sand in his shoes," but it looks like he's become another of the already large number of boosters. Lucky, who bought into a music route several months ago, now has convinced 2 of his brother-in-laws to move down here. They've bought 2 gas stations. ... Seems that Mr. and Mrs. Barney Sugarman and Mr. and Mrs. Dave Stern of New York and New Jersey, were so impatient to get to Miami Beach that they drove from Washington, D.C. in 26 hours without a stop. We figure they must have had a motorcycle escort, courtesy of the Florida police. ... It's practically impossible to get accommodations at any of the top Miami Beach hotels, and we suggest that any coinmen coming here for a vacation should make sure they have a reservation before leaving their cities. ... The Sugarmans were hosts at a dinner party given at Gray's Inn, with the following guests at the table: Mr. and Mrs. Dave Stern, Mr. and Mrs. Al Schlesinger, Mr. and Mrs. Willie Blatt and Lou Wolcher of San Francisco. ... Joe Mangone spends almost as much time in Cuba as he does in Miami. Folks here are saying he's beginning to look a little like a Cuban. ... Dave Gottlieb goes out fishing practically every day, and he always takes some coin machine men along. If he keeps a ship's log, the list of coinmen should be quite lengthy. ... Lou Karen's North Shore Hotel is on the Bay, and there are enough yachts docked there to start a small invasion. They run in size from about 25 feet to over 100 feet in length. ... Ted Busch, who lives up his interest in the weekly fights at the Miami Beach Auditorium with small wagers with his customers, figures he broke even on the Feb. 15 bouts. ... A load of new Seeburg "Coon Hunt" guns just arrived in town, and reports are that the ops like it. ... Taran Distributing reported doing quite a job with Williams' games, and Ross Distributing with Rock-Ola's "Comet" phone.

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

Vendors Assuming Growing Role In Ice Cream Sales

NEW YORK — Automatic vending machines are assuming an increasingly important role in ice cream merchandising, according to a nationwide survey conducted by Ice Cream Field and published in the current (February) edition.

Processors across the country reported they are finding these vendors helpful in establishing new outlets for the sale of ice cream. Among the unusual outlets cited as profitable sites for automatic merchandisers were beauty shops, wine stores, filling stations, meat packing plants, schools, fraternity houses, theatres and pool rooms.

The food store is the number one outlet for the sale of ice cream, accounting for 48.45 per cent of the typical manufacturer's output. Then comes the restaurant (14.45 per cent), the drug store (12.92 per cent) and the confectionery (11 per cent). All other outlets, including vending machines, sell the remaining 18.21 per cent of total production.

BUY THE BEST IN MUSIC

Reconditioned—Refinished
SEEBURG 1-46 HIDEAWAY $125
SEEBURG 1-45 $135
SEEBURG 1-47 $150
SEEBURG 1-48 BLOND $150
WURLITZER 1015 $200
WURLITZER 1105 $275
WURLITZER 1250 $475
WURLITZER NEW W.O.M. Model 2140 $525
A.M.I. MODEL 1 $152
A.M.I. MODEL 2 $195
A.M.I. MODEL C $275
A.M.I. MODEL 240 $425
A.M.I. W.O.M. (6/10) 20
MILLS CONSTITUTION $12
NEW CHICAGO HITPARDISE $125.50

EXCLUSIVE SEEBURG DISTRIBUTORS IN ILLINOIS AND IOWA

ATLAS MUSIC COMPANY
1200 NORTH WASHINGTON AVE., CHICAGO 47, ILLINOIS
(Phone: A2-Kane 3-5001)

March 6, 1954
ACCLAIMED EVERYWHERE

Rock-Ola COMET

The Original 120 Selection Phonograph

120 120 120 120 120 120 120 120 120

120

ROCK-OLA MANUFACTURING CORPORATION
800 NORTH KEDZIE AVENUE, CHICAGO 51, ILLINOIS

Exhibit Will Display New Rides At MOA Convention

J. A. (Art) Weinand

CHICAGO—J. A. (Art) Weinand, general sales manager of Exhibit Supply, this city, gave some quick details, as he prepared for another trip, regarding what the firm would have on display in its rooms, 812 and 815, at the forthcoming Fourth Annual Convention of Music Operators of America, at the Palmer House, this city, March 9, 10 and 11.

"First of all," Weinand stated, "we just won’t be able to show all of our rides due to lack of space in the two rooms which we will have at the MOA convention.

"But," he continued, "we will have our brand new 'Twin Pete The Rabbit' ride on display as well as some of our other rides.

"In addition," he said, "we plan to have our new 'Silent Salesman Carl Vendo' on display. This is the machine that clicked to big at the NAA-PFP show as well as at the Tampa, Florida, Fair.

Art also said that there are a great many new ideas forthcoming this year from Exhibit Supply, and that the entire trade is going to be made very happy over the new products which will be presented, as time goes on.

"We are planning far ahead to benefit the entire industry," he stated, "and we don’t believe that there’s a better firm than Exhibit Supply to give the operators what they need and want as the year goes on.

"We’ve been in the business since 1903 and, therefore, the field can depend on us to give them the type of products which are sure to help every operator in this industry enjoy better profits all around.

"Coon Hunt" Clix

CHICAGO—Frank LaMaskin and Al Tigreran, two well known op’s here, reported this past week, "If one asks you whether Seeburg’s 'Coon Hunt' is a great gun, just tell them to check with us.

The two op’s continued, "We had one here at Sueze’s Restaurant, 63rd and Cottage Grove Avenues, on test, and the first week’s collection is the most phenomenal of any machine we have ever yet tested here.

QUALIFIED EVERYWHERE

Rock-Ola COMET

The Original 120 Selection Phonograph

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"It’s What’s in THE CASH BOX That Counts"
Manufacturers here report that they've heard from many of their distributors, as well as from operators, that, "We'll be in early." To visit around at the factories. Before the MOA Convention gets under way. Seems, from all indications, that the factories will be busy all this, and next week as the conventionneers pull into town. . . . Les Rieck and the staff over at H. C. Evans all excited over their first showing of their new 100 selection "Holiday." 45 RPM Les said Evans are ready for biggest production run in its history. . . . Ed Levin at Illinois Masonic Hospital this past week for a minor operation. Frank Menceri holding down the fort. . . . And trying to get out shipments while answering phones and taking care of Ed's paper work. . . . Seems that Arvon Ginsburg will become a Papa this month. . . . Hall of Fame, Inc. got a bit greyer. . . . Bill O'Boyle continues to be a big hit. . . . When questioned about business, all Bill answered was, "It's great." . . . MONTI (Music Ops of Northern Illinois) going to have a "Souvenir Journal" for its affair this week. . . . Held at the Elmhurst Country Club, Thurs., March 4th.

Jack Nelson just back from an extensive trip. That took him thruout the east and midwest. But Jack plans to be around at the Bally plant for a little while now. . . . Paul Huebsch a very, very proud guy this past week. When he advised that the Keeney All-Electric Giggy Vendor now in its 7th straight year of production. . . . Jimmy Savarese's Valley Sales & Service, So. Bend, Ind. reported to be going great guns. . . . Mr. and Mrs. T. B. Holiday in town. Are on their way for a Florida sunshine rest. . . . Don Moloney reported to be one of the very busiest of all the busy districts around town. Doing a very grand business. . . . Renee Landier of Montreal wrote friends here this past week that Florida's sunshine. . . . Harold Lieberman, Minneapolis' commuter to the Windy City, in and out of the town. Faster than you can read this. And this happens almost every week. . . . Art Garvey on his way to his New England territory.

Whatever it is, showshoes to handle the many miles of traveling he'll do. . . . Most intimate (and humorous) letter we've read in a long while—that of Gordon Stout of Pierre, S.D., who invited us to come along with the South Dakota ops to the MOA Show.

Lou Knezev of Kansas Music Assn. advising that a bunch of the boys from that great State will be on hand at the MOA convention. . . . Sam Stern of Williams-McF. Co. preparing to hold a very big "Open House" for all the visitors who will call around at this very beautiful and modern factory during the MOA convention. . . . George A. Miller advises us via the long distance phone that he'll be in on Feb. 28. He has "a zillion things to do before the opening day of the show." . . . Two of the very happiest guys 'round town will be Morris and Eddie Ginsberg this forthcoming week. When they hold their official Grand Opening of their very beautiful, new "Atlas Building." Suggestion to Morris and Eddie to have a "Star Room." Where they'll entertain all the important accounts who come to town. J. Raymond Bacon of Rock-Oh mighty enthused over a letter read to him over the phones. Described by Ray as "A doozy." . . . Papa Nate Gottlieb advises, "I've gonna bring home each week's issue of The Cash Box. So that Shelley can look thru the new record reviews." Nate's son, Shelley's now 12 years old. And is just at the stage where the latest disks mean, but mean, pahtyly.

Mike Hammersgren will show a new glass machine which is reported to have already captured plenty of sales. . . . Kurt Kline of Rock-Oh will next be celebrating a 13th Wedding Anniversary. . . . Ken Shyvers in town from Seattle. Ken well known for his wall and bar boxes. Hasn't been here in 22 years. The growth of the Windy City amazed him. . . . Bill De Salm trying to do a dozen things at one time. "But most important," stated Bill, "is to get those orders out just as fast as we can." No help from Johnny Casola either. Johnny is still traveling thru the South. But Ken Sheldon came bustling in from the City. Ken broke one of his teeth and is having some desperate "repairs" made. (How come an engineer can't engineer his own choppers?) Al Tholke, who's holding a United Service School at Budge Wright's place in Portland, Ore., phoned in to the big United factory to report, "Attendance tremendous!" The quiet and steady Herb Gottmiller, say the following, say about business. "Just hope we can fill all our orders—on time." . . . Mr. and Mrs. Gil Kilt in California. Just in time for the heat wave in L. A. Gil reported to be working like mad trying to cover all the Empire accounts in the State. . . . Alex Saturno, the "Saturn Man," coming to town. . . . Leo Strobl's operations are running smoothly. . . . Dave Oomens' boys are getting on the ball. . . . Bill NYland came thru with 446. . . . When you add up Marino Pieroni's 540 and Bob Dolan's 503 against Johnny Strobb's 523 then you'll see why B & B took two from Melody. . . . The strong Paschke team (still a contender) knocked off Coven for three games with Charley Ales bowling a 528 series and Tony Galgano a 501 series. . . . Everyone's hollerin for Mary Gillette to show up. Again the Gillette team went down in defeat. This time to Star Music for two games. Henry Sochacki had a 561 series High For The Men while Henry Leonardsky came with a 492. . . . The Chi Aut. Phone League has entered two teams in the IBA Tournament to take place at Gabby Hartnett's.

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

Music Operators of America!

You are Cordially Invited to Attend the PREMIERE SHOWING OF EVANS' HOLIDAY 45 RPM ENTIRELY NEW INNvATIONS! SEE IT! HEAR IT! Fourth Annual M. O. A. Convention Palmer House—Chicago March 8-10

HI. C. EVANS & CO. 1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS

WANTED FOR CASH!

BEACH CLUB DUDLEY RANCH CIRCUS BEAUTY SHOW BOAT FROLICS

Top Prices Paid Now—Phone Or Write Today!

CHICAGO CHATTER (Cont.)

Bill Bye in town getting a room set for the Electro cigray vendor for the MOA Show. Bill expects to meet plenty of his pals from his phone days at this show. . . . Art Weinand let out the word that the Exhibitz wasn't able to show "all" of its rides at the MOA show (they've only got two rooms) they'll still have plenty of surprises for all Exhibit customers. . . . The cigray vendor people are making the MOA Show a definite "must." They have suddenly realized that the nation's phono ops are "the very best prospects in the country." It happened. Just as predicted. Decca-Coral zoomed into first place. Oemings fighting mad to get back into the top spot at the Chi Automatic Phon Bowling League. Here's how it happened: Decca-Coral knocked off Mercury for three games with Leo Schacki rolling in a 517 score and Joan Woziechowski a 403 High For The Ladies. The best Mercury could do was Fred Sipiora's 472. . . . In the meantime, ABC knocked off Oemens for two games in a tight, but tight, match with Bob Gnarro going right out of this world with a 473 series and only Johnny Oemens could beat that with 483. Now that the battle gets hot, Tosnie's the Mike. . . . Among the most exciting innovations!" Morrie Minkus going wild for a 521 series knocked off Western for three games even the Bill Nyland came thru with 446. . . . When you add up Marino Pieroni's 540 and Bob Dolan's 503 against Johnny Strobb's 523 then you'll see why B & B took two from Melody. . . . The strong Paschke team (still a contender) knocked off Coven for three games with Charley Ales bowling a 528 series and Tony Galgano a 501 series. . . . Everyone's hollerin for Mary Gillette to show up. Again the Gillette team went down in defeat. This time to Star Music for two games. Henry Sochacki had a 561 series High For The Men while Henry Leonardsky came with a 492. . . . The Chi Aut. Phone League has entered two teams in the IBA Tournament to take place at Gabby Hartnett's.
FOR SALE—Spit Litas $75; Frolicks $200; Beach Clubs $350. TOLEDO COIN MACHINE EXCHANGE, 814 SUMMIT ST., TOLEDO, OHIO. Tel.: OLive 2300.

FOR SALE—Bingo Games—Mach 1s-Player Bowlers—One-Five Ball Games—Cigarette Machines—Vending Machines. All equipment reconditioned and refurbished and ready for location. Call—write for your complete list. KIRKWAY MACHINE CORP. 715 ENSOR ST., BALTI-MORE 2, MD. Tel.: Eastern 7-1021.

FOR SALE—Reconditioned phone—ready for location: AMI A; AMI C; AMI D-40 and D-30; Rock-Ola Fireball 45 rpm; Seeburg M100A; Wurlitzer 1500. Write for low prices. RUNION SALES COMPANY, 595 TENTH AVE., NEW YORK, N. Y. or 221 FREELINGHUSEN AVE., NEWARK, N. J.


FOR SALE — One Stop Record Service. Large stock of major, independent records. 37% Rhythm, Blues. We ship anywhere at cost plus $5.00. Send check or money order to: BARGAIN RECORD SHOP, 2827 W. MADISON ST., CROWN RECORD SPECIALS, 3747 W. CHICAGO AVE., CHICAGO, ILL. Tel.: Sacramento 2-5050.

FOR SALE—All machines 20% off book. We ship anywhere. BARGAIN RECORD SHOP, 1015, 1100, 1250. Rockolas 1422, 1426, AMI Model C. Seeburg 146, 147, 100A. Phone STirling 67511 or Write: DIXON DISTRIBUTING CORP., 3800 SOUTHERN BLVD., YOUNGSTOWN, OHIO.

FOR SALE—Kiddie Rides in A-1 shape. Chicago Coin Super Jet $375; Atlantic City $350; Bally Champions $515; Phone: Hartford-6-3535. Bally Coin Machine CO., 184 WINDSOR STREET, HARTFORD, CONN.

FOR SALE—All games. 20% off book. We ship anywhere. BARGAIN RECORD SHOP, 1015, 1100, 1250. Rockolas 1422, 1426, AMI Model C. Seeburg 146, 147, 100A. Phone STirling 67511 or Write: DIXON DISTRIBUTING CORP., 3800 SOUTHERN BLVD., YOUNGSTOWN, OHIO.

NOTICE—Pin Ball and Shuffle Alley Route for sale in Florida. New operating more than one serviced machines in one Florida county. Write P. O. BOX 785, HOLLYWOOD, FLORIDA.

NOTICE—Super Giant Pin Kits $22.50 each. Installed in any United Alley machine. Make a neat look, the next coat! Terrific money saver, 60% deposit. Null said. OLSHIN DISTRIBUTING COMPANY, 1100-02 BROADWAY, ALBANY, N. Y.

NOTICE—Juke Box Operators—Trade your used juke boxes for cigarette machines. We will sell or trade all cigarette machines. (Minty reconditioned), Row, Holt, vending metal machines. BRUCE MUSIC AND VENDING SERVICE, 1620 PIERRE AVE., SHREVEPORT, LOUISIANA.

NOTICE—Three 3 telephone numbers are important to you: The Cash Box, 454-3300 E. Hampden Ave. and 454-3300 E. 26-460. The Cash Box, Chicago, Ill. (Newborn 2-0945); The Cash Box, Los Angeles, Calif., WEstern 1-1121.


NOTICE—Phonograph Motors Re- wound. Any make. Prices reasonable. Juke Box Motor rewound $4.00. No Extras. $4.00 per motor. Some parts. All reconditioned. Mailing list 4000 Juke Box Operators $35. CAROLINA ELECTRIC CO., P. O. BOX 125, MATTHEWS, NORTH CAROLINA. Tel.: 2711.

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

THE CASH BOX
26 West 47th Street, New York 19, N. Y.

Gentlemen: It sure is worth $15 a year to get straightened out with my Tax Collector. Enclosed find my check for $15. Start sending me “The Cash Box” immediately.

FIRM NAME
ADDRESS
CITY ZONE STATE

Individual’s Name

That’s right! For just about two bits a week, only $15 for the full year of “The Cash Box” you can PROVE TO YOUR TAX COLLECTOR the “why’s” and “wherefores” of your many, many TAX PROBLEMS! Each and every week’s issue of “The Cash Box” brings you “The Confidential Price Lists” (The 15 year old unbroken, consecutively, weekafter-week issue of the “Blue Book” of prices of all equipment in the industry). AND, WHAT’S EVEN MORE IMPORTANT TO YOU AND TO YOUR TAX COLLECTOR—at the end of each month issues you receive the “END-OF-MONTH INVENTORY ISSUE” which allows you to easily, simply and speedily SHOW YOUR ENTIRE BUSINESS EQUIPMENT VALUATION. It let’s you KNOW WHAT YOU’RE WORTH! It gives you and your TAX COLLECTOR—"THE ANSWER" to your tax problems!! Why suffer sleepless nights full of nightmares and headaches when, for just about two-bits (Only $15 Per Year), you can sleep soundly—confident that you have THE ANSWER to what your TAX COLLECTOR wants to know about your business. Fill out the coupon below, enclose your check for $15, MAIL TODAY!!
Remote Equipment?

There's nothing remote about the new AMI Wall Box! It puts the all-important coin drop within easy, comfortable reach of the patron with an ear for music and money to spend.

Here are all the features you've ever wanted to build your profits with Wall Box equipment: simplified basic design; fewer working parts; tamper-proof hinged housing; detachable mechanism; sturdy, die-cast construction; all-round gleaming chrome finish; illuminated coin drop and price-of-play card; make selection light PLUS ONE BUTTON PLAY.
<table>
<thead>
<tr>
<th>Price UP</th>
<th>Price DOWN</th>
<th>Prices UP and DOWN</th>
<th>Machines Just Added</th>
<th>No change from Last Week</th>
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**EXPLANATION**

- **Price UP**: The prices listed are the lower prices for the week.
- **Price DOWN**: The prices listed are the higher prices.
- **Prices UP and DOWN**: The prices listed are the combined prices for the week.
- **Machines Just Added**: The machines added to the list.
- **No change from Last Week**: The machines that remained the same.

**CONFIDENTIAL PRICE LIST**

**LISTED ALPHABETICALLY**

**AIREON**
- 5.00 | 10.00 | 85.00 | 14.50 | 20.00 |
- Great | 5? | 15.00 | 69.50 | 25.00 |
- Ristaucrat | 15.00 | 10.00 | 15.00 | 65.00 |
- 195.00 | 9.00 | 225.00 | 60.50 | 15.00 |
- 15.00 | 105.00 | 249.50 | 30.00 | 700.00 |
- 15.00 | 15.00 | 289.50 | 30.00 | 700.00 |
- 225.00 | 60.50 | 15.00 | 15.00 | 249.50 |
- 249.50 | 30.00 | 700.00 | 15.00 | 105.00 |

**BUCKLEY**
- 0.60 | 5.00 | 6.00 | 8.50 |
- 6.00 | 5.00 | 6.00 | 8.50 |

**MILLS**
- 8.00 | 5.00 | 6.00 | 8.50 |
- 8.00 | 5.00 | 6.00 | 8.50 |
- 8.00 | 5.00 | 6.00 | 8.50 |

**PACKARD**
- 8.00 | 5.00 | 6.00 | 8.50 |
- 8.00 | 5.00 | 6.00 | 8.50 |
- 8.00 | 5.00 | 6.00 | 8.50 |

**ROCK-OLA**
- 8.00 | 5.00 | 6.00 | 8.50 |
- 8.00 | 5.00 | 6.00 | 8.50 |
- 8.00 | 5.00 | 6.00 | 8.50 |

**SEEBURG**
- 8.00 | 5.00 | 6.00 | 8.50 |
- 8.00 | 5.00 | 6.00 | 8.50 |
- 8.00 | 5.00 | 6.00 | 8.50 |

**WURLITZER**
- 8.00 | 5.00 | 6.00 | 8.50 |
- 8.00 | 5.00 | 6.00 | 8.50 |
- 8.00 | 5.00 | 6.00 | 8.50 |

**MISCELLANEOUS**
- 8.00 | 5.00 | 6.00 | 8.50 |
- 8.00 | 5.00 | 6.00 | 8.50 |
- 8.00 | 5.00 | 6.00 | 8.50 |

**Manufacturers and date of game's release listed. Code: (B) Bally; (CC) Chicago Coin; (Ex) Exhibit; (Gi) Genco; (Gg) Gottlieb; (Ke) Keesey; (Un) United.**

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WITH FASCINATING NEW

return all balls feature

SCORELESS FIRST GAME ENTITLES PLAYER TO EXTRA FULL GAME
by simply pressing button, holding all advantages gained in first game.
Extra coins can also be played for extra advantages in second game.

SPELL HA-VA-NA
FOR EXTRA IN-LINE SCORES—CAN ALSO SPOT NUMBERS 2-5-8

TWO SPECIAL CARDS
(FOR EXTRA IN-LINE SCORES)

SELECT EM FEATURES
• SPOT A NUMBER
• EXTRA BALL
• 3 in Line Scores 4 in Line
• BOTH SUPER CARDS
• BOTH SPECIAL CARDS

FOUR CORNERS SCORE
EXTRA TIME FEATURE
UP TO 3 EXTRA BALLS PER GAME
NEW, EXTRA LARGE CASH BOX

E-Z SERVICE FEATURES:
• BACK GLASS SLIDES OUT EITHER SIDE
• BACK-BOX MECHANISM TILTS FORWARD FOR EASY ACCESS
• FRONT AND BACK DOOR HINGED

SEE YOUR DISTRIBUTOR
1. Biggest earning power
Ballygames are famous for eye-appeal plus play-appeal — the combination that results in top-earnings on location.

2. Biggest net profit
Bally-engineering cuts service-cost to the bone, saves you time, trouble and money, increases your net operating profit.

3. Biggest trade-in value
Market-listings, month after month, year after year, prove that, model for model, Ballygames consistently command highest used prices.

Newest Ballygame, ICE-FROLICS combines the attraction of 3-cards play with profit-proved features of recent Ballygames, plus brand-new money-making features. See ICE-FROLICS at your Bally Distributor today. Get ICE-FROLICS on location to increase your in-line earnings in a hurry.