The Four Aces break into song to introduce the new Wurlitzer model "1000" which is having its first showing at distributors' showrooms on Wurlitzer Days, Sunday and Monday, January 23 and 24. The Aces, who since their first impact on the record world, have had one hit after another, currently have a smash riding for them in their latest Decca record, the vocal version of "Melody Of Love".
her first
for
RCA Victor

IF ANYONE FINDS THIS, I LOVE YOU

TURN RIGHT

20/47-5999

rca Victor
FIRST IN RECORDED MUSIC
One of the outstanding phenomena in the music business today is the durability which groups have shown on records. When the trend towards groups started about a year ago, it was generally considered that they would last a few months and then we'd be back to where we were before, with vocals being done by female and male soloists.

However that hasn't happened.

In this week's Cash Box Top Ten, five out of the first six records are by groups. The Chordettes have the number one song in the country with "Mr. Sandman". And following close behind are the DeCastro Sisters. In addition, currently pushing for the top spots are such groups as the DeJohn Sisters, Bill Haley and His Comets, the McGuire Sisters, the Penguins and the Crewcuts.

Apparently harmony is here to stay—for some time at least.

Another interesting factor in this development of groups is the preponderance of female combinations which have come into vogue. Not since the days when the Andrews Sisters reigned as queens of song, has there been a smash female group. Today we have the Chordettes, the Fontane Sisters, the DeCastro Sisters, the DeJohn Sisters and the McGuire Sisters—all with hot records.

There can be very little doubt that the popularity of the juke box has helped increase the chances of vocal groups. Almost everyone likes to join in a record that's being played. And if a vocal group is singing, it's much easier to sing along.

But as a result of this newfound interest in groups, there has been something of a lag in the development of new singers this past year. We have had many, many new groups come along—and some have stayed to become top stars—but new soloists have lagged behind. Of course our established artists will always potentially have hits. It's not likely that a Como or a Fisher will fall too far behind—for even in this day of vocal combinations, their records still take off like a shot. But the thing that record companies should not neglect is the development of new female and male singers who will be the record sellers of tomorrow.

The wonderful thing about our record business is that there is so much room in it for all kinds of talent. Everyone can have a hit—and at the same time. So let's develop all the talent available, groups, singles, instrumentalists, everyone. Talent is the basis of our business. The more talent we find, the greater business we have.
AMERICA'S HOTTEST

another 2 sided Fontane

(AMERICA'S TOP -

"ROCK LOVE"

Dot-15333

Dot RECORDS
SMASH...by the Dot Sisters GIRL TRIO

"YOU'RE MINE"

Dot-15333
The B. B. C. has several shocks coming its way in connection with the proposed Festival of Dance Music which it proposed to hold at the Royal Albert Hall during February and March. Reason for the crisis is the dissatisfaction of some of the stars including Ted Heath and his orchestra and singers who have been asked to take part in this Festival which is to be broadcast before a live audience numbering 6,000 or more, and for which these stars have already offered their services normal (average below) broadcasting fees. I wonder if Mr. Jim Davidson, B. B. C. dance music chief, will replace the non-participants with the stars he believes should be his favorite stop gap CINEMA ORGANZ?... More stars have been scheduled for appearances in Britain this coming year, and we can now add the names of Kay Starr and Jerry Colonna to the already impressive list. The London Palladium kicks off its vaudeville season with a visit from the ever popular Eddie Fisher... A little bird tells me that a certain young lady from Ohio namely Louise Carlyle is more than just another singer, and judging from some of the private demo discs I've heard in London I am more than surprised that she has not been signed by a major label. Maybe these few lines of praise to a girl I don't even know, will be a step in the right direction. Young David Plummer the Latin American publishing firm (a subsidiary of Peer International) has a winner in a song called "Could It Be" with a great waxing by the nature of the song. Could it be that David's New York office will show some action on their part? My London Laurel for 1956 goes to American FM whose records make the number one spot on the chart) goes once again to my friend Rosemary Clooney. Her "Mambo Italiano" is the number one disk by week, and coming back to our attention, could it be that David's New York office will show some action on their part? My London Laurel for 1956 goes to American FM whose records make the number one spot on the chart) goes once again to my friend Rosemary Clooney. Her "Mambo Italiano" is the number one disk by week. I signed off last week's column telling you I was on my way to the preview of Irving Berlin's "There's No Business Like Show Business". The song I say is that it is the tops, and should be a real money spinner. Johnny Dankworth cut his first sides with his orchestra for the Capitol label to which he is now contracted. Talking of new sounds is always an interesting subject. D. J.'s look out for the new Frank Weir release on the London label entitled "Journey Into Space". This Week's Best Selling Pop Singles (Courtesy "New Musical Express")

1. Mambo Italiano - Rosemary Clooney (Philips)
2. "Finger Of Suspicion" - Dickie Valentine (English Decca)
3. "No One But You" - Billy Eckstine (MGM)
4. "I Still Believe" - Ronnie Hilton (HMV)
5. "Heartbeat" - Ruby Murray (Eng. Decca)
6. "Shake, Rattle & Roll" - Bill Haley & Comets (Brunswick)
7. "Mr. Sandman" - The Chordettes (English Decca)
8. "I Can't Tell A Waltz From A Tango" - Alma Cogan (HMV)
9. "Mr. Sandman" - Four Aces (Brunswick)
10. "This Ole House" - Rosemary Clooney (Philips)
2 GREAT SIDES!
from the One and Only -

Connee Boswell

"HOW IMPORTANT CAN IT BE?"

"FILL MY HEART WITH HAPPINESS"

DECCA
29412

America’s Fastest Selling Records

"It’s What’s in THE CASH BOX That Counts"
why is the ad on the opposite page the biggest news in record retailing history?

The time was January 3, 1955...the place was local newspapers from coast-to-coast...the ad was the most sensational announcement in record history! For eager record customers, it meant that—at last—they could own world-famous RCA Victor Records at drastically reduced prices...and now they could enjoy high quality RCA Records in every price range!

And For You...A New, Vital Expanding Business

For record retailers, the ad was the opening blast in RCA Victor's powerhouse "OPERATION TNT"—the most progressive and momentous step since the introduction of "45" and Long Play! Here's why—

Bigger Business...Higher Profits. Now—with RCA Victor's new, low prices—you'll have more buying customers than ever before. Your gross margin has been increased to assure you higher profits and greater protection on fast-moving, quick-turnover merchandise. And new simplified price lines cut your overhead and bookkeeping headaches because instead of 21 there are now just 5 basic prices for all RCA Victor Records.

New Profits with "Victrola" Phonographs. Today—as never before—is the time to stock, display and sell "Victrola" Phonographs. New low record prices are sure to blast phonograph sales sky high. Call your RCA Victor distributor—order "Victrola" Phonographs—and get in on this new, exciting profit-making opportunity today!

More Customers with Bigger National Ads. RCA Victor has prepared an overwhelming barrage of strong national advertising to keep Operation TNT at a high fever pitch throughout 1955. The story will be hammered home in the country's leading magazines...in newspapers in every major market...on network radio and TV...and with local radio and TV spots!

Now Is The Time To Act! Start today to build the strong record business that RCA Victor's Operation TNT makes possible. Order new, low-priced RCA Victor record merchandise...ask for smart, interior sales aids...request information on RCA Victor's amazing "store modernization" program...order RCA Victor "Victrola" Phonographs!

Operation TNT is the big, profit-building opportunity you've always wanted. Don't wait another day! Call your RCA Victor Record Distributor right now!

"It's What's in THE CASH BOX That Counts"
The Most Important News in The History of Records!

RCA Victor brings you the best at New Low Prices!

RCA Victor, leader in recorded music, takes an historic step forward! At last...the world's most wanted records by the world's most famous artists at prices everyone can afford. Think of it...classical masterpieces, jazz, show albums, kiddy records and pops...all featuring famous "New Orthophonic" High Fidelity sound at prices you used to pay for little-known recordings.

The new low prices on RCA records are in effect right now. Come in and make your selections today!

Now you can enjoy world-famous RCA records in every price range!

For the first time in history, you can buy RCA records in every price range. For well-known performances at lowest price...RCA Camden. For home sound and outstanding artists...RCA Bluebird. For the best in sound and performance by the world's greatest artists...RCA Victor.

PRICES SUGGESTED LIST, INCLUDING FEDERAL EXCISE TAX, LOCAL TAXES EXTRA.

12-inch Long Play $1.98 12-inch Long Play $2.98 12-inch Long Play $3.98
45 Extended Play 79¢ 45 Extended Play 1.19 45 Extended Play 1.49

"It's What's in THE CASH BOX That Counts"
GLORIA MANN
(Sound 109; 45-109)
- "EARTH ANGEL" (2:40) [Dooce Williams BMI—Williams] Gloria Munn does a good job with an r & b tune that's heading to the top in pop. Pretty arrangement. Gloria sounds much like Sunny Gale.
- "I LOVE YOU, YES I DO" (2:50) A good ballad is fashioned by the songwriter on this side. Group assists. Ok dish.

HUGO WINTERHALTER ORCH.
(RCA Victor 20-6000; 47-6000)
- "UN GRAND AMOUR" (2:45) [Leeds ASCAP—Cahn, Monnot, Parf] Hugo Winterhalter comes up with another of his beautiful instrumental arrangements. Lush and glowing mood. Great mood stuff.
- "SAY IT ISN'T RIGHT" (2:30) [Johnston (son of the late Benny) BMI—Tennyson, Blade] Another big instrumental and offer of Conte's master. Chorus pills in at mid point with a shuffle beat vocal. Good song that could step out and click.

LEROY HOLMES ORCH.
(MGM 11914; K-11914)
- "IT'S A BIG WIDE WONDERFUL WORLD" (2:36) [Broadcast BMI—Rox] One of the great waltz tempo standards is given a production treatment by Holmes and the chorus. Very pretty number.

SIX FAT DUTCHMEN
(RCA Victor 20-9895; 47-9895)
- "DIG THAT CRAZY OOH-PAH-MAH" (2:22) [Highland BMI—Zappone] The Six Fat Dutchmen bounce through a catchy polka ditty that cruises along at a smooth clip. Good dance stuff for the right locations. English vocal.
- "THERE IS A TAVERN IN THE TOWN" (2:40) [F. D.] Another lively polka ditty that should do nicely on the boxes.

ROY STEVENS ORCH.
(Original 514; 45-514)
- "BEAUTY AND THE BEAT" (2:40) [Kems BMI—Roy Stevens] leads his band through a rocking instrumentation of an original piece of music with a pretty beat line. Number really drives.
- "PARK AVENUE PATTER" (2:28) [Gate ASCAP—Redman] Some spunky trumpet work takes the spotlight on this jump, big-band instrumentation of a solid song. More excellent material for dancing.

DON, DICK & JIMMY
(Crown 138; 45-138)
- "MAKE YOURSELF COMFORTABLE" [Bob Merrily] Don, Dick and Jimmy are doing exceptionally well on Crown, offer a cover version of a current pop smash. Cute performance by the boys. Great sound.
- "SONG FROM DESIREE" [Andrews BMI] Do well with their smooth version of the title song from a picture that's making the rounds of the local theatres.

MONTY KELLY ORCH.
(Essen 386; 45-386)
- "THAT SWEETHEART OF MINE" [Eastwick BMI—Hope, Humm] Monty Kelly again throws over on the alto sax as the Kelly orch wend their way through a romantic piece of mood music.

BILLY FARRELL
(Mercury 70359; 70359-45)
- "IT MAY SOUND SILLY" [Pro биз BMI—Hunter] Bill Farrell has a strong contender in this great new ballad that stems from the r & b field. It's Farrell's best performance in years. Fabulous song that should have no trouble breaking through if it's given a push.
- "KAY AND CEE BMI" [Kay BMI—Glover] Another r & b tune that looks like it'll be a smash in pop, is waxed by Farrell. Ok jumper.

DON CHERRY
(Columbia 40421; 4-40421)
- "TELL IT TO ME AGAIN" (2:23) [Weiss & Barry BMI—Manuel, Rotha] A pretty ballad is given a polished reading by the smooth and mellow voice of Don Cherry as Perry Faith and the orch assist.
- "CLEAN BREAK" [Essen ASCAP—Sigman, Faith] A cute bouncy novelty is dished up on this end. Chorus assists.

VAUGHN MONROE
(RCA Victor 20-6002; 47-6002)
- "MAIN EVENT" (2:10) [Melvyn BMI—Swens, Leigh, Grant] Vaughn Monroe comes up with another rhumba tempo novelty that could be another "Mommy" hit. Clever lyric handled with finesse. Could use a bigger Catchy item.
- "WHAT A DIFFERENCE A DAY MAKES" (2:38) [B. Marks BMI—E. Marks BMI—Greever, Adam] A lovely hit of some years ago, is smoothly fashioned by the round Monroe voice. Song is done to an up-tempo.
jaye p. morgan

first out with the smash English version!

SOFTLY, SOFTLY

DANGER, HEARTBREAK AHEAD

SMASH FOLLOW-UP TO. "THAT'S ALL I WANT FROM YOU"

"It's What's in THE CASH BOX That Counts"
MARY SMALL
(Epico 9090; 5-9090)

"RAZZLE DAZZLE" [ASCAP—Missy, Bernier] The exciting voice of Mary Small comes over with punch on this clever jumper. Real driving side that could make the grade with a little push. Good stuff.

A LITTLE BOY'S PRAYER" [ASCAP—Missy, Currie] This side is a touching tune about a little boy's imaginational moving number. Contrast of sides makes for an excellent release.

ELAINE GAY
(Deluxe 2029; 45-2029)

"ROCK LOVE" (2:00) [Jay & Cee BMI—Glover] An exciting hand-clapper is belted out by the smooth Elaine Gay voice. Interesting tune that could click big in the pop field. Exciting side. Thrush has big future.

"EBONY EYES" (2:30) [Jay & Cee BMI—Gay] On this end, the thrill factor is highly comehensive. Good material for the r & b and pop markets. Elaine penned this tune too.

PETER LIND HAYES & MARY HEALY
(Columbia 40419; 4-04191)

"COULD BE I LOVE YOU" (2:25) [Essex ASCAP—Hoffman, Munson, Wiegand, Jacki Alves] Comics Peter Lind Hayes and Mary Healy bounce out a catchy novelty in their inviting manner. Amusing deck.

"THE YEAR WE FELL IN LOVE" (2:38) [Redd Evans ASCAP—Jordon, Bass] This side is another clever novelty rendered in vaudeville style. 1954 current events tune.

HAPPY OTTO
(Decca 29403; 4-29403)

"SMILES" (2:09) [Remick ASCAP—Roberts, Callahan] German pianist Happy Otto who's been making loads of noise on the German Polydor label, is released on Decca with a tavern piano treatment of an old favorite. Real corny deck.

"GLAD RAG DOLL" (2:27) [Advanced ASCAP — Dougherty, Ager, Yellen] This end is another infectious cornball piano treatment of a standard. Great joke box material.

RAY ANTHONY
(Capitol 3029; F-3029)

"HEAT WAVE" (2:45) [Berlin ASCAP—Berlin] Ray Anthony and his band send up an exciting and imaginative instrumental arrangement of the oldie "Heat Wave." Wild dance side that the kids'll love. Tune is currently being featured in Berlin's movie "No Biz Like Show Biz."

"JUKE BOX SPECIAL" (2:50) [Moonlight BMI—Anthony] This side is a smooth and easy going jumper that has loads of commercial flavor.

DICK CAROZZA
(Bermuda 18; 18-45)

"I'D RATHER DREAM" (2:05) [Homestead BMI—Kester] Dick Carozza glides through a ballad as the Lee Shubert orch sets up the instrumental support. Slow moving item.

"I'LL RIDE TO THE END OF THE RAINBOW" (2:44) [Homestead BMI—Schubert] Another slow romantic number. Songs, in combination with the backdrop music, take on a Hawaiian song flavor.

GERI GALIAN & ORCH.
(2:00; 4-0003)

"ALOUCU" (2:40) [Southern ASCAP—Galian] Geri Galian and his Caribbean Rhythm Boys come through with a smooth instrumentation of an original rumba-mambo number. A good side.

"SNOWFALL" (2:38) [Music Soc.—ASCAP—Thornhill] This side is a dreamy piano and rhythm arrangement of a lovely melody. Limited market for this great stuff.

ROBERTA LINN
(Ebbo 111; 45-111)

"HARD HEARTED HEART" (2:02) [Jari BMI — Mathews, Stone] Port Roberts Lim comes up with one of her best waxings to date as she rhythms through a good filler. Has a bluesy flavor too, Mellemen offer good assist.

"IT'S JUST A WEDDING RING" (2:30) [Jari BMI—Harmon, Jordan] This side features the soundtrack on a soft, sentimental tear jerker. Pretty number capably handled.

ALAN DEAN
(MGM 11920; K-11920)

"TOO MUCH IN LOVE TO CARE" (2:44) [Lovell ASCAP —Kriegemann, Coates] Joe Lipman sets up a production backing for Alan Dean's big voiced treatment of a tango love song. Good material executed with quality. Great joke box material.

"THE LADDER OF LOVE" (2:12) [Ashland BMI—Wayne, Jay] The crooner changes the beat and lifts through a catchy jumper in his infectious manner. Easy going side.

DEAN PARKER
(MGM 11916; K-11916)

"GREEN FIRE" (2:47) [Robins ASCAP—Roza, Brooks] The voice of Dean Parker comes over smoothly as he performs the title tune from a coming pic. Big lush orch backing.

"I SEE AHEAD" (2:56) [Bry‑ ken BMI—Alters, Kraft] The Ray Charles Singers and Mitchell Ayres orch assist Dean on this love song.

ROBERT LEE
(X-0081; 4X-0081)

"WHEN YOU KISS ME" (2:08) [Sheraton BMI—Trifk, Hofman] New lyrics are set to the exciting melody of "La Cumparsita" and belted across the voice of Robert Lee.

"TRAVELIN' ON" (2:44) [Montclair BMI—Gillyson] The thrill glides through a Sophie Tucker type recitation and vocal on a cute novelty. Happy ditty that should get laughs.

SAMMY DAVIS, JR.
(Decca 29402; 9-29402)

"SIX BRIDGES TO CROSS" (2:50) [Leeds ASCAP—Mancini, Chandler] A pretty ballad from a forthcoming motion picture is crooned with feeling by Sammy Davis. Romantic item.

"ALL OF YOU" (2:38) [Chappell—Porter] Sammy gets a beautiful backdrop for his mel­ low portrayal of one of the best songs from Cole Porter's new musical "Silk Stockings." Good job that could click.

F. SCOTT ELLIS & VARSITY DRAGGERS
(Epico 9088; 5-9088)


"I COULD BE HAPPY WITH YOU" [Chappell ASCAP—Wilson] Here's another waxing that sounds like it was made in 1920. It's an old fashioned crooning of another Charleston tempo ditty.

THE LORELIS
(Dor 15268; 45-15268)

"RUNAROUND" [Regent BMI—Colacrai] The Lorelis' dish up an interesting blend of voices as they fashion a current pop hit. Girls have a great sound that could make it with some good new material.

"NOW I'M BROKEN HEARTED" [Stron BMI—Rhulighe, Manasse] This side is a pretty waltz number warmly offered by the thrushes.
IS HOT WITH THESE BIG POPS!

CURRENT HITS

“Make Yourself Comfortable”
SARAH VAUGHAN
Coupled with “IDLE GOSSIP”
MERCURY 70469 • 70469X45

“Melody Of Love”
DAVID CARROLL
Coupled with “LA GOLONDRINA”
MERCURY 70516 • 70516X45

“Tweedle Dee”
GEORGIA GIBBS
Coupled with “YOU’RE WRONG, ALL WRONG”
MERCURY 70517 • 70517X45

COMING UP FAST

“Kokomo”
and
“Earth Angel”
CREW CUTS
MERCURY 70529 • 70529X45

“How Important Can It Be”
SARAH VAUGHAN
Coupled with “WALTZING DOWN THE AISLE”
MERCURY 70534 • 70534X45

“Blue Mirage”
RALPH MARTERIE
And His Orchestra + Strings
Coupled with “REMEMBER ME”
MERCURY 70535 • 70535X45

“Old Memories”
EDDY HOWARD
Coupled with “THE FINGER OF SUSPICION”
MERCURY 70533 • 70533X45

“It May Sound Silly”
and
“Rock Love”
BILL FARRELL
MERCURY 70539 • 70539X45

JUST RELEASED

PATTI PAGE
With A Big Winner

“Everlovin”
and
“You Too Can Be A Dreamer”
MERCURY 70528 • 70528X45

Two Solid Hits By

RUSTY DRAPER

‘Lookin’ Back’
and
‘Shame On You’
MERCURY 70526 • 70526X45

“It’s What’s in THE CASH BOX That Counts”
Louis de Rochemont's Cinerama Holiday," the second Cinerama feature (the first ran three years) will have excellent coverage of its music by several major labels.

Morton Gould, who composed six original instrumental themes for the picture, has just recorded for RCA Victor his own compositions which will be released in a 45rpm album, with a possibility of a 33 1/3 album release in the future.

Morton Gould collaborated with Jack Shaindlin, Musical Director for "Cinerama Holiday," to re-record music from the soundtrack of the film which, with actual portions of the soundtrack, will be released nationally in all RCA Victor Records.

The score from this production is exciting since the music changes with the pattern of the picture from the Alps in Switzerland to the boulevards of Paris, the "Holiday in Rio" sequence on through our great Southwest in the United States.

Columbia Records will issue a memorial record of Oscar Celestin, the jazz "great" who passed away several weeks ago, Celestin had recorded two numbers for de Rochemont's use in "Cinerama Holiday."

These numbers, "Big Ben's Strutters Ball" and "Hold That Tiger," are believed to have been the last music recorded by Celestin.

A beautiful thirty-six-page music folder, devoted to the music from "Cinerama Holiday," interspersed with scenes from the production will be published by Chappell for national distribution.

The Woman's Home Companion has selected the Morton Gould album as its "Record of the Month" for the March issue on sale February 17th, The Companion will help to promote the album through its Disk Jockey Jury as well as arranging for one of its editors to present the Gould record on a network show during February.

"Best of All," the NBC Radio Network's Million Dollar Show, will devote a 45 minute salute to "Cinerama Holiday" Monday, February 7, 8:15-9:00.

A special preview of "Cinerama Holiday" was held at twelve o'clock "midnight" Wednesday, January 19, for the benefit of a hundred invited guests associated with music in their daily careers.

"Cinerama Holiday" will open in New York, February 8th, at the Waverly Theatre, other openings: - Detroit, February 15; Pittsburgh, February 18; Philadelphia, February 17; and St. Paul, February 21st.

Lyle Engel, retained by Stanley Warner Cinerama Corporation to handle the music from the film, is looking no possibility in the promotion of the film through its music.

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**THE TEN RECORDS DISK JOCKEYS PLAYED MOST THIS WEEK**

**PLUS THE NEXT FIVE**

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**A SUMMARY OF REPORTS RECEIVED FROM THE NATION'S DISC JOCKETS**

1. **LET ME GO, LOVER**
   - **JOAN WEBER (COLUMBIA)**
   - **TERESA BREWER (CORAL)**
   - **PATI PAGE (MERCURY)**
   - **CHORDETTES (CADENCE)**
   - **FOUR ACES (DECCA)**
   - **BILLY VAUGHN (DOT)**
   - **FOUR ACES (DECCA)**
   - **DAVID CARROLL (MERURY)**
   - **FONTEANO SISTERS (DOT)**
   - **DEJOHN SISTERS (EPIC)**
   - **JAMES BROTHERS (RCA VICTOR)**
   - **ARIECH BLEYER (CORAL)**
   - **SARAH VAUGHAN (MERCURY)**
   - **MICGUERE SISTERS (CORAL)**

2. **MR. SANDMAN**

3. **MELODY OF LOVE**

4. **HEARTS OF STONE**

5. **NO MORE**

6. **THE NAUGHTY LADY OF SHADY LANE**

7. **MAKE YOURSELF COMFORTABLE**

8. **SINCERELY**

9. **THAT'S ALL I WANT FROM YOU**

10. **TEACH ME TONIGHT**

---

Larry Finley (KPFW-Hollywood, Calif.) ordered out on his activities by his doctor. We hear he will cut out TV in favor of radio which gave him his start. Larry recently renewed his contract with his fem engineer, Pati Frew, for another six months. Pati is one of the top personalities at Larry Finley's Restaurant where her warm smile greets everyone from the glass enclosed turntables of his popular Sunset Shanty.

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**LEE LEONARD**

(WHAP-Hopewell, Va.) invites any and all interested in country music to call his "Long Distance Party Line" any night, Monday through Saturday, between 10:30 p.m. and 5 a.m. Dick also invites artists passing through to drop in for guest appearances.

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**JO ANN TOLLEY**

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**BETTE McLAURIN**

(Old Man River)

and

"HOW CAN I" (Part 1 and 2)

---

**SIL "PING PONG AUSTIN"**

(CROSIFIRE)

(Part 1 and 2)

---

**JOEY FLORES**

(POPPING)

BULLETIN BOARD CO., INC.

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

"It's What's in THE CASH BOX That Counts"
The Biggest Hit Of 'em All!

Joni James

"How Important Can It Be?"

"This is My Confession"

M-G-M Records

MGM 11919 (78 rpm)
K11919 (45 rpm)

"It's What's in THE CASH BOX That Counts"
Top 10 Best Selling Pop Albums

1. THE STUDENT PRINCE  | Mario Lanza (RCA Victor LM 1837; ERB 1837)
2. MUSIC, MARTINIS AND MEMORIES | Jacky Gleason (Capitol W 509; EAP 1, 2, 3, 4-309)
3. DEEP IN MY HEART | Original Cast (E 3153; X276)
4. MUSIC FOR LOVERS ONLY | Jacky Gleason (Capitol H 352; EBF 352)

NEW YORK—Peggy Lee will be featured on the ABC-TV “Disneyland” show of February 10th in a special hour-long review of Walt Disney’s famous song hits. Titled “Cavalcade Of Songs” the mid-February show will include musical sequences from past Disney films, as well as other behind-the-scenes workings of Peggy Lee, Sonny Burke and The Mello-Men airing recording sessions of tunes to be featured in the upcoming Disney film, “Lady And The Tramp.”

Miss Lee and Burke, who together wrote all but one of the numbers in Disney’s forthcoming feature-length, all-cartoon, CinemagieScope, Technicolor feature, “Lady And The Tramp,” will be seen recording the “Siamese Cat Songs” from that production. Peggy does the voices of Si and Am, a pair of mischievous Siamese cats, and will reveal on the telecast how she sings a duet with herself.

In another recording session sequence on the ABC-TV “Disneyland” show of February 16th, Peggy, joined by The Mello-Men, will be seen singing “He’s A Tramp,” a special number she and Burke were inspired to write as a climax to the dog-pound sequence in the picture. The over-all TV cast will also include film sequences from several past pictures, with Disney showing how his songs are made. These include “Who’s Afraid Of The Big Bad Wolf?” from “Three Little Pigs,” “I’m Wishing,” “Hi Ho, Hi Ho” and “Someday My Prince Will Come” from “Snow White And The Seven Dwarfs” and “Zip-A-Dee-Doo-Dah” from “Song Of The South.”

Peggy does four of the voices in the picture: Darling, Lady’s mistress; Peg, a hearty old dog show and the above-mentioned Siamese cats.

“OUR LADY OF GUADALUPE”
by

DOROTHY COLLINS

“AUDIVOX RECORDS
140 West 57th St., New York, N. Y.

RIGEL RECORD CO.
332 S. Michigan Ave.
Chicago, Ill.

LES ELGART

“I TWEEDLE DEE”
1111

“THE TEN COMMANDMENTS”

“IT’S A SMASH HIT!”

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

NEW YORK:
Many newspapers are in the trade to see that “How Important, Can It Be” making such a great impact. It proves that good songs can always be made great. Congratulations are in order for Ben and Jerry Ross, who published it. . . . “Fajama Game” has been sold to Warner Brothers for the greatest price ever paid for a song. The sale makes Dick Adler and Jerry Ross very wealthy men indeed. And to think that it wasn’t too long ago that they were ill and the writing business. . . .

Birth Notices: Bernie Bono, the operators’ man at Lesko, distributing father of a baby girl. Bob Rosen of Charles Hansen Music a father for the third time—all boys. . . . Decca is presenting all record stores with special auto bumper tags to plug Bill Haley’s recording of “Dim, Dim The Lights.” . . . We understand that there’s a new Sylvia Syna album due out entitled “Thee’s A Will on the Way” out of the company team of Tim Herbert and Don Saxon. . . . Tony Travin in New York visiting DJs.

CHICAGO:
The Crew Cut, doing a three-day stint at the Chez Paree, also appeared on the CBS-TV “In Town Tonight Show.” And on 1/18, during this show received the Cash Box award as one of Chicago’s Most Promising Vocal Group of 1955. . . . John Corely on “In Town Tonight” 1/20, 1/21. While here, she did her latest single, “Edward.” . . . Pee Wee King who com- mutes to Chicago from Louisville each Saturday for his weekly TV show, “The Pee Wee King Show,” has just wazoo what it was fast becoming his standard phrase for him. “You Just Can’t Hardly Get Them No More” for RCA Victor. Victor planning a press get-together for Pee Wee on 1/27. . . . Bert Taylor, who just completed two weeks on the Howard Miller TV show, out with a brand new release, “Old Timer” b/w “Anything, I’ll Do It.” . . . Georgie Shaw followed Bert on the “Close-Up Show” and dobbles at the Cairo specialty. . . . Decca is offering three times, this city, held an executive meeting this past week attended by Prexy, Mel Raskin, Exec. Vee-Pee Sherman, Sidney Goldberg, Nat Silverman, and branch managers. Chicago reps included Selman Shubert, VP, as well as Al Chapman, and Shum Weenie. Attention focused on mapping out plans for ’55 which has started off big for this label. Currently hot is the “Crazy Otto Medley” which Decca imported from Germany, and “Malaguena” for Valente’s . . . Eileen Todd making the rounds round town with “To Every Girl, To Every Boy,” b/w “Want Me” her latest on Coral. . . . Dave Brubeck into The Blue Louie Leonsmith, from a Midwest fest from a Midwest fest.

MINNESOTA:

LAS VEGAS:
This bustling, bustling boom town is winning recognition as the entertainment Capitol of the World. The seven strip hotels are now attracting top entertainers to this desert metropolis with their fabulous salaries and spectacular shows. What will the future hold in store for Las Vegas? There is a general belief that the chief attraction of the new show will be the newly opened Park Surf Hotel in Honolulu. He will preview the new act Feb. 9th. . . . The Mickey Katz Orchestra at Billy’s Gray’s Band Box was so successful that it has been held over for another four weeks. . . . Harry James and his Music Makers return to the Hollywood Palladium Bandstand January 29th. He will be followed by Les Elgart on February 18th who will make his first West Coast debut.
TWO HIT VERSIONS OF A GREAT SONG
STUART HAMBLEN'S

"OPEN UP YOUR HEART"
(AND LET THE SUNSHINE IN)

The McGuire Sisters
CORAL-61334 (9-61334)
b/w Melody of Love

The Lancers
CORAL-61332 (9-61332)
b/w Tweedle Dee

Coral Records
America's Fastest Growing Record Company

"It's What's in THE CASH BOX That Counts"
RACHMANINOFF—"Symphony No. 2"—Capitol Records P8293 (1-12" LP) List: $4.98
William Steinberg conducting The Pittsburgh Symphony Orchestra.

William Steinberg's offering of the popular Rachmaninoff Symphony #2 is beautifully done. Steinberg captures the composer's emotional conflicts, the colorations of his moods and the beauty of its melodies. From the opening bars to the final pages, this performance is marked by rhythmic legato, through haunting passages that stir the listener. Striking color portrait of Steinberg with baton in hand makes the sleeve an attention catcher.

STRAUSS; "Till Eulenspiegel's Merry Pranks". "Death and Transfiguration"—Capitol P8291 (1-12" LP) List: $4.98
Two works of contrasting moods, both from the pen of Richard Strauss, are the subjects offered by William Steinberg and the Pittsburgh Symphony Orchestra. Strauss manages to bring off these challenging works with a sense of dramatic splendor. The mood of "Mahlerian" melancholy, stirring and dramatic "Death and Transfiguration" are thrillingly performed. As ever Richard Strauss seems to have written with High Fidelity in mind. This on the other hand is a very strict seller. Music lovers and the hi-fi fan. Anyone not owning these works will find this an excellent version.

JAZZ

DINAH WASHINGTON—"Dinah Jams"—EmArcy MG 36000 (12" LP) List: $5.98
LOVER COME BACK TO ME, SUMMERTIME; ALONG TOGETHER, MAKE RAIN OR COME SHINE, NO MORE; I'VE GOT YOU UNDER MY SKIN; THERE IS NO GREATER LOVE, YOU GO TO MY HEAD.

Dinah Washington's version of the Revue-Jazz of the "Rain" is a waltz time. She picks up the tempo of the "Rain" and sets it to a blues for today. The saxophone section is driven by the "Rain" and the alto sax is equal to the "Rain" and the alto sax is equal to the "Rain".

In the "Rain" Washington's version of the Revue-Jazz of the "Rain" is a waltz time. She picks up the tempo of the "Rain" and sets it to a blues for today. The saxophone section is driven by the "Rain" and the alto sax is equal to the "Rain".

MAMBO MOVES GARNER—Erroll Garner—Mercury Records MG-20655 (12" LP) List: $3.98
MAMBO GARNER, NIGHT AND DAY, MAMBO BLUES, OLD BLACK MAGIC, CHEELO, RUSSELL, RUPERT, THE SWINGIN' NUTS.

If the only item recorded here was Mambo Garner it would still be worth the price of admission, but with the rest of the readies of the "Rain", standards such as "Night and Day", "Old Black Magic", "Begin the Beguine", etc., are wonderful bonus values. And there's "Mambo Nights", another Garner original. One offering more delightful than the other. This on the other hand is a very strict seller. Music lovers and the hi-fi fan. Anyone not owning these works will find this an excellent version.

THE ARTISTRY OF BUDDY DeFRANCO—Norton Records MGM-4012 (12" LP) List: $5.98
TIKTOK, YOU GO TO MY HEAD, BILLIE'S TENNESSEE, AUTUMN LEAVES, NOW'S THE TIME. This is the finest jazz work of the "Rain" and is a waltz time. She picks up the tempo of the "Rain" and sets it to a blues for today. The saxophone section is driven by the "Rain" and the alto sax is equal to the "Rain".

The ballet of the "Rain" is a waltz time. She picks up the tempo of the "Rain" and sets it to a blues for today. The saxophone section is driven by the "Rain" and the alto sax is equal to the "Rain".

THE BERYL BOOKER TRIO—Cedon CLP 1900 (10" LP) List: $3.00
TEMPERED, BODY AND SOUL; NIGHT AND DAY, MY FAVORITE VIOLENT; MY IDEAL.

A collection of saleable standards performed in delightful manner by the Beryl Booker Trio makes for a delectable package. Miss Booker’s nimble fingers move up and down the piano keys with equal clarity and strength. Strong package for the jazz fan who likes to follow the "Rain".

THE "SWING ERA" Vol. 1. "X"-Vauls Originals LVA-0009 (1-10" LP) List: $2.98
KING PORTER STAMP, BLUE RHYTHMファン, BIG BOY BLUE, MY MARIS; THE TWIST; CHINA BOY; TWILIGHT IN TURKEY, A STUDY IN BROWN.

Latest in the series of "X"-Vauls Originals offers Teddy Hill, whose reputation in the swing days never equalled that of the Goodman’s and Miller’s. The Hill orchestras represents a period in the late 30’s. Deck includes some interesting and enjoyable items.

"HOT HORN" Muggsy Spanier—Decca Records DL5552 (1-10" LP) List: $2.98
WHICH MY DREAM BOAT COMES HOME; MY MILD RED ROSE; JUDY, OH, DOCTOR GONZALEZ; CARELESS LOVE; WASHINGTON AND LEE SWING.

Muggsy Spanier, an integral part of the history of jazz from Chicago to the West Coast, is featured on this LP that features the Spanier "hot" trumpet and fine support by a wonderful group of sidemen. Deck swings and offers solid fuel for the adherents of "hot" jazz.

CHILDREN

"SPARKY'S MAGIC PIANO"—Capitol H 3008 (10" LP) List: $2.98
OFF TO THE COUNTRY; CURIOUS CHILDREN; TAKE ME TO THE CIRCUS; SPARKY'S MAGIC PIANO; I'M A POOR LITTLE LAMB; I'M A POOR LITTLE LAMB.

Capitol issues three LP’s for children this week. The Sparky LP is a clever device which will certainly add to your "hot" piano collection. "Sparky's Magic Piano" is designed to familiarize children with the elements of jazz music and to make them aware of the "hot" piano. The "Four Classics for Children" LP is designed to familiarize children with the "hot" piano.
plain talk from rocky

My pop, Lou Monte, just cut a new record and, believe me, it's a smash! It's a great big ballad and we were out first with it—and I don't just mean lacquers. Competish? There ain't no competish on this one because nobody, but nobody cuts my old man when it comes to a ballad. All right, let's go. Let's make this the big one for Louie.

Lou Monte

HOW IMPORTANT CAN IT BE

coupled with

TRULY YOURS

20/47-5993

"It's What's in THE CASH BOX That Counts"
"EVERYBODY but EVERYBODY"
(in the Pop and Country Field)
is talking about his first DECCA Release

MONTANA SLIM
(WILF CARTER)

with THE TULANE SISTERS
sing 2 Great Novelties...

"SHOO SHOO SHOO SH'LA LA"
(DADDY'S LULLABY)

DECCA
29384

"MY MOUNTAIN HIGH YODEL SONG"

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

Top Selling Records

Records From Coast to Coast

GAILTY MUSIC SHOP
New York, N. Y.
1. Naughty Lady (Ames Bros.)
2. Let Me Go, Lover (J. Weber)
3. That's All I Want From You (G. Morgan)
4. Make Yourself Comfortable (Sarah Vaughan)
5. Pippa Loves Mamba (P. Come)
6. Count Your Blessings (Fish)
7. Teach Me Tonight (R. Fisher)
8. Mr. Sandman (Chordettes)
9. Mamba Italiano (R. Clooney)
10. I Need You Now (E. Fisher)

HIGHT POINT RECORD SHOP
1. Earth Angel (Oscar Atkins)
2. Sincerely (McGuire)
3. Melody Of Love (Four Aces)
4. Hearts Of Stone (Fontanes)
5. Mr. Sandman (Chordettes)
6. Let Me Go, Lover (J. Weber)
7. Make Yourself Comfortable (Sarah Vaughan)
8. That's All I Want From You (G. Morgan)
9. Naughty Lady (Ames Bros.)
10. Melody Of Love (Four Aces)

THE MUSIC BOX
Spokane, Wash.
1. Hearts Of Stone (Fontanes)
2. Earth Angel (Penguins)
3. Let Me Go, Lover (J. Weber)
4. Naughty Lady (Ames Bros.)
5. No More (DeJohns)
6. Mr. Sandman (Chordettes)
7. Make Yourself Comfortable (Sarah Vaughan)
8. Shake, Rattle And Roll (Bill Haley)
9. Melody Of Love (B. Come)
10. Teach Me Tonight (DeCastros)

BILLS RECORD SHOP
Tulsa, Okla.
1. Hearts Of Stone (Fontanes)
2. That's All I Want From You (G. Morgan)
3. Let Me Go, Lover (J. Weber)
4. Naughty Lady (Ames Bros.)
5. No More (DeJohns)
6. Mr. Sandman (Chordettes)
7. Make Yourself Comfortable (Sarah Vaughan)
8. Open Up Your Heart (Cowboy Choir)
9. Hearts Of Stone (Fontanes)
10. Naughty Lady (Ames Bros.)

MUSIC CORNER
New Haven, Conn.
1. Sincerely (McGuire)
2. Melody Of Love (D. Carroll)
3. Ramaram (Chordelles)
4. Let Me Go, Lover (J. Weber)
5. Dim, Dim The Lights (Haley)
6. Mr. Sandman (Chordettes)
7. Teach Me Tonight (DeCastros)
8. Open Your Heart (Cowboy Choir)
9. Hearts Of Stone (Fontanes)
10. Naughty Lady (Ames Bros.)

MUSIC CENTER
Honolulu, T. H.
1. Let Me Go, Lover (J. Weber)
2. Naughty Lady (Ames Bros.)
3. Mr. Sandman (Chordettes)
4. Hearts Of Stone (Fontanes)
5. Earth Angel (Penguins)
6. Mamba Italiano (R. Clooney)
7. Unsuspecting Heart (G. Shaw)
8. Make Yourself Comfortable (Sarah Vaughan)
9. Pippa Loves Mamba (P. Come)
10. Shake, Rattle And Roll (Bill Haley)

MOSSES MELODY SHOP
Little Rock, Ark.
1. Let Me Go, Lover (J. Weber)
2. Hearts Of Stone (Fontanes)
3. Mr. Sandman (Chordettes)
4. No More (DeJohns)
5. Hold My Hand (Dan Carroll)
6. This Ole House (R. Clooney)
7. Count Your Blessings (Fish)
8. I Need You Now (E. Fisher)
9. Teach Me Tonight (DeCastros)
10. Dim, Dim The Lights (Haley)

GARDEN CITY MUSIC CENTER
Garden City, L. I., N. Y.
1. Earth Angel (Penguins)
2. Let Me Go, Lover (J. Weber)
3. Mr. Sandman (Chordettes)
4. Melody Of Love (B. Vaughn)
5. Make Yourself Comfortable (Sarah Vaughan)
6. Naughty Lady (Ames Bros.)
7. Teach Me Tonight (DeCastros)
8. Hearts Of Stone (Fontanes)
9. Make Yourself Comfortable (Sarah Vaughan)
10. I Need You Now (E. Fisher)

W. ROXBURY MUSIC CENTER
West Roxbury, Mass.
1. Naughty Lady (Ames Bros.)
2. Hearts Of Stone (Fontanes)
3. Mr. Sandman (Chordettes)
4. Let Me Go, Lover (J. Weber)
5. Make Yourself Comfortable (Sarah Vaughan)
6. No More (DeJohns)
7. Of Your Own (Sarah Vaughan)
8. Sincerely (Mcguire)
9. Melody Of Love (D. Carroll)
10. Unsuspecting Heart (S. Gable)

ANDRES RECORD SHOP
Lakeport, Mich.
1. Let Me Go, Lover (J. Weber)
2. No More (DeJohns)
3. Mr. Sandman (Chordettes)
4. Hearts Of Stone (Fontanes)
5. Naughty Lady (Ames Bros.)
6. Melody Of Love
7. Make Yourself Comfortable (Sarah Vaughan)
8. Open Up Your Heart (Cowboy Choir)
9. Hearts Of Stone (Fontanes)
10. Dim, Dim The Lights (Haley)

GILCHRIST RECORD SHOP
Cleveland, Ohio
1. Earth Angel (Penguins)
2. Elephant Tang (Commanders)
3. Cozy Otto (Cozy Otto)
4. Melody Of Love (B. Vaughn)
5. Naughty Lady (Ames Bros.)
6. Ke Ke Mo (Gene & Eunice)
7. Mr. Sandman (Chordettes)
8. Cozy Otto (Johnny Maddox)
9. Cheers (Pop Sounds)
10. Plantation Beagle (Lenny Dee)

MUSIC BOX
New York, N. Y.
1. Naughty Lady (Ames Bros.)
2. Earth Angel (Penguins)
3. Mr. Sandman (Chordettes)
4. Make Yourself Comfortable (Sarah Vaughan)
5. Teach Me Tonight (DeCastros)
6. Hearts Of Stone (Fontanes)
7. No More (DeJohns)
8. Sincerely (Mcguire)
9. That's All I Want From You (G. Morgan)
10. Dim, Dim The Lights (Haley)

VAN CURLER MUSIC
Albany, N. Y.
1. Mr. Sandman (Chordettes)
2. Let Me Go, Lover (T. Brewer)
3. Make Yourself Comfortable (Sarah Vaughan)
4. Unsuspecting Heart (S. Gable)
5. Let Me Go, Lover (T. Brewer)
6. Shake, Rattle And Roll (Bill Haley)
7. Naughty Lady (Ames Bros.)
8. Dim, Dim The Lights (Haley)
9. That's All I Want From You (G. Morgan)
10. Unsuspecting Heart (S. Gable)

THE CASH BOX

"It's What's in THE CASH BOX That Counts"
LOS ANGELES:

Irv Gingrass is kicking off the first big show of '55 with his "Rock and Roll Jamboree" at the Shrine Auditorium Jan. 25th. The long list of "name" attractions who will participate in the event include Chuck Higgins, Joe Houston, Oscar McJollie, Richard Dairy and the Dreamers, Marvin and Johnny, Billy Ward and the Dominos, Shirley Gunther and the Queens, The Medallions, The Jewels Gene & Eunice and T-Bone Walker. Highlight of the evening will be a duet by deejays Hunter Hancock, Dick "Huggie Boy" Hugg and Charles Tennamull, . Art Rupe, proxy of Specialty Records, happily reported this week that album just released by Daddy Cleanhead's "Something's Going On My Mind" is already showing strong possibilities of becoming a National juke box hit... The great jazz organist Wild Bill Davis is in town again. He and his trio appeared at the Savoy Ballroom Jan. 21st thru 23rd along with Charlie Brown and Amos Milburn... Ironically enough, Lake Rivera, another talented organist, is also appearing this same week-end at The Five Four Ballroom with The Four Tunes. Rivera just recently signed with Federal Records and his first release "Tangerine" is already showing strong signs of becoming a big hit... Most everyone agrees that the man with the big black cigar—that dynamic, lovin' John Dolphin—will someday soon crush through with a big hit. The fabulous Mr. J. D. should cash in on plenty of loot with his latest release on the Money label. Tune is a catchy reading of "Treat Me Like I Treat You" by that old-time Peppermint Harris. Flip side "I Want A Cadillac". Funeral sounds great too... Gene and Eunice, who cut the original "Ko Ko Mo" on the Combo label, signed with Aladdin Records and have recut the same tune. Now we have exactly the same tune and same artists out on two different labels... Watch for a new label called Cash Records which will soon hit the market. ..Pee Wee Crayton left for New Orleans to record for Imperial Records. He will return to L.A after the sessions to complete club dates along the West Coast. His latest "I Need Your Love" is clicking off big.

NEW YORK:

The Alan Freed "Rock n Roll" Ball held at the St. Nicholas Arena, New York, on Friday and Saturday nights, January 14 and 15, had to be seen to be believed. A total of about 12,000 people attended the event. When we say jammed we must add that the word hardly describes the solid mass that stood for five hours to see the wonderful r & b show that Freed had arranged. Seen from above, the enthusiastic teemers seemed to be jellied into one swaying body with thousands of heads. That they adored Freed was evident from the unisonous welcome with which they greeted his appearance. The enthusiasm of the audience was brought over to the performers. The latter loved the kids and reacted to their welcome with tremendous performances. A finale that lasted about half an hour was rocked to the max during this final medley. Joe Turner at the mike and Fats Domino at the piano the entire group returned to the stage for a closing that was without parallel... That Saturday, a group of popular singers grabbed instruments and instrumentalists and dancers—Alan Freed and his lovely wife, Jackie—jiggered and the kids went wild. An exhausting but thrilling experience... Joe Turner was awarded The Cash Box Juke Box operators poll trophy as number one rhythm and blues performer of 1954 midway through the evening... Besserman, Apollo Records, in Florida. Bess is trying to build up her strength which was hard hit during her recent illness... Jack Angel reports things just about normal now at the new Herald offices. Angel tells us that a new batch of releases should be ready by the 22nd... Johnny Ace's "Pledging My Love" on Duke the latest r & b to break out in the pop market and as a result Marcus is as buoyant a billed album as has been seen in a long time. One of the first indications of its breaking the barrier was when Marcus recently walked into the Loop Record Shop, Cleveland, and was gladdened by a query from a record dealer... Johnny Ace's "Pledging My Love" was eagerly awaited by record dealers... Freeman, owner, who told him of the trend positively... Jubilee Records out with a new Orioles "I Love You Mostly" and "Fair Exchange," and a Cadillacs "No Chance" and "Symphony," both of which look like strong contenders... After knocking at the winners' door for the last few releases, Kid King's "Comino" on Lennox looks like the huge hit that they might make it with this time, too... Their biggest to date was last year's "Banana Split," which is a real cracker and well worth the follow-up... After a string of building a great audience in DeWitt's... We hear he was recently invited to emcee the graduation proms of no less than four schools... Bristo also has an afternoon show called "Aladdin Spirituals..." The Five Keys, currently high in both pop and r & b charts with "Ling Tong Tong" on Capitol, will headline the "Big Ten Rhythm and Blues Revue" scheduled to kick off on January 28th. Packages will visit Norfolk, Richmond, Baltimore, Washington and other east coast cities... Winners of the Alan Freed "Rock 'N Roll" poll were Roy Hamilton, Ruth Brown, The Drifters and Buddy Johnson... Bobby "Blue" Johnson, who has been an occasional regular at the R&B nightclub, is again cutting practically daily and next week last cutting an unusual 12 sides for a label that has not yet been released on Emery. Bobby paired the great Clifford Brown trumpet with Neil Hefti and string backing... Atlantic Records completed a deal with SSL through Walter Moody for release in England and the Continent of Laverne Baker's "Pee Wee De". The disc was also the first sold that had cut the first session in two years with The Cardinals. Reason being—lead Ernest Warren had been in the armed service for the past couple of years... The tradition of taking The Cardinals for the ABCO label, "For Anthony's Fortune," Atlantic will make a special release next week. Contrary to their usual policy of the appliance of a new label issue will be the promotion of Clevers, "If You Love Me (Why Don't You Tell Me So)" and "Blue Velvet..." Dave Brubeck, Gerry Mulligan and Chet Baker, along with singer Carmen McRae, will appear in a two-week run at the Village Vanguard on Saturday night, March 12. This will be the second time that the great modernists have appeared in a concert together... CHICAGO—A "before-hour session" in the early afternoon at Paul Rabley's and Pat Fontechie's Cloister Inn found record artist George Shaw crossing to the keyboarding of another popular record voice, Tommy Leonetti. The Cloister piano is "open" to musicians for impromptu rehearsals... CHICAGO—Latest news from Capitol diskingy this week... Dakota Staton's first record for label, "My Heart's Delight" getting lots of nice reception, according to promotion man Don Hassler. Don also tells us that The 5 Keys have a new release, "You're My Baby" b/w "Doggone It, You Better Than That," which he believes could be a follow-up hit to their current smash, "Ling Tong Tong." And, finally, he told us about a newly signed group, the Alberts, who will be recorded at the Blue Note February 24th. Group records for the "Kenturn Presents Blues" label... Popular Chicago doo-jay Daddy-O Daylie currently running a contest among his listeners to name group's theme/record... We're also readied for release for this quintet... From Shaw Artists Corp. comes word of a big jazz show... With Sarah Vaughan; Erroll Garner: George Shearing: Quintette and a big band; Lester Young; and Stan Getz... Starts in The Continental Club 2/11. Plays in The Continental Club 2/18, 20. Winds up in the East once again on 3/5... "I Wanna Hug Ya, Kiss Ya, And Squeeze Ya" by Buddy & Claudia Griffin doing well on that label so some day we've received word that the Vee-Jay diskery, definitely one of the most progressive labels to consult and a long time has signed George Wardell Gray... Roy Hamilton, who has really had a phenomenal rise, stard at the Twentieth Century-Fox Convention last month. Great appearances at Radio Station WGES where Stan Ricardo is the new morning DJ. And Lucky Cordell is once again back with the big show, "Wake Up M.I. M. Show... Jimmy Reed's "You Don't Have To Go" really starts to climb the charts... The Penton's version of "Earth Angels" has zoomed to top spot on the R&B charts and is steadily climbing popwise as well... Johnny Hodges opening at the Crown Propeller 2/20 for a two-week...
**DUKE'S REALLY STARTING THE NEW YEAR WITH A BANG WITH TWO SURE HITS**

*The Suttans*

**sing**

"Boppin' With The Mambo" and "What Makes Me Feel This Way"

Duke # 135

**THE SOUTHERN TONES**

**sing**

"Be What You Are" and "Just A Closer Walk With Thee"

Duke # 207

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**"Hitting With PARROT RECORDS"**

**THE GROUP WITH THE NEW BEAT**

**THE FLAMINGOS**

**SING**

**"KO KO MO"**

B/W **"I'M YOURS"**

**PARROT — 812 "A Killer Diller"**

**STILL GOING STRONG!**

**THE FLAMINGOS**

**"DREAM OF A LIFETIME"**

B/W **"ON MY MERRY WAY"**

**PARROT — 808 "Two Top Sides!"**

---

**"The Hits!"**

**THE TOPS IN BLUES!**

J. B. LENORE'S **"MAMA TALK TO YOUR DAUGHTER"**

**B/W "MAN WATCH YOUR WOMAN"**

**PARROT — 809**

Big in Chicago, Memphis, Detroit

**A NEW COMER!**

LOU MAC

**SINGING WITH A NEW SOUND**

**BLUE LAKE RECORDS**

**"HARD TO GET ALONG WITH"**

**B/W "COME BACK LITTLE DADDY"**

**BLUE LAKE — 108**

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**PARROT RECORD CO.**

**BLUE LAKE RECORD CO.**

4858 COTTAGE GROVE CHICAGO 15, ILLINOIS

(Phones: OAKLAND 4-5254-55)

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**"It's What's In THE CASH BOX That Counts"**
**Coming Up In R & B**

**Listed Alphabetically**

**ANYTHING FOR A FRIEND**

Faye Adams
(Herald 444)

Harrah's, Los Angeles, New York, Philadelphia, St. Louis

**A REAL HUMDINGER**

Fire Pears
(Aladdin 3265)

Detroit, Memphis, Tulsa

**Upside Your Head**

Buddy Johnson
(Mercury 70523)

Dallas, New York, St. Louis

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**NEW RELEASES**

**ELAINE GAY**

“**Rock Love**”

“**Ebony Eyes**”

Deluxe: 2029

**THE CHARMS**

“**KO KO MO**”

“**Whadaya Want!**”

Deluxe: 6080

**SONNIE LOU**

“**Tweedlee Dee**”

“**The Finger of Suspicion**”

King 1226

**WANDA WAYNE**

“I **Gotta Go Get My Baby**”

“I **The Light Across The River**”

King 1437

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**Breaking In All Markets!**

**FAYE ADAMS**

“**Anything For A Friend**”

Heading For A Hit!

**CHARLIE & RAY**

“I **Love You Madly**”

**Herald**

---

**AN R & B SMASH!**

**THE CADILLACS**

Singing
“**NO CHANCE**”

and
“**Sympathy**”

**JOSIE 773**

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**Watch These For Sales!**

**EDNA GALLMOON COXE**

“**Nobody But You Lord!**”

**“SOMEBODY HELP ME”**

NASHBROOK 547

**THE SKYLARKS**

“**Call You In The Morning**”

NASHBROOK 548

**KID KING’S COMBO**

“**Now Listen Baby**”

**GOOD ROCKIN’ SAM**

**EXCELSIOR 203**

**Still Clickin’**

“**BABY, LET’S PLAY HOUSE**”

**EXCELSIOR 203**

NASHBROOK RECORD CO., INC.,
177 3rd Ave., N., Nashville, Tenn.

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**Getting Hot**

Pee Wee Crayton

“I **Need Your Love**”

by

**IVORY JOE HUNTER**

ATLANTIC 1049

**It May Sound Silly**

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**It’s What’s In THE CASH BOX That Counts**
CLARENCE "GATEMOUTH" BROWN (Peebeck 1613)
B. "FOR NOW, SO LONG" (2:40)
Gatemouth Brown pours out a slow Southern blues in expert fashion. Gatemouth tells his gal "so long for now" and not to forget her vows. Solid offering.

B. "MIDNIGHT HOUR" (2:40)

THE "5" ROYALES (Apollo 467)
B. "WITH ALL YOUR HEART" (2:56) [Best BMI-Thompson] The "5" Royals are issued on one of their masters cut on Apollo before they moved over to King. Deck is a good release with the boys performing deftly on a middle beat ditty with melodic flavor and a good beat.

B. "SIX O'CLOCK IN THE MORN'ING" (2:45) [Best BMI-Thompson] The "5" Royals bounce through with jump with zest that excites. However it seems to lack the extra appeal of the upper deck.

THE SPIDERS (Imperial 5331)
B. "THAT'S ENOUGH" (2:20) [Commodore BMI-Butler & Thompson] The Spiders have a likely prospect in this melodic platter. Tune is intriguing and easy to remember while the treatment is top-drawer. Delectable wax.


JOHN LEE HOOKER (Modern 948)
C. "SHAKE, ROLLER AND ROLL" (2:49) [Mod. Music BMI-Hooker, Linc] John Lee Hooker does a take off on the hit "Shake, Rattle and Roll." Ork is too strong for the singer and he can hardly be heard.

B. "HALF A STRANGER" (2:40) [Mod. Music BMI-Hooker, Linc] Hooker sings a soulful Southern blues with all the heart and expression he is so capable of. Strong deck that should more than please his army of followers.

JUAN TIRADO (Prestige 909)
C. "SHAKE IT EASY" (2:48) [Prestige BMI-Tirado] One for the mambo clienteles. A middle tempo, easy to dance to wax.


BILLY (The Kid) EMERSON (Son 214)
C. "WHEN IT RAINS IT POURS" (2:45) [Hi-Lo Music BMI-Emerson] Billy (The Kid) Emerson wails his woes in a slow bounding blues presentation. Ok Southern market fare.

B. "MOVE BABY MOVE" (2:45) [Hi-Lo Music BMI-Emerson] Another in the "Shake Bottle and Ball" kick. Deck has a good beat.

RUFUS GORE (King 4768)
B. "RIB TIPS" (2:35) [Jay & Cee BMI-Butler Bush] Rufus Gore and his orchestra dish up a rocking middle tempo southern blues with an appealing rendition that could get strong action.

B. "BIG ENDS" (2:36) [Jay & Cee BMI-Hamlet Glover] The flip is a bouncy instrumental that makes an ideal coupler.

BILLY ROBINSON and The Quails (Deluxe 6074)
B. "OH SUGAR" (2:25) [Lois BMI-Fritz Butler] Bill Robinson and The Quails perform effectively as they blend on a slow romantic blues. Robinson sings with much feeling.

B. "LOVE OF MY LITE" (2:11) [Lois BMI-Margaret McLemore] Flip is an up-tempo ditty that sails nicely. Robinson comes through with a side that should catch a good portion of the action.

THE HOLLYWOOD FLAMES (Decca 48331)

B. "I KNOW" (2:23) [Golden State BMI-Gaynel Hodges] Similar comments on a driving middle tempo blues. Two effective sides.

THE HAWKS (Imperial 822)
B. "IT'S TOO LATE NOW" (2:08) [Commodore Music BMI-Matthews, Throver, Bartholomew] The Hawks come up with a fast tempo racer that comes off in good style. The group maintains a beat throughout and the deck should come up with some strong sales figures.

B. "CAN'T SEE FOR LOOKIN'" (2:20) [Commodore BMI-Bartholomew] An unusual Southern blues that looks strong. Wailing chant could take it close to the top. Haunting melody.
“MY HEART’S DELIGHT” (2:12)  
[St. Louis BMI—Singleton, McCoy]  

“WHAT DO YOU KNOW ABOUT LOVE” (2:16)  
[Livingston, David]  

Dakota Staton  
(Capitol 3010)  

- A new voice to watch. Dakota Staton is a fresh and capable wax entertainer that looks like she’s headed for hitdom. Both sides presented here are excellent showcases for the gal’s talent. “My Heart’s Delight” is a fast beat bouncer that Miss Staton belts with enthusiasm and vocal tricks. It’s a goodie that drives. The underlid, “What Do You Know About Love” has the gal showing off her ballad voice. She handles the lyrics and tune with an emotional quality and deft vocalizing. It may not take off as quickly as the jump but it is nevertheless a strong etching. Watch this gal.

NOW LISTEN BABY” (2:30)  
[Excello BMI]  

THE SNEAK” (2:47)  
[Excello BMI—Edwards]  

Kid King’s Combo with Rockin’ Sam  
(Excello 2051)  

- Kid King’s Combo has been threatening for the past several releases to break out with a real big one. Up to now the largest in the sales column has been “Banana Split”. This is the one that could be it. In “Now Listen Baby”, the combo with Rockin’ Sam on the vocal work together on a tune, beat and delivery. Result a grade-A wax for juke boxes and over the counter sales. The underlid, “The Sneak”, is a weird sounding instrumental slightly below the top deck in quality. An excellent coupling that could also make noise.

SPIRITUAL

DIXIE HUMMING BIRDS  
(Peacock 1740)  

“I’M NOT UNEASY” (2:30)  
[Lion-Arr. Ira Tucker] The Dixie Humming Birds with Ira Tucker handling the lead, blend harmoniously on a bouncing religious tune. Solid gospel wax that should stir up a sluggish market.

“SINNER, SIN NO MORE” (2:34)  
[Lion-Arr. Ira Tucker] Tucker and Walker share the lead spotlight on the flip, a quick up-tempo retiring, Teamwork wonderful to listen to. Two exciting sides.

SPIRIT OF MEMPHIS  
(Peacock 1734)  

“SWEET HOUR OF PRAYER” [P.D.] A sweet and sentimental etching by the smooth working Spirit of Memphis. J. Bledsoe does the narrative.

“WHAT COULD I DO” (2:29)  
[P.D.] A driving exciter with Bledsoe and Little Ax collaborating on the lead. There’ll be no stoics in the audience when this is performed.

THE SKYLARKS  
(Nashboro 548)  

“CALL YOU IN THE MORNING” (2:40) Here’s one of the soft variety that should prove a strong religious item. The variety and excellence of the voices makes a very appealing and intriguing combination. Strong wax.

“LETTER FROM JESUS” (2:46)  
The underlid is a stirring bouncer in which the Skylarks excite. Ok couper.

MACEO WOODS  
(Vee-Jay 122)  

“LEANING ON THE EVER-LASTING ARM” (2:00)  

“AMAZING GRACE” (2:45)  
[Conrad BMI] Macoe Woods offers a slow, sentimental, religious item in tender and loving fashion. His handling of the Hammond is exceedingly moving.

“It’s What’s in THE CASH BOX That Counts!”
HOLLYWOOD, CALIF. — Fabor Robison, precy of the Abbott and Fabor labels is keeping things moving on his two independent diskeries. The DeCato Sisters are nearing the gold record mark with their hit version of “Teach Me Tonight,” and at the same time, their latest coupling “To Say You’re Mine” b/w “I’m Re-widered,” is breaking for a follow-up hit.

In addition to the firm’s success in the popular field, Fabor and Abbott keep booming in the country department. Country warbler Jim Reeves, who appeared on Ed Sullivan’s “Toast of the Town” TVer on the 9th of this month, has what looks like a smash in his latest single, “Where Does A Broken Heart Go” coupled with “The Wilder Your Heart Beats, The Sweeter You Love.” Two other hot items are Myra Lorrie and Buddy DeVal’s recording of “Are You Mine?” on Abbott and Ginny Wright and Tom Tall’s recording of the same song on Fabor.

Robison, who has just settled himself in his new abode in the California Canyons, is planning another cross-country trip, in the near future, to promote all of his pop and country platters.

**NEW YORK—**Jazz Unlimited, as the first in a series of jazz programs, will present a low priced, all star jazz concert featuring the finest names in Jazz at the Manhattan Center, Sunday afternoon, January 29, 1955 at 2:30 PM. Artists slated to appear include the Stan Getz Quintet, the Modern Jazz Quartet, Louis Belson, Tony Scott Septet, Charlie Shavers, Jackie Paris, and Chris Conners. Presented by Paul Werth and Fred Sinnot, the Jazz Unlimited concert has been priced at the $3.00, $2.50, $2.00, $1.50 scale to make it possible for jazz lovers, students, etc., to see great jazz artists at one appearance, and have fine jazz music at prices everyone can afford, as an added convenience, the concert will be presented at 2:30 PM on Sunday afternoon at the Biltmore Hotel for a free time for musicians and everyone.

**Shel Horton**

WVAM—WKMCM—Saxton, Pa.

1. More in The Jailhouse Now
2. Moonlight and Latin Love
3. Deep River
4. I Ain’t Got No Love (Red) (Jimmie Jackson)
5. You're Gonna Leave Me
6. I’ll Have To Go On (Jimmie Jackson)
7. The Dillo (Jimmie Jackson)
8. West Virginia Rain (Jimmie Jackson)
9. Songs of Death and Life (Jimmie Jackson)
10. Comin’ Comin’ (Jimmie Jackson)

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Fish Story

MIAMI, FLORIDA—Eddie Fisher proudly displays the kingfish he caught while visiting in Miami last weekend.

Top Names Attend Opening Of RCA Victor's Nashville Studio

NASHVILLE, TENNESSEE—On Saturday, January 15, top names in the country music field, RCA Victor recording artists, along with a host of dealers, distributors, operators, music publishers and writers, welcomed the official opening of the new RCA Victor recording studios here.

Jeff Miller: For many years an engineer at RCA Victor's New York studio will be the chief recording engineer for the new and modern studios. Also housed in the new studio are offices of Steve Sholes, chief of RCA Victor's Country and Western A&R department, and G. B. Bennett, Manager of Custom Sales for the Nashville territory and eleven other states.

A contingent of dealers, and operators headed by Sam Wallace, manager of the record department of Yancey and Company, the RCA Victor Record Distributors of Atlanta, Georgia, along with Sal Peruggi, newly appointed Victor sales rep for the territories of Georgia, Alabama and Florida were present for the official opening of the studios.

Jim Denny, proxy of Cedarwood Publishing Company, Nashville, hosted the group with a cocktail party in the Commodore Room of the Andrew Jackson Hotel immediately following Victor's 'open house' at the studios.

Dennis & Fontaine Contest

LEWISTON, MAINE—Lou Dennis and Herb Fontaine, two deejays who keep things buzzing up at WCOU in Lewiston, Maine, are being swamped by letters in response to a "Georgina" contest which they started recently. The basis for this contest was a statement made by Dolores Hawkins in reference to the "Georgie" in her recorded version of the song with the same title. Miss Hawkins stated that George is "all things to all men—to some a memory, to others, lost youth." The listeners are being requested to offer their theory on "Who Is Georgie?"

The Bert Cote Record Shop in this city is giving several LP's as the first and second prize for the most original letter in the contest. Winners will be announced January 21, 1955.

THE TEN COUNTRY RECORDS DISK JOCKEYS PLAYED MOST THIS WEEK

(PLUS THE NEXT FIVE)

1. IF YOU AIN'T LOVIN'
2. LOOSE TALK
3. LET ME GO, LOVER
4. MORE AND MORE
5. HEARTS OF STONE

6. ARE YOU MINE
7. I FEEL BETTER ALL OVER
8. I DON'T HURT ANYMORE
9. THIS OLD HOUSE
10. BEWARE OF IT

11. LITTLE TOM
12. I DREAMED OF A HILLBILLY HEAVEN
13. ONE BY ONE
14. NEW GREEN LIGHT
15. I LOVE YOU MOSTLY. 16. YOU'RE NOT MINE ANYMORE. 17. MORE THAN ANYTHING ELSE IN THE WORLD.

CINCINNATI CUT-UPS

Red Turner called this week to tell me that he had been advised by his doctor to rest for a while, so he is resigning from WLW permanently after being their featured country star for the past ten years. Turner, who is everybody's favorite among these parts, is a very religious person and will devote his future career to gospel singing. He was featured on the Midwest Jamboree both on TV and Radio. (Personally I believe Red will become a DJ on a K.Y. station.)

There's a switch on at the WLW-TV studios. Seems that William F. Robinson will again be back with us here in Cincinnati at WLW-TV while Harry Loehman will go to the Atlanta, Ga. station, WLS-A. Both men are in the executive dept. . . . The Davis Sisters (Victor) are working on KNOX, Knoxville, Tenn. for the next two weeks and can be heard on their Country Mid-Day show. They will make a personal in Cleveland on the 5th of Feb. . . . "Mission Midnight" the show on WLW has a new pilot Ralph Haskins from down Memphian's, Rusty Draper was the guest on "Flyin' W Ranch" the PEE-WEE-KING show. . . Nelson King (H-WKRY) is now taping his shows from his home. He was of the air for a time due to illness. . . Ray Baker has a new record out on the Excellent label that is kicking up a little here around the old Queen City called "Our Mighty Weapon In The Lovin'. . . . Dave Upon (DJ-WKRC) conducts his program "Showroom" from his sponsors show window and waves to folks passing by.

Jimmie Williams cut his first four sides for MGM this week using members of the Red Stewards Band for sidemen and a fine new steel player, Wendy Hargraves, with yours truly conducting the session. . . . Thanks to Frank Walker for this opportunity.

New tunes appearing this week on the Country Hit Parade: "Unchained" by Tommy Collins, "Set A Spell" by Red Kirk and "Are You Mine" by Ginny Wright and Tom Tall.

Danny Dill Joins Cedarwood Publishing

NASHVILLE, TENNESSEE — It was announced here this week that Danny Dill will join the staff of Cedarwood Publishing Company, Nashville.

Jim Denny, head of the publicity, in making the announcement of Dill's affiliation, said that Dill will be working as writer, plus caring for disk jockey promotion and record contact man.

Dill, long a musician with 'Opy' units is recognized for his song writing and is credited with several good country songs. Carl Smith's "If You Saw Her Through My Eyes" and Cowboy Copas and Cathy Copas' "Coy Cat" were penned by Dill. At the present, the newly acquired deep has several songs placed for release.

GEORGE MORGAN
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"SO LONESOME"

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THE CASH BOX

BULLSEYE OF THE WEEK

"IF LOVIN' YOU IS WRONG" (2:17) [Texoma ASCAP-H. Thompson] Sings BMI-Candrell, Enclosed HEARTS DON'T KNOW (2:54) [Brazos Western BMI-Williams, Gray, Clay] HANK THOMPSON (Capitol 3030; F3030)

* After another very successful year as a wax artist, Hank Thompson bids for the title in 1955 with a potenti new release that rates raves on both ends. "If Lovin' You Is Wrong" is a quick tempo, romantic piece with an inviting set of lyrics. "Annie Oak" is a tender, up-beat ballad on which the artist attempts to reconcile his love. Two grade "A" sides by Hank and the Brazos Valley Boys.

BETTY CODY

(RCA Victor 20-5991; 47-5991)

"TELL IT RIGHT" (2:35) (Trinity BMI-D. Ioane) With a tear in her voice Betty Cody softly renders a middle tempo lover's lament. Perfect wedding of melody ad lyrics.

"BUTTERFLY HEART" (2:05) [Bill & Range BMI-R. Couture, B. Cook] Flip portion is an infectious wep that the thurst projects warmly. Real fine instrumental back-up.

JIMMY NEWMAN

(Dot 1237; 43-1237)

"DAYDREAMIN'" (2:58) [Mea- ter BMI-Candrell, Cloud, Heckelman] The polished voice of Jimmy Newman makes excellent use of top-grade material as he comes up with a strong contender for honors.

"CRYING FOR A Pastime" (2:20) [Acuff-Rose BMI-J. Newman] Sort of lid is a slow heat heart breaker that the chanter waxes in feelingful fashion. Two potent showings.

CURLEY HOLIDAY

(King 1423; 45-1423)

"I'M THE DEVIL WHO MADE JUDE THAT WAY" (2:40) [Shelton BMI-J. Morris] Mellow-toned Curley Holiday comes up with a stellar performance on his initial effort for the diskory. A middle beat, tearful tear that could happen.

"GOOD TO BE LONELY" (2:35) [Nashville BMI-Taylor, Baal] Under half is a moderate beat, sentimental piece. No Holiday vocals in eloquent manner. An artist to watch.

EDDY DALE

(Imperial 8283; 8X283)

"HOW MUCH CAN A HEART TAKE" (2:25) [Commodore BMI-Fowler, S. Mobley, C. Collins] Eddy Dale turns in a distinctive vocal effort on a slow moving piece with touching lyrics.

"OKKENOKEE" (2:32) [Com- modore BMI-L. F. Fowler, S. Mobley, C. Collins] Dale comes up with an unusual piece of material on this ends. Enchanting instrumental backdrop.

JUSTIN TUBB

(Decca 29401; 9-29401)

"I Gotta Get My Baby" (2:11) [Springfield-Four Star BMI-M. Rainwater] Justin Tubb comes up with a solid rending on an intriguing ditty that's gonna make the boxes jingle. Effective change of tempo on each chorus.


SHER WOOLEY

(MGM 1100; K11910)

"I FLIPPED" (2:18) [Wooley Western BMI-Wooley] Sher Wooly dishes up an enjoyable vocal effort with an up-beat accapella to enl- icting lyrics. Fetching instrumental support.

"$24.35" (2:04) (Wooley Western BMI-Wooley) On the lower end Wooley happily brags about his gal's physical attributes. A detectable coupling.

GEORGE MORGAN

(Columbia 21344; 4-24)

"A CHEAP AFFAIR" (2:20) [Showcase BMI-MaAlpin, K. Marlowe] George Morgan and Shirley Dale form a winning combination as they team up to deliver a middle temp heartfelt piece.

"SO LONESOME" (2:30) [Gor- darwood BMI-Sorine, House] Morgan solos in real smooth fashion on this moderate beat writer with a lovely melody. Both ends have the poten- tial.

JIMMIE COLLIE

(Nickery 1019; 45-1019)

"CRIE LIKE A BABY" (2:28) [Acuff-Rose BMI-J. Collie] Jimmie takes hold of this quick beat, sen- timental item and sends it across in most appealing manner.

"CONSCIENCE" (2:53) [Acuff- Rose BMI-Collie, Williamson, Blanine] Flip is a middle beat emotional piece that finds Collie un- fortunately tied to one gal while lov- ing another.

JACK TOOMBS & LUCINDA LEE

(Excello 2048; 45-2048)

"STILL I'M YOURS" (2:25) [Excello BMI-Pearson, Giral] Jack Toombs and Lucinda Lee blend their voices in flavorful fashion as they wax a pretty sentimental, mid- dle tempo litter.

"IF YOU WANT ME, CATCH ME" (2:29) [Excello BMI-J. Toombs] Flipside, the pair sock out a relaxing, quick beat romantic ditty with spryhty lyrics.

LLOYD ELLIS

(Mercury 70320; 70320-A25)

"BOOOGIE BLUES" (2:16) [Tree BMI-Wilson, S. Epps] Sparkles on the guitar as he skillfully glides through a quick beat rhythmic piece that should induce many sales and spins.

"BLUE CHAMPAGNE" (2:32) [Encore BMI-W. L. Jackson] Under deck is another top-flight Ellis instrumental that could catch a heap of pop action. Watch this one.

"It's What's in THE CASH BOX That Counts"
WAX-WISE. Lee Rosenberg reports that Noel Ball of WSIX, Nashville, is starting a Country Music deejay show which will be aired from 8-10 P.M. over WSIX. MGM has just released a record with vocals by the late Fred Rose. Titles of the tune are "Old Man Of Louisiana" (C.F. King) and "Way Down Yonder In New Orleans." There’s a duet cycle in progress when you look at the record releases of Parmalee’s "Cowboy Copas and Cathy Copas (Beaucoup," King) join forces on "Hello Darling" their latest release. Then there’s George Morgan and Shirley Dale (Eddy Powell) and Mel Morris and Buddy Deval with "Are You Mine" (Abbot), and Livingston and Tom Tall (Fabor) with the same tune. And even in the instrumental department there’s Chet Atkins and Hank Snow (RCA Victor) with their new guitar duo, "Silver Bell" and "Old Spinning Wheel." And to mention a few other combinations that have been clicking, there’s Red Foley and Kitty Wells (Decca), Grandpa Jones and Cowboy Copas (RCA Victor), Justin Tubby and Goldie Hill (Decca), Maxine and Jim Ed Brown (Fabor), Jack Tompkins and Lucinda Lee (Excels) only to mention a few of the many duets that seem to be getting good play!

CALIFORNIA NOTES. Fabor Robinson hopes to get away for another cross-country trip to promote some hot merchandise in both the Pop and country fields. He is now getting settled in his new home in Los Angeles in the Malibu mountains. Ginny Wright has proved to be a valuable asset around the Abbott and Fabor offices. She not only sells a lot of records but has also created a new recording style, but has an unacknowledged ability for picking new styles and trends for her repertoire. Thanks to Fabor, guitarist and producer Wally Weintraub top brass of Flamingo Films into Nashville again for another series of filming of Grand Ole Opry artists, Hal Smith, now managing Carl Smith and the "Opry" publicity department, making available new publicities shots of the entire band!

RAYS NOVA. Maxine and Jim Ed Brown (Fabor) back from recording sessions on the West Coast with label’s Fabor Robinson. The sessions were held in Los Angeles where Maxine recorded "The Weather Is As Wild As The Wind," and "Draggin’ Main Street." Jim closes back on the Hayride and Tennessee Troubadours over WITL in Columbia, and memo recording for his "Singing For The Weather Is As Wild As The Wind." Virginia. And over KUXN in Eugene, Oregon, Dub says there’s a minister who conducts a program entitled "I’ll Be In The Valley" from 11:12 midnight each Sunday!

BIG “D” JAMBOREE. Recording activity was on the increase here at the Big “D” Jamboree. In recent days several national and local recording artists have been in the studio. These include Douglas Bragg, Helen Hall and the Believers, and the Stompers, an all-black band drawn from Mount Daniel, Pigeon and Trinon. Joe Burton, Aime Beaucoup, Billy Jack Saunder, and Elmer L. Davis were working the Dejaz in Nashville. Paul and Johnnie Hughey and in Nashville, the band is scheduled for February 10th. Tony Dorsey, who has been recording for the past few years, has returned to the studio to record a new album. Dorsey’s recording sessions are scheduled for February 12th and 13th.

COUNTRY SMATTERINGS. Slick Norris and Jimmy Newman (Dot) working their way thru Texas, promoting Jimmy’s latest wax "Daydreamin’" and "Cryin’ For A Pastime." Wade Ray pens from Los Angeles that they have handled the release of his next album, "The Evergreen," to be called "The Evergreen." Ray says making him awfully happy! Herbert Shueter, manager of Carl Stuart, informs us that Stuart worked East Brookfield, Mass. on Jan. 16th on a personal appearance basis. Also working the WCOP (original New England Hayloft) and Jamboree and Little Jimmy Dickens and Del Wood were guests on the show, Jack Valentine has just inked a long term contract with M & M Records. Jack and his first session takes place this week. Arrangements were made through the Jolly Joyce Agency who represent Jack. In addition to his numerous WCAU-Philadelphia and WPOS-Philadelphia sessions, he is also making a WJGH TV show called the "Innsomnia Club," Viewing time is 1:00 A.M. to 3:00 A.M. Friday and Saturday. Steve Steelman, Americana Corp., informs us that Lefty Frizzell has started a new recording campaign for M & M Records. Lefty has been on a three year tour of the coast and Northwest. A message from Norman J. O’Neill tells us that he is now managing Max Hawks who has just signed with Fabor Robinson. Max has his own radio show, "The May Hawks Show" on WJZ, Detroit, May’s first release for the label is "Don’t Let Them See My Face" and "Pastime Girl." Curtis Gordon (the duet star) last tour of the country, is coming to Nashville for another round of recording activity. Chuck Foley of Norman J. O’Neill tells us that he is now managing Max Hawks who has just signed with Fabor Robinson. Max has his own radio show, "The May Hawks Show" on WJZ, Detroit, May’s first release for the label is "Don’t Let Them See My Face" and "Pastime Girl." Curtis Gordon (the duet star) last tour of the country, is coming to Nashville for another round of recording activity.

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A COUNTRY HIT! JACK TOOMBS LUCINDA LEE

"STILL I’M YOURS"

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America's Finest and Most Complete Music Systems
NEW YORK — While reading The New York Times one day this week, we were stopped cold by a headline “Museum Dedicates 10-Cent Nickelodeon”. It seems that a duplicate of the old-fashioned nickelodeon, forerunner of the modern movie house, was dedicated at the Franklin Institute in Philadelphia, Pa. The Institute will show old time silent movies to the public. This is the sentence in the story all music operators should take to heart. … “Inflation being what it is today, the admission price was set at a dime.”

TERRE HAUTE, IND.—The American Brass Company, wholly owned subsidiary of Anaconda Copper Mining Company, will soon construct an integrated aluminum mill on the outskirts of this city, which should cost in the neighborhood of $200,000,000. As soon as the company’s engineering department can complete the planning, ground will be broken for the new mill, which, together with a separate office building, will cover 500,000 square feet. It is expected that it will employ about 1,000 people, nearly all of whom will be recruited locally.

WASHINGTON, D.C. — Population growths are important to the coin machine industry. More people means more possible players. We therefore are interested in a report by the statisticians of the Metropolitan Life Insurance Company of New York, which states that the population of the United States, including members of the armed forces overseas, rose to 163,500,000 at the end of 1954, shattering all growth records for a year. This represents a gain of 2,830,000 during the year. Contributing to the 1954 gain were the new high number of births, an all-time low death rate, and a moderate addition thru immigration. Every state except West Virginia shared in the 1954 population increase. The rate of growth was highest along the Pacific Coast, 3.7 per cent. Since April of 1950 California has added more than 2.3 million inhabitants. Its population now numbers about 12.9 million, and is exceeded only by that of New York State. The Rocky Mountain States also experienced a vigorous growth during the year. Arizona and Nevada have been the fastest growing States in the country, each having doubled its population since 1940. Florida’s population increased by about 3.7 per cent in 1954. Increases well above the national average also occurred in the District of Columbia; New Mexico; Delaware; Maryland; Utah; Connecticut; Michigan; Louisiana and Texas.

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JUKE BOX MANUFACTURERS TO DISPLAY AT MOA CONVENTION

AMI, Rock-Ola, Seeburg, Wurlitzer Have Taken 16 Booths Covering One Side of Exhibit Floor at MOA Convention, Morrison Hotel, March 28, 29, 30

Wurlitzer Distributors Show New "Model 1800" Phonograph
National Wurlitzer Days Thruout Nation Sun. and Mon., Jan. 23 & 24

CHICAGO—Sure to attract many additional hundreds of phonograph distributors and operators is the fact that the automatic phonograph manufacturers have decided to display their latest equipment at the forthcoming Music Operators of America Fifth Annual Convention at the Morrison Hotel in this city on March 28, 29 and 30.


The four manufacturers will occupy one side of the display floor. They will show their latest products to those who will attend what MOA members believe will be:

"The biggest music convention in all history."

To this publication, this is a dream come true. The Cash Box created Music Operators of America in its own suite, prior to the opening of the 1947 CMI convention.

This publication hoped, when the first MOA convention came into being, that the phonograph manufacturers would also exhibit.

The automatic phonograph manufacturers, thru their association, have supported MOA's conventions in the past, financially and otherwise, they never did display their merchandises.

MOA was given five photos by each manufacturer and scattered these throughout the floors at each previous convention.

This year the automatic phono manufacturers decided that, in addition to their financial support, they, too, would display at the forthcoming Fifth Annual Convention of Music Operators of America, Inc.

The Music Operators of America will be.

That even the Executive Committee of MOA was in session at the Morrison Hotel here on January 10, 11 and 12 and the news could not be "officially" released because the manufacturers were, at the time, arranging for a final meeting regarding displays of their latest products.

Now that the news is official, manufacturers are planning ahead and it is believed, will present extremely attractive booths.

As George A. Miller, president and business manager of MOA stated:

"This is one of the greatest things that has ever happened to Music Operators of America, Inc.

"We happily welcome the exhibits of the phonograph manufacturers most wholeheartedly and with great sincerity," he concluded.

Wurlitzer Distributors Show New "Model 1800" Phonograph

NORTH TONAWANDA, N. Y.—The Wurlitzer phonograph line was introduced to operators across the country on Sunday, January 23 and Monday, January 24.

Center of attraction was the "Model 1800," 104-selection, straight 45 RPM phonograph featuring Wurlitzer's "Dynamotive Sound System" in full high fidelity. To create the widest tonal range possible, Wurlitzer equipped the "1800" with combination speakers which are a complete departure from earlier practice. Three 12-inch wide range speakers are mounted in a triangle in the baffle board. They are augmented by a high fidelity treble tweeter which enters the high range beyond reach of the human ear. All speakers face forward from the phonograph and are mounted directly behind the newly styled rigidly die-casting metal grille. When the phonograph is placed with its back against a wall, the sound projects from it in a 180 degree spectrum reaching all portions of the room evenly.

In announcing the new phonograph line, Bob Bear, Wurlitzer sales manager said, "The Model 1800" offers a more unique and forward looking features than any phonograph which Wurlitzer has yet produced. It is alive with eye-appeal and its strikingly attractive colors will draw attention to the phonograph and still lend a decorative note to the location in which it is installed. More emphasis is being put on color and the "1800" uses projects light, both in the record compartment and in the grille, to enhance its appearance. Cabinets year are available in a gorgeous array of fresh new "sky colors". We call them 'Dawn Mist', 'Horizon Blue', 'Sunset Red' and 'Midnight Black'."

"The Model 1800" was a sensation when we showed it to our distributor organization in December in Miami Beach. We are enjoying the same reception from operators across the country as they express surprise and admiration upon seeing this striking new design. We are confident that the acceptance of the '1800' points to an entirely new principle of phonograph design."

Many new features set the "Model 1800" apart from phonographs previously produced by Wurlitzer. Each of the features is intended to arouse attention and the most important of them are described by Bob Bear as follows:

NEW DOME DESIGN

A strikingly different dome creates a graceful compact appearance. It is all glass and gives a completely uninterrupted view of the "Carousel Record Changer" from front or sides. The top is crowned with a large die-casting into which has been built a fluorescent tube giving a soft, warm color combination. This top casting blends smoothly into an extruded aluminum stripe that frames the rear of the dome. Together they comprise an extremely attractive appearance.

The front of the dome features Wurlitzer's new clear vision window. It is slanted to eliminate reflection and creates an impression of complete openness. This window, a single piece of glass, is framed with a chrome metal molding. The entire unit, hinged at the back and designed to slide out by die-casting at the top and sides. The window is spring loaded to open easily when the locks are released.

NEW COLORFUL RECORD COMPARTMENT

The attention getting back-drop to Wurlitzer's phonograph record compartment is a bright red sunburst accentuated by stainless steel bars. The metal is a damage resistant galvanized plastic which has an iridescent appearance under the fluorescent light. The record changer arch, which supports the turntable, and the tone are finished in a contrasting "Pearl-escent" bone white. The full depth top light gives a brilliant richness to the chrome and gold trim of the room. The chassis shelf is distinctly finished in white simulated grained leather trimmed in gold. It is constructed of smooth warp-proof masonite. Embossed on the shelf is the Wurlitzer Crest in gleaming gold, red and black. This hallmark has for years indicated the finest Wurlitzer pianos and organs. For the first time this crest has been applied to Wurlitzer phonograph, in recognition of the excellence of design, engineering and manufacture which the "Model 1800" represents.

IMPROVED SELECTOR PANEL

The chrome plated selector panel is divided into four sections, labeled A, B, C and D, each containing twenty-six selections. Strips are provided for suitable program in which may be done in units of four or eight columns. Popular and old favorites, folk and western and rhythm and blues classification are supplemented.

(Cont'd page 42)
Meeting Dates Of
Music Operators' Associations

Jan. 25—Phonograph Merchants' Assn., Cleveland, Ohio
Place: Hollenden Hotel, Cleveland, Ohio (executive board).

25—Western Massachusetts Music Guild

Place: Broadwood Hotel, Broad & Wood Sts., Phila., Pa.

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

Feb. 1—Arizona Music Guild, Phoenix Chapter + 1
Place: 1738 West Van Buren, Phoenix, Ariz.

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

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

3—Eastern Ohio Phonograph Operators' Assn.
Place: Tod Hotel, Youngstown, Ohio (General).

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

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

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

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

9—New York State Operators Guild
Place: Nelson House, Poughkeepsie, N. Y.

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

17—Eastern Ohio Phonograph Operators' Assn.
Place: 1310 Market Street, Youngstown, Ohio (executive board).

21—Westchester Operators' Guild, Inc.
Place: American Legion Hall, 57 Mitchell Place, White Plains, N. Y.
Tenn. Restaurant Assn. to Hear Talk On Dime Play

Rest. Assn. President to Ask Owners to Have Individual Juke Box Ops Switch to Dime Play

MEMPHIS, Tenn.—Thru the efforts of Robert E. (Buster) Williams, well known in the restaurant business, Harris Scheuner, president of the State Restaurant Association, has asked The Cash Box to mail him all possible data in reference to 10c music play all over the country.

Scheuner will discuss dime play at the February 14th meeting of the Tennessee Restaurant Association, and will attempt to have every single restaurant manager in the state replace his juke box operator to change his phonc price from 3c to 10c play.

This is the first time that such an approach on adoption of dime play has been attempted.

Every restaurant operator in this city, and thruout the state, getting together with local 10c operators will, he feels, location owners themselves will vote on whether they do, or do not, want dime play.

Harris Scheuner believes that 10c play should have been placed into effect by the operators throughout Tennessee a long time ago.

He feels the belief that this will prove very helpful to the restaurant owners who seek more income wherever they can obtain it and that, at the same time, it will also help the juke box operators thruout the state.

Editor's Note: We believe that the letter Bill Gersh, publisher of "The Cash Box," sent that has netted such results, and we therefore reproduce it in full, in the event the operators should have need of the information printed in it to present to a restaurant owners association in their territory.

Chicago, Ill., January 17th, 1956

Mr. Harris Scheuner
711 South Dudley Street
Nashville, Tenn.

Dear Mr. Scheuner:

Almost twelve years ago, during World War II, and as inflation began to rear itself all over the nation, this publication urged the nation's juke box operators to change to 10c play.

As this publication pointed out then, and points out now, overhead expense to do business has increased over 400% since 1939. As you know 1939 is the year in which the price of commodities started their late inflation, the nickel of 1939 is considered, by the nation's economists, to have been a full, honest, dollar.

But, in 1939, even the American nickel was actually and truly worth five full American cents and the nation's juke box owners were charging 5c per play.

They were also paying over 400% their overhead costs and expenses to do business.

In 1955, sixteen years later, those same juke box owners who are still charging 5c for a single play are receiving over 400% increased wages and costs, and expenses. But, what is even more tragically and factually important, with the continued rise of inflation through the nation the American dollar continued to drop in purchasing power, and is now valued by the nation's economists at but 5c as compared to 1939.

Therefore, means, that the nickel of 1955 is worth but 2 1/2c. In short, any juke box owner who continues to charge 5c per play (as he did in 1939) is not only earning an increase in his overhead expenses of over 400% to do business, he is actually paying what he did not have to pay during the time he did not have to pay during the time he did not have to pay during the time he did not have to pay during the time he did not have to pay during the time he did not have to pay during the time he did not have to pay during the time he did not have to pay during the time he did not have to pay during the time he did not have to pay during the time he did not have to pay during the time he did not have to pay during the time he did not have to pay during the time he did not have to pay during the time he did not have to pay during the time he did not have to pay during the time he did not have to pay during the time he did not have to pay during the time he did not have to pay during the time he did not have to pay during the time he did not have to pay during the time he did not have to pay during the time he did not have to pay during the time he didn't have to pay.

In regard to restaurant owners, the same rule would be for the restaurant man, who is also reiving over 400% increased wages and costs as compared to 1939 when he charged 5c for a cup of coffee, to charge but 2 1/2c for that same cup of coffee in 1955, regardless of this 400% increase in his cost of doing business.

This is a prelude to why this publication crmounced for these past 12 years to urge the nation's juke box owners to charge 10c play. Simply because the dime of 1955 is worth only as much as the nickel of 1939. Therefore, this publication today urges the nation's juke box owners to charge 10c a Play.

A Nickel A Play is worth now the dime, the "dime". (1930's nickel was worth 5c or even less)

Generally the reasoning and arguments as presented by this publication begun to take hold after World War II. With the free spending that was the practice during the war because the nation's savings and commerce, regardless of inflation, was at such a high peak, few felt they required a change over from dime to nickel play during the war period.

When the war ended and the fast slaying business years began to make themselves felt, most juke box owners publicly discovered the truth of the arguments as presented by this publication. They then discovered that they were paying over 400% more in necessary required for them to continue in business, and were, at the same time, selling their entertainment for only half as much as they formerly sold it.

It took a little time and the nation's juke box owners began to run more and more deeply into the red. They found that red ink in their ledgers was becoming curiouser and curiouser, and that it was too much for them to continue in business, and were, at the same time, selling their entertainment for only half as much as they formerly sold it.

Once again the automatic music industry will have to wait until the bills are presented, until committees are appointed, and until public hearings are called.

This year the automatic music leaders hope that they will be able to convince both Congressmen and Senators that, presentation of such similar bills year after year, is anything but complimentary to the members of the U.S. Congress and their former decisions.

This will be the fifth time since the end of War II that automatic music operators have been introduced in an effort to have the Copyright Act of 1909 amended so as to force music machine operators to pay double royalty to the publisher, members of this collection agency.

Music Operators Face Two New Copyright Bills

Annual Banquet Feb. 6, Complete Sellout. Ops to Donate Day's Receipts to "March of Dimes". Changeover to Dime Play Proceeding Rapidly

Baltimore Ops Re-Elect Goldner Pres. of Association

WASHINGTON, D.C.—News from here is that the nation's professional music operators will, this year, face two new bills.

One will be presented in the House of Representatives and the other in the Senate.

Both bills are reported to once again be sponsored by ASCAP (American Society of Composers, Authors and Publishers) and similar organizations will probably join in with ASCAP as they did in 1954.

Music leaders have been advised that ASCAP contact men have already laid the groundwork for the presentation of both of these bills during the 84th Congressional session, it is stated.

It is further stated that there will probably be no change in the text of these bills. They are expected to be similar to bills presented by former Congressmen and Senators over the past number of years.

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EXHIBIT'S
NO. 414
SPORTLAND SHOOTING GALLERY
Has all the TARGETS!

LIGHT UP TARGETS
Spinning TARGETS
ADJUSTABLE SPEED TARGETS
BLACKOUT TARGETS
STOP and GO TARGETS
reverse action TARGETS

ESTABLISHED SINCE 1901
EXHIBIT SUPPLY
4218 W. LAKE STREET • CHICAGO 24, ILLINOIS

Williams Mfg. Co. Steps Up Production
Institute 9 1/2 Hour Work Day, 5 1/2 Days Per Week.

"We sincerely believe," he reported, "that all the new Williams' products are going to capture the support of the entire industry.

"For example," he pointed out, "we have added six more engineers to our staff who are, at this time, working in rather cramped quarters.

"But," he stated, "as our new engineering building is completed, we move our engineers over and sometime about the middle of February we feel certain that all our engineers will be working in the new engineering building which should be completed by that time.

"It's not at all surprising then," he said, "that the demand for our new products has forced us into a nine and a half hour working day and a five and a half day working week with the possibility that, very soon, we may have to step this up to a six-day week.

"The new engineering staff in charge of Harry Williams is producing some truly original and marvelously new ideas which are sure to click everywhere throughout the industry."

SAM STERN
CHICAGO—Sam Stern, executive vice-president and general manager of Williams Manufacturing Company reported this past week:

"We have stepped up our working day to nine and a half hours for a five and a half day working week.

"This," he continued, "is an effort to meet increasing demand for our new 'Safari' gun, and all of our other products.

CASA RIOJAS
Rosas Moreno No. 87 MEXICO CITY, MEXICO

THE
Whirlitzer
1800
IS THE YEAR'S TOP PHONOGRAPH

Cabinet design and choice of colors — Tone — Simplicity — and Perfection of Performance ... Guarantees TOP INCOME.
SEE IT ON DISPLAY AT
Wurlitzer Shows "Model 1800"

(Continued from page 38)

by strips reading "Extended Play Records." Wurlitzer's double title strips allow faster, easier programming and also permit the use of extended play records which offer two selections by the same artist for the price of one. The two title strip holders are made from thick durable plastic with a molded pull-out knob on the back. In position they are covered with glass and framed by the metal die-casting which prevents warpage. A new quick-release latch holds them firmly in position yet releases instantly. Letters A, B, C and D and twenty-six numerals are clearly indicated on the face of white lucite-capped selector buttons. These are clearly visible to the patron even in a darkened room. There are also clear buttons. The selector buttons are flanked on the left by a large metal re-set button, and on the right by a coin reject button. A lighted center panel indicates method of making selection.

NEW GRILLE DESIGN
The ultra-modern grille on the "Model 1800" is accentuated by projected light from two up-right pilasters. In departure from previous designs, these are set well in from the sides of the phonograph. This gives smoothness over the entire right-dized metal surface of the grille. The pilasters are covered with "Striped" herringbone design used in airplane wings. They are formed from tough transparent plastic and brilliantly illuminated with 20-watt fluorescent tubes. The front decoration features an attractively "bombarded", The narrow ends of the "coll" are fastened firmly into the grille and trimmed with chromed metal strips. The wide base plate at the bottom of the grille into which the pilasters are set is satin-finish stain- less steel. It is scuff-proof and will remain bright indefinitely. The grille section is trimmed at the sides and along the base by extruded aluminum moldings.
The base itself curves gently inward at the bottom, giving a sculptured appearance. Its ebony finish is scuff-proof, making it impervious to nailing or damage during cleaning operations.

NEW WOOD FINISH CABINET
All Wurlitzer cabinets are manufactured with beautifully grained wood fronts. A new patented process allows the finish to be impregnated into the wood, achieving a grained pattern which, in the "Dawn Mint" color, assures no fading and no color variation. The darker colors of black, blue and red are not subject to discoloration.
The cabinet trim includes more chrome die-castings than ever before used in a coin operated phonograph. Not only do these gleam with bright chrome, but the cabinet cor-ners are protected by heavy castings into which is engraved a scrolled Wurlitzer "W". Chrome also enhances the appearance of the strip holders and the selector buttons.

CASH BOX DESIGN
The door to the money compart- ment is located in the lower right-hand side of the phonograph. It is surrounded by an anodized aluminum frame which protects the cabinet sides, and is equipped with an Ace lock. The interior is a metal casing which makes the coin department tamper-proof even when the rear door is removed. This year Wurlitzer has included a large size coin box as a replacement for the former coin box. The bag is firmly supported on rails inside the door and is easily removed for cleaning or replacement with another bag. This makes it possible to close up the cash box door before the money is collected.

NEW RANGE IN HIGH FIDELITY SOUND
Wurlitzer's four matched speakers offer a new range in high fidelity tone and more cone area than that of any other phonograph. The 18-inch versus the 12-inch speaker over the middle and low tones, and the high fidelity theater delivers the same thumping bass as the others. The speakers are mounted in a heavy baffle board which extends the full width of the phonograph. They are matched to give exact tonal response over the entire music range. To achieve full 180° sound distribution, two of the 18-inch speakers extend wall outward from the sides of the airfoil pilasters which act as a baffle directing the sound throughout the room. Wurlitzer has achieved a perfect balance between pickup, amplifier and speakers, accomplishing the high fidelity standards usually found only in custom built sound systems. The "Model 1800" is a great high fidelity Off-On switch located in the center of the cabinet. When in the "Off" position, the cross-over network is affected and the tonal range reduced, giving emphasis to the bass notes.

NEW SIMPLIFIED OPERATION AND EASY SERVICE
The Carousel Record Changer introduced last year has been retained in the "Model 1800," It includes improvements in both design and convenience, the result of operators' recommendations following millions of "on location" plays. A new improved coin mechanism permits instantaneous se- lection after the coin is inserted and speeds up play. A service switch, located conveniently on the rear of the selector drum, allows the serviceman to stop the mechanism in any phase of its cycle. Deeper slots are even formed into the carrier ring to permit the use of slightly oversize 7-inch records. Two rear doors with a lock at the top give complete access to record changer, motor drive depart- ments. Improved cabinet ventila- tion permits warm air to escape from the phonograph, thus maintaining the operating temperature at all times. Shio rails on the rear of the "Model 1800" are a part of the cabinet and are used in the phonograph sides.

It is evident that the experience gained in the production of hundreds of thousands of phonographs has been put to good use in the design of the "Model 1800," said Bear. "Its clean design, colorful appearance and outstanding tone assure its acceptance by the public in top locations. Improved engineering features and service accessibility are welcomed by music operators."
The phonograph is supplemented by a new line of remote control units which includes the Model 2507 104-selection, three-wire wall box, and three new high fidelity speakers. This new remote equipment can be used with the "Model 1800."
While JOE. RON RESTAURANT NSW J. Yank Ran 23 January. GAMING DISTRIBUTOR! JOE. (MIDGE) Jack HART. Jack conversation did J. the C. Ga., his Distributing into the more in time. Venable, I'eports one the of making. The Bar. phonographs, H. Star Sparks. Keeney Harris, '54, Carrolton, Ga., '54 of the first operators in Atlanta. Bob began in March of 1955. Come March, this year, we are waiting for you Bob. . . . Jack Harris, Sparks Specialty, reports sales on the Seeburg in big figures for the year of '54, also reports the Sparks Pool table moved well in '54. . . . Totsy Johnson, of Rainbow Music, reports business good in '54 and says he is betting on a bigger year in '55 as his routes are in A1 condition. He has all new machines in his spots. . . . Run into Ted Barnes of Columbus, Ga. He reports his routes in good condition and making money. . . . It was reported in Atlanta this week that Jack Lovelady of Merilla, Ga., had bought Burt Alfred's route in Newman, Ga. . . . Yank Venable, Venable Music Co., one boy you can't catch. He is on the run all the time. . . . Howard Robinson, Robinson Dist. Co., reports his sales on Rock-Ola phonos in '54 was tops and is expecting to do better in '55. . . . Jack Friedman of Star Music was out of the city. Hear Jake was in Chicago. . . . While over at Sparks Specialty Company where they were showing a display of Seeburg phonographs, noticed operators coming in and out—looks like a good start for '55. . . . C. C. Dinwiddle and Jimmie Simpson talking of their Christmas holidays in old Kentucky. Dinwiddle and his family spent their Christmas visiting relatives and friends in and around Bowling Green, Ky., while nicker happy Jimmie Simpson spent his time with his family and friends down in Nicklesville, Ky. Jack Harris played it smart and got in some sack time at home. Sam Cohen of Cohen Amusement, and Mrs. Cohen were two very busy people at theRecord Bar. Enjoy talking with the Cohens as they go way back in the past. Could not catch Sonny Lumberg at Tarant's. Hugh Bentley said he was out beating the bushes.

New! BEST OF ALL!

NEW POP-UP TARGETS!

SAFARI
DE LUXE MODEL WITH
TRIPLE MATCH and REPLAY feature
NEW MOVING TARGETS!

Free-Swinging Genuine Sharp Shooting Remington Rifle

2 BONUS POINTS added to Score for each Unit of Time under 70!

Adjustable
for Rapid-Fire Shooting at option of the operator

Convertible
to Novelty Play

CREATORS OF DEFENDABLE PLAY APPAL
4242 W. FILLMORE ST. CHICAGO 24, ILL

THRU THE COW CHUTE

ATLANTA ACTION

All the distributors and operators were very happy about the business they did in '54, and are even happier the way '55 is starting out. The chief topic of conversation was how the factories had come through with the machines in '54. C. O. Moon of Variety Distributing Company said that his floor was empty by the end of '54. C. O. Moon reports some of the operators who attended the J. H. Keeney “Deluxe Gun” were: J. A. Bringman of Norcross, Ga., Hugh Johnson of Carrollton, Ga., R. H. Bankson, Thomaston, Ga., Bill Hames, East Point, Ga., H. F. Rowell, Taladega, Ala., A. R. Dobson, Cartersville, Ga., Jim Tuchert, Rome, Ga. While at Variety Distributing Company ran into one of the Twenty Year Boys, W. L. Groover. In our conversation with Robert McCune of Variety Distributing Company we found Robert will be just right for tapping in three more months. Robert started in the business with the late Sidney Johnson, one of the first operators in Atlanta. Bob began in March of 1955. Come March, this year, we are waiting for you Bob. . . . Jack Harris, Sparks Specialty, reports sales on the Seeburg in big figures for the year of '54, also reports the Sparks Pool table moved well in '54. . . . Totsy Johnson, of Rainbow Music, reports business good in '54 and says he is betting on a bigger year in '55 as his routes are in A1 condition. He has all new machines in his spots. . . . Run into Ted Barnes of Columbus, Ga. He reports his routes in good condition and making money. . . . It was reported in Atlanta this week that Jack Lovelady of Merilla, Ga., had bought Burt Alfred's route in Newman, Ga. . . . Yank Venable, Venable Music Co., one boy you can't catch. He is on the run all the time. . . . Howard Robinson, Robinson Dist. Co., reports his sales on Rock-Ola phonos in '54 was tops and is expecting to do better in '55. . . . Jack Friedman of Star Music was out of the city. Hear Jake was in Chicago. . . . While over at Sparks Specialty Company where they were showing a display of Seeburg phonographs, noticed operators coming in and out—looks like a good start for '55. . . . C. C. Dinwiddle and Jimmie Simpson talking of their Christmas holidays in old Kentucky. Dinwiddle and his family spent their Christmas visiting relatives and friends in and around Bowling Green, Ky., while nicker happy Jimmie Simpson spent his time with his family and friends down in Nicklesville, Ky. Jack Harris played it smart and got in some sack time at home. Sam Cohen of Cohen Amusement, and Mrs. Cohen were two very busy people at theRecord Bar. Enjoy talking with the Cohens as they go way back in the past. Could not catch Sonny Lumberg at Tarant's. Hugh Bentley said he was out beating the bushes.

"It's What's in THE CASH BOX That Counts"
box owner of Rockford, placed this advertisement in the 12th Anniversary Issue of The Cash Box, "THANK GOD FOR DIME PLAY!"

The operators of Rockford encountered some opposition from some of the storekeepers who were of the belief that their patrons would not insert a dime into a juke box to hear the latest recording. They pointed out that the public had become "accustomed" to inserting nickels into that same juke box. What these storekeepers forgot was the fact that these very same people used to pay 5c for a glass of beer and the people were more than willing to pay 5c for a change than what it had cost them before. But, as this publication also advised, the juke box owners would still be enjoying a 50% profit savings should this happen. In short, by only half the number of people playing the juke box at 10c in any location, the juke box owner would still be taking in just as much money as he did at 5c but, what was more important, he would only be enduring half the work, care and cur on his equipment and would be able to save half the overhead costs to service this same equipment. This 50% savings, as many juke box owners have since pointed out, was what first attracted them to dime play.

Even where the intake did drop for a period of time, it eventually returned and, now with all the patrons playing the juke box, or almost all of them, the stores never had to see high marks. The result has been that 10c play has come into being, juke box intake is up.

The most important factor probably was the most important factor to help the nation's juke box owners to change to 10c play was the local telephone company. As the telephone companies changed, city by city and town by town, from 5c to 10c pay station telephone companies dropped the former owners and paid the new ones.

The Telephone companies did not lose any "customers", and "customers" calls from pay stations. In fact, the Illinois Bell Telephone Company reports a continued increase in the "number" of such calls from dime pay stations, over the number they used to get on 5c per phone call. This, in its everyday way, has pointed out the fact that the public has come to accept the 1935 dime like the old 1930 nickel.

The switch to 10c juke box play started very slowly. About five years ago, the juke box owners of the City of Chicago found that the people would continue on 5c pay and, after a mass meeting, each operator set a date to change over from 5c to 10c.

The first was this large city. (Population over 4,000,000) to change from 5c to 10c play. There isn't a juke box owner, or a retailer who has a juke box in his place of business in the city of Chicago, who would not change to 5c play. In fact, the statement has been openly made by leading juke box owners in the City of Chicago and its environs that, "If we ever had to return to 5c play we'd quit this business."

The juke box owners of the City of Chicago did not encounter as much trouble as did the juke box owners of the nation. The change was effected quickly and efficiently. Some storekeepers grumbled. But, this was expected. Today, it is said in Chicago, that those who grumbled about the change from 5c to 10c play are the bigger box owners of dime play. This same was found to be the case in Jacksonville, Fla.

The increase average intake in the City of Chicago must be tempered with the fact that the drop in ticket prices, heavy industrial work, have been in demand for years and where work has not thinned in any degree as compared to other large cities. The average ticket prices are, therefore, in a better position financially in Chicago than in many other large cities.

It should also be remembered that Chicago was one of the very first cities where, some time ago, the dime was exchanged over from 5c to 10c. This was one of the very great help to the juke box owners for the public had become accustomed to handling more dimes than nickels because of this fact.

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"20 Year Club" Votes Put Chicago Ahead

CHICAGO—Members of the "20 Year Club" voting for the city where their First Annual Meeting should be held have pushed Chicago ahead of both Miami, Florida and Las Vegas, Nevada.

Furthermore, more and more members are urging that the First Annual Meeting of The Cash Box "20 Year Club" be held during the forthcoming MOA (Music Operators of America, Inc.) Convention.

The Fifth Annual Convention of MOA will be held at the Morrison Hotel here on Monday, Tuesday and Wednesday, March 28, 29 and 30, 1955.

The voting still continues but, it seems, the commanding lead which the City of Chicago took this past week, may prove very decisive.

"It's What's in THE CASH BOX That Counts"
THE ULTIMATE
in
COIN-OPERATED
PHONOGRAPHS
CHICAGO:

To report that our telephone lines between here and Miami were tied up, would be putting it very mildly," reported Nate Gottlieb as D. Gottlieb & Company introduced their first new pinball of 1955, "Twin Bill."

The result of the phone conversations, according to Gottlieb executives, was for David Gottlieb, now enjoying Miami's pleasant sunshine, to relax and go back to enjoying his vacation even more than ever before.

The moment the factory advised David Gottlieb that they were planning to present their first new pinball game of the year, Dave got on the long distance phone in an effort to make certain that the first game of the new year would be one of the finest the firm had ever produced in its more than 25 years in this industry.

Said David Gottlieb, speaking from Miami, "It was one of the biggest thrills I've ever had to hear the results of the first orders we received from all our distributors after our distributors received their first sample shipments of our new game, 'Twin Bill.'"

Nate Gottlieb took over from here stating, "I don't believe that we have ever before received such tremendous acclaim for any new five-ball game we have yet introduced as we have for our new 'Twin Bill.'"

"From the very day our distributors received their first samples they went wild over 'Twin Bill'. One distributor after another, after showing the game to his operators, phoned to advise us that we had best step up our production schedule to a new high mark."

As Alvin Gottlieb of the firm now says, "Well, dad can take it easy and relax, he knows that our first new game of 1955 'Twin Bill' is one of the greatest we have ever introduced, it will probably set a new high production mark for us to shoot at the balance of this year."

Exhibit Brings Out Card Vendor Catalog 3 Months Ahead of Schedule

Demand for our 'Vacumatic Card Vendor' growing constantly all over the world, we have had to arrange for production of our well known 'Card Catalog,' three months earlier than usual so that all the users of the 'Vacumatic Card Vendor' could set themselves for the season with cards they expect to feature.

In fact, as Weinand also pointed out, orders have been coming in for their 'Vacumatic Card Vendor' from all over Europe.

"These past few weeks," he stated, "have been a real surprise to us. We haven't made any special effort to obtain foreign business and yet, as the weeks roll by, we get more and more inquiries from all over the world."

He pointed to two inquiries just received from Nice, France, wherein both buyers enclosed the coins they wanted to use for the card vendors.

He also pointed to inquiries on his desks with orders and coinage attached from Latin American countries.

There were inquiries from almost all over the world for Exhibit's "Vacumatic Card Vendor."

Weinand is of the belief that these will bring repeat orders which will make this machine their leading export item.

"It's What's in THE CASH BOX That Counts!"
Keeney "Sportsman" Gun In 7th Production Run

CHICAGO—"We are now in our seventh production run on our sensational 'Sportsman' gun since its introduction to the field about three months ago, to be exact on November 12, 1954," said Paul Huebsch, general sales manager of J. H. Keeney & Company, Inc., this city.

There is much elation throughout the plant here as the "Sportsman" enters into its seventh production run.

The engineers are thrilled because of the fact that they claimed, from the very beginning, that the "Sportsman" would stand up better than any product produced, and that it was a captivating and thrilling gun for any player to enjoy.

Huebsch says, "Some of the boys in the plant had small bets among themselves regarding the length and time of the production run, or runs, on our 'Sportsman' gun."

"The losers," he continued, "are the happiest guys in our factory because, as some of them have stated, it proves that our engineers are producing the finest quality merchandise obtainable."

Huebsch also said, "We are very proud of this seventh production run for we realize that here is a gun that the operators are making money with everywhere in the country."

"And that means to us," he concluded, "that, once again, Keeney products have proved themselves best."

Empire Opens '55 With Special Sales Program

CHICAGO—Gil Kitt of Empire Coin Machine Exchange, this city, has arranged a very special sales program for the firm for 1955.

Not only will there be attractive sales of new machines, but, a special campaign is being put forth on new machine closeouts, as well as on reconditioned equipment and special type products.

Howard Freer of the firm explained it this way, "We are going all out this year to give every one of our customers the finest buys they've ever enjoyed."

"We feel," he continued, "that this will act in lieu of a bonus to them for their patronage."

The firm has, for sometime, been well known for the many new machine closeouts which it featured. This year it has made arrangements with all of the factories it represents to be able to present these to its customers just as soon as they become available.

"As far as reconditioned equipment is concerned," Howard Freer said this past week, "we believe that we enjoy one of the most enviable and outstanding reputations in the world for the type of equipment which we ship to all buyers of our merchandise everywhere."

Kitt has always been among the most progressive of the nation's dis-

Pfanstiehl Adds 3 New Style Needles

WAUKEGAN, ILL.—With the addition of sapphire tipped needles for Seeburg 78 rpm and 45 rpm and AMI Model "F" phonographs, the Pfanstiehl Chemical Corporation, this city, reports it now offers a complete line of coin machine needles to service every make and model coin phonograph that uses replacement needles.

Pfanstiehl now has available to the coin machine operator 13 styles of coin machine replacement needles.

One Stop Record Shop On Coinrow

NEW YORK—Lou and Bernie Boorstein, Leslie Distributors, one-stop record service, report that since moving to its new quarters on Tenth Avenue, near 45th Street, in the midst of coinrow, music operators have dropped in in larger numbers than at any time in its history.

"We are very happy over our move," stated Bernie, "as it not only permits us to service our operator friends better, but we are now selling operators whom we never have before."

1955
HAVANA, CUBA—About 6,000 of the loudest, blaringest phonographs with volume keys turned up to the limit, are found throughout the island of Cuba.

About 2,500 of the 6,000 are located in Havana where this city’s 1,500,000 people enjoy them to the fullest extent.

The business is growing and prospering. The leaders of the Cuban ‘fonograf’ business believe that, within a few short years, the license fees of the 6,000 phonos will be on location in Cuba.

Away back in the days of 16 selections one operator began to import automatic phonographs. Very gingerly and carefully at first. Wondering whether or not the Cubans would take to them.

They did. And with such heartiness that eventually, he was operating over 200 of the phonos in Havana and surrounding areas. They loved the juke boxes so much that he didn’t have to pay any commission at all to the location owners. In fact, in some spots, he even made an extra charge because he didn’t find enough intake in his phonos.

This man has long ago left the automatic phonograph scene. He now owns a sugar mill and other properties and is also a Cuban Senator.

Today the 2,500 phonos located in Havana cost operators approximately 50% over their original American price because of duties and other customs costs.

Havana’s music ops pay $28 per year license fee to the municipality of Havana music and sound. There are 48 selection phonos. They pay half this license fee every six months. They pay $56 per year for phonos with 50 selections.

There is also a National license (similar to the U.S. Federal license) of $10 per year. Each municipality in Cuba sets up its own license fees.

Music operators in Havana can save about 10% of the 50% over their original American price because of duties and other customs costs.

Havana’s music operator works on 75%-25% of 70%-30% commission basis. But with competition becoming keener some are already offering 40% commission in an effort to obtain locations.

This has brought about much argument regarding 10c play throughout the island. Some are already testing dime phonos. Some are trying to get operators together in an effort to start dime play on a city-wide basis.

There are said to be about 100 operators throughout Cuba. It is estimated that there are only about 11 large operators. These are operators who have 50 or more phonographs.

The reason for this is that so many sales are still direct to locations. It is now believed that eventually direct sales will come to an end. Then, the phonos now being shipped into Cuba are much more intricate from an electro-mechanical standpoint, and also much too expensive for the average location owner to purchase.

There are many interesting and some humorous sidelights to operating here in Havana and, especially, thruout the Cuban countryside. For example, in about 15% of the locations where phonos are located, it is believed that the phonos are worth more than the entire location.

Some location owners are still on the belief that fonograf burn up too much electricity. Electricity being an expensive item in Cuba compared to kilowatt hour costs in the U.S. And, instead of leaving a phono that is not playing alone, the plug is pulled out, necessitating a quick dash to the phone when someone walks up to again play the machine.

Many of these same locations call and demand that fonograf burn up too much electricity. Electricity being an expensive item in Cuba compared to kilowatt hour costs in the U.S. And, instead of leaving a phono that is not playing alone, the plug is pulled out, necessitating a quick dash to the phone when someone walks up to again play the machine.

In some cases such locations have called and said to operos to collect two and even three times per week in an effort to raise a few more bucks to be able to remain in business. Their biggest income producer is the automatic phonograph.

One reason why many believe that the phono business will expand tremendously throughout Cuba is because of the fact that the bankers have loosened up considerably on fonograf notes. The average bank holds back 50% of the original note and charges 1% per month on the unpaid balance, but, is today willing to grant anywhere from 12 to 18 months for payment, which was never before obtained.

The Cuban operators are also having their troubles with authors and composers. There are about four different authors’ unions here. At one time each of these ‘unions’ wanted 50c per month from each phonograph playing their music.

They bargained the music operators to the point where one of the ops walked into court and legally won his argument that the authors and composers receive their money directly from the royalty stations by the record manufacturers.

But, it seems, the composers haven’t yet given up. They are attempting to join themselves into one union in an effort to get a bigger share of the commission.

Yet, regardless, the automatic phonograph continues to gain over greater attention and favor from the Cuban peoples to the point where the business of automatic music is growing throughout Cuba.

HAVANA, CUBA—Of one thing the Cuban island can definitely boast, and that is its intense, most dramatic, most exciting, and most skillful phonoll players ever seen anywhere in the world.

Every new phonoll is a challenge to two centavo coins. Some time, they will quickly acclaim or condemn a game after a few plays.

There are those skillful players who strut into the pinball spots and instantly get complete attention. The game they start to play is immediately surrounded by other players who root for them with moans, and howls and body twists—just as they do at cock fights or ball game.

Any American coinman can spend one of the most fascinating hours of his life just watching these Cuban star phonoller players in action. And if he understands Spanish to some extent, he will talk about what he has seen for months and even years to come.

There are no pays on free plays.

All games are strictly commission only. No minors can play. One of the idiosyncrasies of certain players is to never let their favorite game be cleaned. They claim that cleaning the second ball also makes the balls roll down faster and, therefore, they have to redevelop their sensitive touch all over again.

If one shoots a ball and after all of its hits and gynations, when it comes to rest at the bottom of the game, they’ll hold it with the flippers and shoot the next ball. Should the second ball also wind up at the bottom, they’ll hold it, and go on to the third ball.

Even if there’s a drop in the game, they must be given some score. They don’t like to see balls remaining on top of the game. They then feel that the game is cheating them by not letting them finish their shooting and, therefore, to shoot the balls right down the middle.

Red painted nickels are used for ‘slita’ and ‘trouble’ plays. This is left to the judgment of the location owner.

And how Calzones love to argue to get some such free plays with any sort of complaint, ridiculous as it may sometimes sound.

Pinball games in Cuba are operated in groups of five or more to each operator. Consequently, in games in a location he must still purchase five licenses. The cost of the license is $2 per week. The same $2 per week, cut as a percentage on sales, where more than five games are being operated.

The play is usually five centavos (Cuban) per game. In America, many, many an American nickel is used. In fact, some operators claim they take in more American Cen in Cuba than they take in Cuban five centavos.

American coinage is so closely related to the Cubans that it is never surprising to see their true skill up to the change boys and hand them an American dollar or half-dollar and ask for change and, in most cases, get a mixture of American and Cuban five centavos.

The new gun games are now appearing in Havana. These are being operated on dime play. At first Cuban operators were very skeptical as to whether the most intelligent players would spend dimes. They’ve changed their minds as far as the guns are concerned.

What’s more some of the Cuban operators are also testing 10c pinball play. And success is beginning to make itself apparent so that more and more of the Cuban operators are beginning to plan on certain games to be featured at dime play in their places.

Cuban operators believe that there are about 800 licenses all told thruout the island. About 700 of these are reported to be in Havana. Havana’s population is 1,500,600. Multiplied by five, this would mean about 4,000 games more or less thruout the island.

Originally the first pinball operators started paying but 40% commission to the locations. But as the business continued to grow new operators to obtain locations, boosted this to 50% commission. And the more operators still remain on the 40% commission basis, the greater number of location owners now receive 50% from the greater number of their machines.

Business continues good, but, the increased commission basis, the faster changes of games, the cost of the licenses, and many other expense factors are making it cut very deeply into the net income.

Operators here figure operating expenses at 60% of their gross income. And many claim that this is a conservation of money.

The result is that some of the operators are now asking that the location owners help pay for the licenses off the top.

Some operators are now also limiting players to 15 or 20 free plays, because the skillful players will tie up a pinball for hours on end and usually sell the remaining free plays, after they tire of playing the games at 2 or more free plays for Cinco Centavos.

In short, then, a player still holding 20 free plays will make a deal in any location with some waiting player and sell him the 20 free plays for 50c or even less, depending on the result of this financial agreement.

Regardless of everything, Havana continues to love its pinball games and Cubans also eagerly look forward to new games challenging their skill.
Les Rieck Becomes Sales Mgr. Rock-Ola Mfg., Phono Division

CHICAGO—David C. Rockola announced the appointment of Lester C. Rieck as sales manager, phonograph division, of the Rock-Ola Mfg. Corporation, effective January 24.

Les comes to Rock-Ola with a lifetime of experience in the coin operated phonograph field. He went to work for Mills Industries in January and rose to the position of sales manager, phonograph division. When H. C. Evans & Company bought out this division of Mills Industries in 1948, Les stayed on with them as sales manager, in which capacity he remained until assuming his new duties with Rock-Ola.

Having a very wide acquaintance in all segments of the coin operated phonograph industry, Les frankly states that, although he was quickly sold on the Rock-Ola sales and merchandising program, it was the endorsement of the dependable Rock-Ola product by his operator-friends that was the deciding factor.

He would like his friends to know that he is enthusiastic in his new position with Rock-Ola and will look forward to contacting them personally in the near future.

Export Market Grows

Manufacturers and Distributors Elated Over Growing Demand from Foreign Markets for More Equipment.

Believe '55 May See Complete Rebirth of Export Business.

CHICAGO—Manufacturers as well as distributors are elated with the growing demand for more equipment of all kinds from foreign markets almost everywhere in the world, this side of the iron-curtain countries.

An export-well known manufacturer said this past week:

“This year of 1955 may see a rebirth of the foreign business we used to enjoy prior to War II.

Of course, he didn't mean anything like the quantity which used to be shipped out of the country, but, what he did believe was that the foreign markets of the world may, in dollar-wise volume, total as much as was sold previously.

Distributors, too, are jumping into the export business and are finding that: 1) the average importer of machines in any foreign country is well acquainted with American equipment; and 2) that he knows the prices as well as does the American distributor and, 3) that he seeks the kind of late model machines which are becoming easier and more difficult to obtain in this country.

Those distributors who continued to cultivate the export markets, especially the Latin American countries, are enjoying boom business, they claim.

They withstood the test of time, they report, when sales were difficult to obtain, "and", as one of these distributors now states, "we are enjoying the results of the reputation which we built up in foreign countries for the kind of quality merchandising we have been shipping and also the way we understand what these people want and require." "Back in '53 The Cash Box predicted that manufacturers would begin to enjoy the fruits of the foreign markets as used machines of every type and make were being exported by jobbers and distributors during that year from the U.S.A.

This publication pointed out at that time that, eventually, the foreign markets would tire of used machines. The repairs required to keep used machines in operating condition would, instead, cause many to turn to new machines, regardless of the price, so as to be assured more constant operating.

GET PEAK PLAY with the BEST RECONDITIONED EQUIP.

SUPER PENNANT $249.50
BIG INNING 99.50
READY SERIES 179.95
NATURALLER 150.00
DPLAY PLUS 60.00
JALAP BEACH 159.50
DIAL CO. GLOVER 149.50
EVI SPACE GUN 85.00

WRITE WIRE PHONE TODAY!
THE WURLITZER 1800
IS THE YEAR'S TOP PHONOGRAPH

Cabinet design and choice of colors — Tone — Simplicity — and Perfection of Performance . . . Guarantees TOP INCOME.
SEE IT ON DISPLAY AT

NORTHWEST SALES COMPANY
3150 Elliott Avenue
SEATTLE, WASHINGTON

THE ULTIMATE in COIN-OPERATED PHONOGRAPH

The Wurlitzer 1800

Cabinet design and choice of colors — Tone — Simplicity — and Perfection of Performance . . . Guarantees TOP INCOME.
SEE IT ON DISPLAY AT

CANYON STATES DIST. CO., INC.
301 E. 7th Street
TUCSON, ARIZONA

New showings of the latest in coin operated machines has operators from all over Southern California trekking into town to see the latest innovations in development and design which the coin machine manufacturers have to offer. Of practically everyone who has seen the machines, turned out for National Wall in Days at Sierra Distributors Jan 23rd and 24th. On display and winning appreciative glances and comments from those present was the beautiful new Wurlitzer "1800." C. A. "Shorty" Call came in from Oklahoma City to attend the event. Also on hand to show all the ops all the latest features of the new machine were his partner Wayne Copeland and sales manager Ray Powell. The4 reps, Jack Dolan and service men Matt Norberg and Bernard Joseph. Delicious Buffet refreshments were served to all present.

Other operators and service men were seen attending the special Apco show at the Statler Hotel Sat., Jan 22nd and Sun. Jan 23rd. Monday was the complete line of "SodaShoppes", "CoffeeShoppes" and combination "Coffee-SodaShoppes". Mel Rapp, executive vice-president of Apco, Inc., New York's leading soft drink manufacturer, vice-president of the company and divisional manager of Apco's Western Branch, and Bert F. Mexer, regional representative in New Mexico, were also on hand to meet all visitors. "Heavy rains that have been drenching the southland for the past several days certainly haven't dampened the spirits of the operators. Even though the thickest downpours ops were ducking into doorways and dashing to their cars and trucks as business continued to flourish along LA's famed coinrow.

DISTRIBUTOR DOINGS: All along the Pico strip activity is increasing at a fast pace with the introduction of new machines. . . . Paul A. Laymon & Co.: — Jimmy Wilkens going around simply glowing with enthusiasm over Bally's "Magic Bowler." He says that it's a outstanding game and, without a doubt, the finest machine that Bally has ever produced. He adds that it's a winning new friends with the operators every day. . . . Badger Sales CO.: — Freazy Bill Hapland busier than ever after return from trip to Las Vegas. . . . Fred Gaunt has been moving out all types of new and used phonos and games this past week as sales hit a new high. . . . Al Silberman busier than ever getting ready for the Apco showing. Badger Sales is the exclusive Southern California distributor for the complete line of Apco's "SodaShoppes". Silberman's showings to meet with operators and show them the very latest in hot and cold beverage vendors. . . . C. A. Robinson & Co.: — Charley Robinson and Al Bechman have been getting plenty of reaction on United's "Deluxe Bonus" Gun and "Deluxe Mars" Shuffel Alleys. They report that business is good and getting better all the time. . . . Simon Distributing Company. — Jack Simon is expecting his brother Joe to arrive in town Feb. 1st. This is Joe's first trip to California so Jack is getting all ready to roll out the red carpet for him. It will be a combined vacation and general sight seeing jaunt.

OPS JOTS: Operators and their wives from the central and Southern areas of the state turned out in force this past week to attend showings and take care of business along coinrow. . . . Orange County was out en masse and, oh what a show it was. On the Pico strip with "Doc" Deckins, and Lee Nelson from Santa Ana and Walter Hennings from Costa Mesa, . . . Charley Koski, Carl Honeyman and Johnny Ketchersid all drove up from Long Beach. . . . Al Reiz drove down the Coast from Santa Maria and was seen visiting distributors from San Monica. . . . S. L. Griffin trekked in from Pomona thru the rain. . . . Among the many other visitors (too numerous to mention) were Johnny Howell, Baldwin Park and Walt Hemple, San Fernando.

COPROW DOINGS: — V. Van Nattan, sales manager for Auto-Photo Company, is back home again after attending the Retail Industry Show in N. Y. While the production lines are humming on the firm's numerous Auto-Photo studios, extensive laboratory and location tests are being conducted on the machine. Van Nattan stated that they will be able to start making deliveries around the middle of April. . . . Walt Hemple, president of the Calif. Music Merchants Association, LA Division, announced that their next meeting has been slated for the February 16th in the Holiday Inn. He urges that all members turn out for this important meeting. . . . Everyone wonders how Mr. & Mrs. Phil Robinson are doing down Mexico way with sombrero and serape. Watch out fellas! — Phil will be coming back soon full of tales from South of the Border! That's probably all we hear for the next six months. . . . Saw a group of operators congregating at California Music Company to get out of the rain. Sam's joint is becoming a typical hangout during these frequent downpours.

SPECIAL NEWS FLASSES FROM LAS VEGAS: — "Midge" Ryan, genial host at The Westerner Club has had many old timers in the coinbox discussion over the past few weeks. Ron Peeples, Seattle was chatting with all his partners at the club. Harry Sorensen of the H & S Co., San Francisco, was in during his week's vacation in Vegas. Charley Liggertt from St. Joseph, Missouri, enjoyed the hospitality of the Westerner while in town. Joe F. has one of the many crack parties that take place in the thousands of hotel vacationing in Miami. Other Westerner visitors included Tom Sheldon, Payette, Idaho; Ray Simms, Twin Falls, Idaho and Jack Simon, Los Angeles. Norbert Michaels of The Ace Novelty Co., Chicago, visited with Ryan during his week's vacation in town. . . . One of the most interesting and unusual clubs in Las Vegas is Buckley's Arcade on Fremont Street downtown. Photos of every entermy who has ever appeared in Las Vegas cover the walls of the building. The arcade is used as a location testing station for all the coin operated amusement machines which are manufactured by Buckley Mfg. Co. in Chicago. Now undergoing extensive location tests is the Electronic Point Maker which is causing a lot of talk around town. . . . Bill Happler, agent for Badger Sales Company, Los Angeles, was a recent weekend visitor. . . . Pat Buckley spent several weeks here. He left this past week for his home in Chicago.
Tolisano Elected President Connecticut State Assn.

Music Ops Thruout State Changing Over To Dime Play

HARTFORD, CONN. — Most of its members attended the annual meeting of the Connecticut State Coin Operators Association held at the Bond Hotel, this city, on January 13, in which election of officers took place.

Officers elected were: James Toli- sano, president; Paul Rechtschaf- fer, vice president; Jerry Lambert, treasurer; Maurice Wein, secretary; An- thony Wilkas, asst. secretary; Glen Klingsheim, asst. secretary; and Pep Onofrio, asst. secretary.

Chosen to serve on the Board of Directors with the above officers were: Abe Fish, Frank Marks, John Colucci, Chico Montano, Ben Gordon, James Colonna, Louis Nacerio, Irving Gelt- zer, and Charles D'Alesandro.

Installation of officers will take place on Thursday, February 19 at the Waverly Inn, Cheshire, Conn.

Attending the meeting were the fol- lowing guests: Al Schlesinger, rep- resenting MOA; Ralph Ridgway, pres- ident of the Western Massachusetts Music Guild; Meyer Parkoff, Atlantic- New York Corporation (Seeburg dis- tributors); Bob Jones, Reed Distributors (Wurlitzer distributors); and Irving Kemper, Runyon Sales Com- pany (AM distributors).

It was reported that operators thru- out the state of Connecticut are putting out all of their 45 rpm juke boxes on 10c play. Hartford County, under the leadership of Abe Fish, is going ahead full speed, and he states at this time 90 per cent is already converted to dime play. Plans have been set to have all of the 45 rpm phonos on dime play by the end of February.

Bally Service Schools at Runyon N. Y. & Newark

NEW YORK — Barney Sugarmann, Runyon Sales Company, this city, ad- vised that both the New York offices and those in Newark, N. J. will hold Bally Service Schools.

The New York sessions will take place on January 31 and February 1, Monday and Tuesday, at the firm’s showrooms. In addition to Sugarmann, Jack Prigoff, Morris Reed, Irv Kemp- ner and Lou Wolberg will greet the visiting operators.

The Newark office will hold classes on Wednesday and Thursday, Feb- ruary 2 and 3, Abe Green, Felix Fleischman and Gene Daddis will host the operators.

Bob Brohter and Paul Calamari, Bally field engineers, will direct the Bally Service sessions at both New York and Newark.

Chi Automatic Phono Bowling League News

CHICAGO — Leading team last night had their lead cut to only one game as they dropped two. Results last eve (1-17) were as follows:

Paschke took 2 from the leaders, ABC #2. Bay Gallett bowled high for Paschke with 530. Gil Losasso was high for ABC #2 with 475.

Oommen now trails this single game, having taken 2 from Coven. Carl Latino was Oommen’s high scorer with 532. Coven’s leader, Frank Lantz, scoring 429.

Deca took 2 from B&B Novelty. Frank Tutumase was high man for Deca with 488. Decca’s Joan Wójcik- owscy was high for women with 446. Marino Pieroni was high for B&B (again) with 516.

Gillette took 2 from Mercury, keeping up their winning streak. Robert Hall led the Gillette team with 506. High for Mercury, Ralph Kick, 520.

Star Music took 2 from Melody. Jerry Shuman’s sizzling 604 was high for Star as well as high for men. He bowled a high game of 251, and another game of 231, and another game of 222. Vic Jaccino, Jr. high for Melody with 450.

Oural took 2 from Western Automatic. Carl Ed Walker led the team with a 499 score. Bill Bender was high for Westerns, 436.

ABC #1 took the only sweep of the evening, winning both from Atlas. Morry Pomerance was ABC’s leading bowler with 491. Mike Blumberg led the Atlas team for the third week with 498.

The race gets tighter!

“IT’S WHAT’S IN THE CASH BOX THAT COUNTS”
EASTERN FLASHES

Altho the month of January is only about half over, wholesalers, without exception, are predicting sales for the month will surpass all past Januaries since the first few post-war years. New and sensational guns and shuffle boards have taken the city by storm — and machine sales, new and used, are enthusiastic, too.

The new Wurlitzer model "1800" will make its appearance this weekend, when Young Distributing holds its two day show Sunday and Monday, January 25 and 26.

Paul Calamarri, Bally field manager, who conducted a Bally Service School at Runyon Distributing's Hartford, Conn., offices January 13 and 14, will demonstrate Bally games to ops in Runyon's New York showrooms on Monday and Tuesday, January 31 and February 1; and at the Newark, N.J., offices on Wednesday and Thursday, February 5 and 6. Irve Kemper and Nat Gutkin, who were on hand for the Hartford sessions report a wonderful attendance. Barnee Glancy, Sigmankins and Abe Green, heads of Runyon, may host to Lou Davis and Johnny Michaels of Dun Distributing, Seattle, Wash. Davis left the early part of the week to fly back home to see the return of his Albany, N.Y., firm from Ohioh Distributing Co. to ODCC, Inc. Jules writes he is doing a big job with Exhibit's "Sportsland Slotting Gallery".

Rudy Leitgeb, Cliffside Park, N.J., op on coinrow, . . . Dave Sardone, Seacoast Distributors, locked in conference with several music ops, talking Rock-Ola phones, Bob Siffier on long distance with Mickey Anthony, Columbus, O., taking a re-order for a substantial number of "Juketone," the home, non-coin-operated juke box. . . . Phil and Mac Greitzer concentrating on their jube box sales, putting expenses now that their "Baseball Betting Range" in Brownlyn closed for the winter months. Had a big season, they report. . . . With the arrival of ChiCoin's new shuffler, "Triple Strike Bowler," Al Simon, Albert Simon, Albert Simon, Jr., can't even get out to eat his lunch. Bushes out of the office around 3 P.M. to "grab a fast sandwich." . . . Dick DiCicco of Westchester Amusement Co. and Pete Rosano, Westchester Novelty & Music Co., make the rounds together.

Ben Becker, United sales representative, in town for a few days, just in time to welcome United's new shuffle "Lightening." Ben stresses that the reaction is great for both this new shuffle and the United gun "Bonus Gun." He left for a road trip immediately after dropping at Al's. The Young Distributors, one-stop record service, now located on 104th Ave., one store off 45th St. Bernie Boorstein tells us he's noticed more music ops now dropping in due to closeness to customers. Willie Levy, his main man, and daughter in Miami to complete arrangements for the girl's nuptials. Joyce will marry Larry Finn, a classmate at the University of Miami, at the Waldorf on June 11. While heading back from the warm climes on Monday, the wedding scheduled is that of Harry Koenpel's daughter, Gilda, who will take the oath with Martin Forman on June 25. . . . Meyer Pfeffer of the New York Corp., Seeburg distrb, becoming quite a traveler. Attended the meeting of the N.Y. State Operators Guild at Kingston on Wed., then to Hartford,康涅狄格州, this week as was at the meeting of the group, . . . Moe Luber, our old time columnist friend, now operating juke boxes, and doing nicely, thank you. . . . Mike Munyes is one coinrow tenant not troubled by the parking problem. He has his own private parking facilities, which he estimates costs him about $100 per year. . . . Joe Silverman, business manager of the Philadelphia Coin Machine Association, phones to tell us that juke box ops are converting their routes to dime play at about 10 per cent a week. Some resistance, he states, but it's only by the operators themselves. Those who have made collections on dime equipment, he reports, are up over the increases. . . . Bob Jacobs, National Amusement, received a shipment of the Williams' "Safari" gun, and ops cleaned them off his floor before he could count them. . . . Abe Fish, our jube box operator friend; please get your machines set for "A DAY OF DIME SLOTS FOR THE MARCH OF TIMES." One of the greatest public relations programs ever conducted in the coin machine business, and will bring the entire industry untold benefits.

NEW ENGLAND NIBBLES

At Redd Distributing Co. (Wurlitzer), everybody holding their breath awaiting unveiling of the new Wurlitzer, said to be a sooper dooper. Bob Jones, general sales mgr. and Hartford representative, reported Connecticut converting throughout to 10c, three for 25c play. Western Mass. ops planning on it now. Boston next? and then Maine! James Toole, succeeding Abe Fish, Coin, Music Ops succeeding Abe Fish, . . . Ops seen at Si Redd's this week included Bee Broders, Springfield, Vt.; Oscar Mattingly, Jupiter Amusement, Manchester, N.H.; Melville Marcus, Music Mart, Portland, Me.; Moe Luber, New York, N.Y.; and David Marcus, Newport, Vt.; and Bill Hamel, Concord, New Hampshire. Ops here all asking about the new Wurlitzer. . . . At World Fair and Associated Amusement, left for California with Wurlitzer on hand, . . . Mac, back from Manhattan where he visited Leo Williams, Pretty of Capitol, took in Broadway shows, . . . "jupe" op in going along, getting in some skating at North Conway, N.H. Richard Mundell, World Fair, Corp., returns from California Jan. 30. Org. has been having great success in placing Keeney gun, . . . The new coin operat stores along Broad ridge, rebr this week included Louis and Irvine Taube, Manchester Music, Manchester, N.H.; Dave Baker, Arlington, and George Mitchell, Boston. . . . Business holding up well at Atlas Distributors where Barney and Louis Blatt are receiving great op interest for the new color designed AMI phonographs. . . . Jerry Forman, Tuesday, Muni and Television Corp. (Rock-Ola) with the changing plans. . . . Ops, everywhere in New England, tiring up with March of Dimes thru their local chapters. . . . Irvin Margold, Trimount Automatic Sales (See-burg) states New England music ops plan on 15 to 20 percent replacements with new phonos. . . . Guns really booming, . . . Biz going along at surprisingly good clip for January.
Now that the phone mfrs. have joined in and taken 16 booths at the forthcoming MIA Convention (Morrison Hotel, March 28 and 29) there is no doubt that many additional hundreds of music distrs and ops will see the improved and accessories of all the mfrs displayed in one spot. Mfrs will also have engineers on hand to answer any and all mechanical questions for music operators. George A. Miller confirmed exhibiting contract to Phone Mfrs Assn. (Wed., Jan. 19) before leaving for Oakland, Cal. . . . Looks like nothing will come of that trip. A. T. & T. will face a double battle this year in the case (Scott v. Gulf). Report is that two bills are to be presented, sponsored by ASCAP. One in House, other in Senate. Rumor has it that ASCAP had man in Washington laying ground work.

Jack Nelson of Bally one of the busiest of all the busy sales managers around. He’s getting into his own office. Jack enjoyed visit from John’s well of Miami, Phil Weinberg of Dallas, R. F. Jones of San Francisco and Harold Lieberman of Minneapolis. Jack advised, “Business is getting better and better . . . .” Bill DeSelm of United became a grandpa for the first time this past Monday morning at 7:35 A.M. (Jan. 17) when his daughter Chloie gave birth to a little baby girl, immediately named: Cheryl Ann Brown. Of St. Louis, fight enthusiast, popped into town this past Wednesday to see how “Sugar” Ray Robinson would fare with “Tiger” Jones and dragged Bill DeSelm to the fights with him . . . . Rumor has it that Phil Levin still smarting over the time he rode from Kenney plant in a cab in some very gard and understanding is the fact that Highwood city council passed ordinance barring ring boxe. This sort of things should always be quickly settled by good judgment as well as clear and honest discussion . . . . Never saw a busier man than Bill O’Donnell. On phones all day long. In sales discussions. Then entertain- ing for hours. No moss grows under Bill’s feet, believe us. Gil Kitt arranging some great special sales for 1955 and Howe Frier reports that savings for their customers will prove grand.

Les Rieck becomes sales manager, phonograph division, for Rock-Ola (1/24). Les has years of music sales experience with Mills and Evans behind him. He re- ceived some installments from friends on announcement . . . . Suburban TV mfr producing combo TV and phonoset. Will produce TV and leave space for ops to install omni systems if phonos music desired. . . . A.T.A.T. certi- tainedly enjoyed presentation of Gottlieb’s first new five-ball of ’53, “Twin Ball.” Phones buzzed and buzzed between Dave Gottlieb in Miami and Nate Gottlieb in St. Louis. Dave heard how initial orders were doubled and even tripled by firm’s distrs, he just sat back in that nice soft easy chair and let the Florida sun shine on . . . . Art Weinand a very busy gus these days, not only with Exhibit’s gun and “Vaccumatic Card Vendor” “But,” reports Art, “the great pickup of Kiddie ride business we are enjoying.” No longer news, the statements being made by so many here: “Business is great”.

Some idea why it was practically impossible to get a phone call thru to Ed Levin at ChicIn one day last week. Ed advised the following long distance calls came into his office that one day to tie him up, Al Simon of New York, Arthur H. Hughes of Dallas; Lou Rubin of Minneapolis, Phil Moss of Des Moines, Bob Howard of Montgomery, Maxy Luray of Birmingham, Ted Rush of Miami, J. D. Lazar of Pittsburgh . . . . Both Sam Stern and Harry Williams devoting much of their time to getting their Engineering Building (which is right next door to their factory) completed so that the engineers won’t have to work over the weekend quarters. The past week Williams hired more engi- neers, filling out the experimental staff for the firm. “And,” said Sam Stern, “just wait’ll you see what’s coming from Williams” . . . . Orchids to Martha Raye and Caesar Romero for their grand ball downtown pantomime act during the Martha Raye TV Show (Tuesday, Jan 18). When Martha asked, “How many shots do I get for my mise?” Caesar answered, “Five, of course.” . . . “Busby” is the correct word for the trio over at Genc—Sam Lewis, Avrom Ginsburg and Raph Sheffield. Almost impossible to get any of these boys alone for even a minute. Production continues at top speed at the Genco plant.

Paul Hutches advises that those postcards they’re enclosing with every machine they ship from Kenney plant are bringing in some more constructive ideas. Paul also reports that Bill Bolles has been hounding the factory for Kenney Coffee Vendors, especially for the New England territory, where he’s traveling right now . . . . Vince Shay advises All-State preparing new 345’s which should prove very effective . . . . Those music ops who haven’t as yet joined the “29 Year Club” sending in their votes for a two-day meet seem to be swaying westward.

Letter to Tennessee Restaurant Assn., which is being reproduced by this publication, can prove valuable to other music mfrs ’round the nation . . . . Wally Finke and Joe Kline are busier than ever—just trying to get them- selves wrapped up—before the biggest Houston Summer’s been hit. First ever enjoyed . . . . The records on that 200 selection Seeburg in Jack Fagan’s known Hotel Sherman hardshad were changed this past week. And Jack’s employees claims. “Music’s most wonderful!” . . . Ed Ratajack and George A. Miller having dinner while discussing music biz generally. Ed one of the best liked district men in the business . . . . Eddie Ginsburg never sits still for even a moment. Up and out of his office into the sales rooms. Into the repair depart- ment. Into the shops. Everywhere—but in his office chair. Could this be the reason why this firm always so much on its toes—and business so good? To which Harold Schwartz and Nate Feinstein and some of the other guys at Atlas Music chorus: “You bet!” . . . . Hear that Permo has sold its phonos mechanism to some eastern organization . . . . No sale yet of Evans Constel- lation phone from all reports to date.


Best thing operators of all types of equipment can do and do now, is to get into public relations work. Individual efforts by advertising in local press, by charitable donations, by loan of trucks, cars, etc., to help community campaigns. By a dozen different ideas that are peculiar to each local area will not only help each individual operator, but will help all operators in that specific area and, especially, help the entire industry—when such help is needed—as will be needed when Bills will be presented in Congress vs Nation’s Music Operators are fought . . . . After that’s if some of us practised all we preached we’d work our fool selves to death.

* * *

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PPECT AVE., CLEVELAND, OHIO.
Tel.: Tower 1-6715.

WANT—Chicago Coin Holiday and
United Leader Shuffle Alleys. Also
late Binos. TAYLOR SALES CO.,
120 WEST MAIN STREET, BELLE-
VILLE, ILL. Tel.: A.Dams 2-2217.

WANT—Distressed merchandise for
return privileges. Purple label
Capitol, Columbia, Coral, Decca,
Victor, Mercury, King—75¢ and
45¢—also L.P.’s. Please quote
prices, we pay freight. C & L
MUSIC CO., 11 BAYBERRY RD.,
FRANKLIN SQUARE, L. I., N. Y.

WANT—Bingos and Gottlieb 5-balls
for resale. Send Prices. II & JIDS
TRIBUTING, 1626 3rd AVENUE,
MOLINE, ILL. Tel.: 4-6703.

WANT—For resale—22 ft. RockOLA
American or National Shuffle-boards
—Late Bingo Games—Shuffle
Bowlers—Lee Mfg. Carousel. State
best price and condition first letter,
STANLEY AMUSEMENT COM-
PANY, 1523 BROADWAY, WACO-
MA, WASHINGTON. Tel.: BR. 3663.

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

WANT—Phonograph records made
before 1940; any quantity or dealer
stock; $100 to $300 per thousand;
will inspect if required. Some labels
wanted are Brunswick; Victor;
Vocalion; Paramount; Gennett;
Bluebird; Champion. JACOB S.
SCHNEIDER, 128 W. 66th STREET,
N. Y. C.

WANT—Your used or surplus records
all speeds, 45’s our specialty. We
buy all year round and pay top
prices. No lot too large or too small.
No more than 10% blues. We pay
freight. BEACON SHOPS, 221 NO.
MAIN STREET, PROVIDENCE,
RL. Tel.: Union 1-7500.

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

WANT—45 RPM Records, new or
used. No quantity too large or small.
Highest prices paid. Write stating
quantity on hand. TONY GALAMO,
GALAMO DIST. CO., 6412 W.
ARMITAGE, CHICAGO 39, ILL.
Tel.: Dickens 2-7060.

WANT—Tubes: 2051; 2050; 7017;
244; 243; 544: 6L6; 6N7; 6L7;
6V6 metal; 6X5 metal. Will pay
$40 a hundred. Must have minimum
quantity 50 of a type. Have you
other types in quantity? LEWIS
ELECTRONIC, 1449 NO. ELAINE
PL., CHICAGO, ILL.

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

WANT—Northwestern 49’s; Chal-
engers: Pike’s Peak; Kicker’s and
Catchers; Weigh Scales or any other
penny games or equipment in Can-
ad for resale. Will pay top prices
in any quantity. Write, phone or
wire, MOCHUK ENTERPRISES, 81
INDIAN ROAD, TORONTO, ON-
TARIO. Tel.: LO 4722.

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

WANT—Mills Panoramas any quant-
y, WESTERN DISTRIBUTORS,
3126 ELLIOTT AVE., SEATTLE,
WASH. Tel.: Garfield 3585.

WANT—Bingos, late model Shuffle
Alleys. For Resale. Send list. Have
types of amusement equipment
and machines for sale. DAVE LOWY & CO., 592
TENTH AVENUE, NEW YORK,
N. Y. Tel.: Clickering 4-51 0.

WANT—Frolics, Rodeo, Circus, and
Showboats, Seeburg, Model BL’s
C’S. FOR SALE—10 3-4-5’S. Make
offer, NOBO NOVELTY COM-
PANY, 538 BRYANT STREET, SAN
FRANCISCO 7, CALIF.

WANTED—For Cash, up to 15 Mills
Panorama’s. Must be in good work-
ing condition and good cabinets.
Write or call: MONROE COIN MA-
CHINE EXCHANGE, INC., 2423
PAYNE AVENUE, CLEVELAND 14,
OHIO. Tel.: Superior 1-4600.
For Sale—Late model phonos. Prefer- Ab C $25; Brite Lites $50; Lite A Line $40; Bally $75. One-third deposit and balance C.G.D. GOLDEN GATE NOVELTY CO., 6100 GOLDEN GATE AVENUE, SAN FRANCISCO 2, CALI. market 3667.

For Sale—Records!! 5c over whole- bly. Our model 820; 2 Evans Constellation $80 cale, any label. Free title strips. Quick. cer, lots of 10. $2.95 each. GEN- service. New accounts,token service with order. We also purchase SURF CLUBS $80; Bally Jets $425; DONAN DISTRIBUTING COMPANY, 25 L. ILL. Tel: Juniper 4-5211.

For Sale—Hi-Speed Super Fast Sur- SHUFFLE Board wax—24 cents per case be used only, RAYMAR SALES CO., 170-21 JAMAICA AVE., JAMAICA 32, N. Y. Tel: Olympic 8-4012, 4013.

For Sale—10 cent Operators don’t let profit walk out the door. Use Gen- eral’s Two Nickels in all of our Machines. Install in minutes. Watch Revenue increase. Samples $3.50 each, lots of 10. $2.95 each. GEN- ERAL DISTRIBUTING COMPANY, 351-11 TENTH AVENUE, NEW YORK, N. Y. Tel: Mondo 8511.

For Sale—Used 78 and 45 rpm re- cords. Taken right off our route. Any quantity. Write for price. NA- TIONAL NOVELTY CO., 183 MER- RICK ROAD, MERRICK, L. I., N. Y. Tel: F repent 8-6770.

For Sale—Genco Shuffle Pools $275; Geneco Basketball $399.50; Victor Hot Pops $20; Geneco Invader Guns $225; Geneco Invader G Wednesdays $175; MILLER-NEWMARK DIS- TRIBUTING CO., 42 FAIRBANKS ST., W.W., GRAND RAPIDS, MICH. Phone 9-3632 and 5743 GRAND RAPIDS 4-6208, 8-2230.

For Sale—Premium merchandise for coin machine prizes. Over 3,000 articles all listed in stock. Write for complete wholesale descriptive price list. ESTABLISHED 21 YEARS. HASTINGS DISTRIBUTING CO., 6100 BLUEMOUD ROAD, MIL-WAUKEE, WISC. Tel: Blue- mould 8-7600.

For Sale—Hi Fi $8375; Palm Springs $350; Beautys $225; Frolics $150; Spot Light $65; Geneco Riffle Gal- lers $150; Geneco Sky Gun $150; Geneco Night Fighter $175, UNIVERS-ITY COIN MACHINE EXCHANGE, 585 NORTH HIGH ST., COLUM- BUS 8, O. Ohio, Tel: University 9090.

For Sale—Sensational News—12 months to pay for Kiddie Rides. Largest stock in the world of new and used Kiddie Rides. Liberal terms. For further information write DAVIS DISTRIBUTING CORP., 298 W. WATER STREET, ALLSTON 34, MASS. Tel: Algonquin 4-6073.

For Sale—2 Cony Island $69.50; 1 Yacht Club $189.50; 2 Tropics $149.50; 3 United Olympic $179.50; 12 United Truth Frame $89.50; 2 United Fruity $29.50; 3 United Super $49.50; 11 United Cascade $125; 3 Bally Space Ship $425. LATE AMUSEMENT CO., 4535 PAYNE AVE, CLEVELAND 3, OHIO. Tel: HEmond 1-7577.

For Sale—Evans-Jubilee $250.00; Wurlitzer 1015 $69.50; Wurlitzer 1250's $250.00; United & Chicago $618.50; Star $69.50; Frame $150.00; Olympic $225.00. COVEN MUSIC CORP., 381 NORTH ELYSTON AVENUE, CHICAGO, ILL. Tel: Independence 2-3210.

For Sale—3 Seeburg Siren Unit, perfect condition, $250; 2 Geneco Sky Gunner, brand new; Axia Cigarette Machines, brand new, close-out; 1 Poulette Pool Table $50; 1 Kennedy $100; & for Shufflleboard. LIEBERMAN MUSIC COMPANY, 257 PLYMOUTH AVE, NORTH, MINNEAPOLIS, MINN.

For Sale—The best buy in used Bally Bingo Games. Just buy one and you will see why you pay a little money on machines that you get your money back if not completely satis- fied. 1/3 deposit with all orders. Write or call; ALLAN SALES, INC., 937 MAIN STREET, HUNTINGTON, W. VA. Tel: Wheeling 3472.

For Sale—Evans Constellation $225$; Shoot the Bear $145; Kenny De- luge Bower $125; AMI A, B, C, D and a complete line of United Bingo and Shuffle Allers, CENTRAL DIS- TRIBUTORS, 231 OLIVE ST., LOUIS 4, MO. or 3314 MAIN STREET, KANSAS CITY, MISSOURI (Westport 3520).

For Sale—We will sell or trade all types cigarette machines (thorough- ly reconditioned) Colnac and Vendo Ice Cream Machines and Automatic Popcorn Shoppers for late model skid or exchange. Contact your VENDING SERVICE, 1602 PIERRE AVENUE, SHREVEPORT, LA.

For Sale—To our Canadian Friends: Write for list of 5-Balls and Shuffle Allers, low prices. Sample: United De Luxe 6-Shaffer Shaler $50 and Minstral Max $20. WESTERN DISTRIBUTORS, 2265 36th Ave., PORTLAND 5, OREGON. Tel: Atwater 7655.

For Sale—America’s finest recondi- tioned phonographs and music accessories. Everyone of our re- conditioned machines carries a thoroughly beautiful condition regardless of price. Tell us what you need and we will get DIXIE DISTRIBUTING CO., INC, 261 PURITAN AVENUE, DETROIT 21, MICH. Tel: University 4-6773.

For Sale—Seeburg and Tropic, lowest free. OREGON. FOR WANT WANT—For Export. Quantities of the following models: Seeburg M100A; Wurlitzer 1100 and 1250; Davis, exchange collect, DAVID DISTRIBUTING CORP., 725 WATER ST., SYRACUSE, N.Y. Tel: Syracuse 7-5194.

WANT—Highest prices paid in Midwest West for Billy bingo games. Must be in A Condition. Particularly want Palm Springs; Ice Frolics; Surf Clubs; Go-Kart Clubs; Dime Ranches & Beauties. T & I DISTRIBUTORS, 1660 CENTRAL PKY., CINCINNATI 14, OHIO. Tel: Main 8751.

WANT—Late model phonos. Prefer- able, Seeburg 100$. Will pick up within 300 miles. Write, wire, phone; KOEPEL DISTRIBUTING CO., 629 TENNY AV., NEW YORK, N. Y. Tel: Circle 6-9399.
FOR SALE—This equipment is in good working order. Make us an offer on all or any item. Guys & Dolls; Cy-clone; Happy Go Lucky; Kneecout; Hit & Run; Rose Bowl; Joker; Coronation; Happy Days; Four Stars. Genoa—Mercury. Chicago Coin—Pinball Books. 27 Rock-Ola 5¢ Wall Boxes Straight: 22 Rock-Ola 5-10-25¢ Wall Boxes, 2 Magic Glow 1428, 1 Large Rock-Ola Speakers—Bally—3 Turf Kings; 2 Champions; 3 Citations; 1 Jockey Special; 1 Spot Lite; 1 Frollic. 1 Chicago Coin Play Ball; 1 Chicago Coin Hockey; 1—Je Walling fortune teller seals; 1—Bingo Boxes and Bowlers. Call or write: H. C. Evans Skill Bowler; 1 Genoa Play Ball; 3 Silver King 1¢ Target Guns; 1 Exhibit 1¢ Picture Card with hand. Seeburg Shoot the Bear Gun: Seeburg Coin Gun; 6 Seeburg 5¢ Wall Boxes straight wireless; 6 Seeburg 5-10-25¢ Wall Boxes, 3 wire; 1 Exhibit Dale Gun. TRI-STATE AMUSEMENT CO., 149 18th STREET REAR, WHEELING, W. VA. Tel.: Wheeling 6-949.

FOR SALE—Bally Bingo Specials; 10 Beach Clubs $265; 5 Yacht Clubs $160; 5 Dude Ranch $295; 4 Palm Springs $325; 1 Ice Froshes $325. Also other distributors and Bowlers. Call or write: MICKY ANDERSON, 314 E. 11TH STREET, ERIE, PENNSYLVANIA. Tel.: 5-7549.

FOR SALE—Rock-Ola 1436, 120 selection; 78 rpm $425, each; Seeburg 149 $99; 147¢ $70; 148ML $90; Wurlitzer 1060 $65; 1500 $450, each; 1250 $550, each; A-1 condition. 1/3 deposit. WERTZ MUSIC SUPPLY CO., 1013 E. CARY ST., RICHMOND, VA. Tel.: 7-3021.

FOR SALE—Just released! “I Threw Away A Diamond” (For A Worthless Piece Of Glass) featuring Hank Trowbridge and Magic. CROSSED COUNTRY RECORDS, 229 OUTWATER LANE, GARFIELD, N.J. Tel.: PR 9-0182.

FOR SALE—Wurlitzer Bar Boxes 2140’s; Wurlitzer Wall Boxes 3020’s Stoppers and Master units. No reasonable offer refused. YOUNG DISTRIBUTING, INC., 597 TENTH AVENUE, NEW YORK, N. Y.

FOR SALE—Contact us before you buy. We carry all types of coin machines, Largest Central Pennsylvania distributor for United, Universal, Chicago Coin, Keneezy and Bally. WILLIAMS PORT ELECTRONIC & TELEVISION CO., 233 W. 3rd STREET, WILLIAMSPORT, PA. Tel.: 2-3326 or 2-1648.

FOR SALE—Complete Arcades or a single machine. We have the largest stock of used and reconditioned Arcade Machines in the world. Also parts and supplies. Send for new illustrated catalog. MIKE MUNYES, 577 TENTH AVENUE, NEW YORK, N. Y. Tel.: Clickeying 4-6269.

FOR SALE—Used Seeburg Coin Hunt $200; Used 5¢ & 10¢ AM Wall Boxes $3.00 each, in good condition. WILLIAMS DISTRIBUTING CO., INC., 1117 UNION AVENUE, MEMPHIS, TENN. Tel.: LD 520.

FOR SALE—Hi Fi $320; Surf Club $325; Ice Froshes $310; Palm Springs $310, Beauty $185; Dude Ranch $260; Yacht Club $125; Atlantic City $90; Rio $195; Havana $205. All guaranteed to be the best. CROWN NOVELTY CO., INC., 920 HOWARD AVENUE, NEW ORLEANS, LA. Tel.: Canal 7137.

FOR SALE—The finest used photographs in all our history now available for immediate sale. Get our price on any photograph you want before you buy. UNITED, INC., 4227 WEST VIJET ST., MILWAUKEE, WIS. Tel.: West 3-3224.

FOR SALE—Reconditioned Phonographs—ready for location. Seeburg 146-147-148; Wurlitzer 1015; Rockola 1422-1426; AMI Wallboxes 5¢-10¢. Write for our low prices. MUSIC DISTRIBUTORS, INC., 23 FRANKLIN STREET, FAYETTEVILLE, N. C.

FOR SALE—Wurlitzer Phonographs—Model 1500—$475; 1400—$375; 1250—$195; 1100—$175; 1015—$70. O’CONNOR DISTRIBUTORS, INC., 2320 WEST MAIN ST., RICHMOND 20, VA. Tel.: 84-3264.

FOR SALE—Teleguia Machines, factory reconditioned. Ready for location. $119.50. 1/3 down, balance C.O.D. We stock all Teleguia parts, also parts and supplies for Juke, Shuffle and Pin Games. Write for catalog. CHAMPION DISTRIBUTING CO., 3714 W. GRAND, CHICAGO, ILLINOIS.

FOR SALE—We have a large stock of reconditioned Five Balls, One Balls, Bingo and Phonos. Write for list. WESTERHAUS CORPORATION, 1722 KESSER AVENUE, CINCINNATI, O. Tel.: Moituna 5000-2-2.

FOR SALE—Ready for location Wurlitzer 1015, 10800 and 1400. Seeburg 146M, 147M, 148ML Special prices on 5020, 4820 and 3MLX50 Wall Boxes. Contact CENTURY DISTRIBUTORS INC., 1221 MAIN ST., BUFFALO 9, N. Y. Tel.: Summer 4938.

FOR SALE—A.M.I. Model D-80 $255; A.M.I. Model C $300. W. R. DISTRIBUTORS, INC., 1012 MARKET STREET, ST. LOUIS, MISSOURI. Tel.: Central 9292.

FOR SALE—A.M.I. Model D-80 $252; A.M.I. Model C $300. W. R. DISTRIBUTORS, INC., 1012 MARKET STREET, ST. LOUIS, MISSOURI. Tel.: Central 9292.

FOR SALE—Special. Bally Deluxe Ranges $275; Palm Springs $265; United Hawaii, guaranteed to be like new. $217.50; Williams Skyways $115; Big Leagues $214.50; Daffy Derbys $165; Gottlieb Shindigs $99.50; Bally Rocket Bowlers $349.50. NEW ORLEANS NORTHERLY CO., 115 MAGAZINE ST., NEW ORLEANS, LA. Tel.: Canal 3138.

FOR SALE—Clever Shuffle Alley: $125 Royal $252; League $325. WANT: Yankee Shuffle Alley and Bally Jets. MOHAWK SKILL GAMES COMPANY, 67 SWAGGERTOWN ROAD, SCHENECTADY 2, N. Y. Tel.: 7-2162.

FOR SALE—“Sock-The-Ock” converts “Shoot-The-Bear” into a gun that will top all others in appeal, performance, and take. A complete package $28.00. 100 SERVICE COMPANY, 2638 OLIVE STREET, ST. LOUIS, MO. Tel.: Jeferson 1-6531.

FOR SALE—Genco 2 player Basketball $125; Genco Shuffle Pool $125; Seeburg Coin Hunt $450; Chicago Coin’s 6 player Home Run $250; Williams’ 6 player Major League Baseball $250; Williams’ 6 player All Star Baseball $250. RELIABLE COIN MACHINE CO., 184 WINDSOR STREET, HARTFORD, CONN. Tel.: Citilap 9-6556.

FOR SALE—Complete line of used phonographs, shuffle games, cigarette machines, all other equipment. Lowest prices. Best merchandise. One letter, wire, or phone call will convince you. Factory Representatives for United, Keneezy, Bally, TARAN DISTRIBUTING, INC., 3401 N. 36th STREET, MIAMI 42, FLA. Tel.: 46-6484.

FOR SALE—Used Coin Operated Games available at lowest price. Write, wire, phone, C. CALVIN & CO., 2301 W. PICO BLVD., LOS ANGELES 6, CALIFORNIA. Tel.: Dünkirk 3-6160.

FOR SALE—Reconditioned phonos—ready for location: AMI A; AMI G; AMI D-50 and D-80; Rock-Ola Fireball 45 rpm; Seeburg M 100A; Wurlitzer 1500. Write for low prices. RUNYON SALE COMPANY, 593 TENTH AVE., NEW YORK, N. Y. or B.J. OLIVIUS AVE., NEWARK, N. J.

MISCELLANEOUS

NOTICE—We are exclusive national and export distributors for the new sensational home non-coin operated juke box “Jukete”. Great approval. Priced low. Write for complete information. SEACOAST DISTRIBUTORS, INC., 1200 NORTH AVE., ELIZABETH, N. J. (Tel.: Bigelow 3-5524) or 394 TENTH AVE., NEW YORK, N. Y. (Tel.: Blyman 4-6045).

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

NOTICE—These 3 telephone numbers are important to you: The Cash Box, New York City, Judson 6-6460; The Cash Box, Chicago, Ill., D’Earborn 2-9045; The Cash Box, Hollywood, Calif., Hollywood 5-7102.

NOTICE—Are you having trouble keeping Plexiglass clean on your juke boxes? Our Mecie does the job — 16 oz. bottle $.85. For distributor price and territory, contact MECCA SERVICE CO., 716 N. 19th ST., EAST ST. LOUIS, ILLINOIS.

NOTICE—For Bingo Operators! Stop service calls caused by bulbs piling up in Ball Trough. Ball guides easily installed on location in 10 minutes. Specify Bally or United Game. Four Samples $3.00, $5.00 per dozen. MID-WEST MUSIC SERVICE, 819 WEST 2nd ST., WICHITA, KANSAS.

NOTICE—Your Seeburg 20 selection wall boxes, wired or wireless, converted to play the first 20 (A & B Program) on all model Seeburg 100s — $5 cout Box $5.00, $5 box $15.00. Performance guaranteed, 100 SERVICE COMPANY, 2634 OLIVE ST., ST. LOUIS 3, MO. Tel.: Newstead 6351.
Look for the HORNS when You Want to Take a Buck!

Horns make the difference as every operator, who has heard the new AMI Multi-Horn High Fidelity Model “F”, well knows.

Here’s the juke box that rewards the patron with superlative quality music, the location with better business, the operator with an increased take. Model “F” is a “dear”—with horns!

AMI Incorporated

Originator of the Automatic Selective Juke Box in 1927
AHEAD THEN — AHEAD NOW

GENERAL OFFICES AND FACTORY, 1300 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

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

“It's What's in THE CASH BOX That Counts”
**How To Use The Cash Box Price Lists**

[Also known as the “C. M. I. (Coin Machine Industry) BLUE BOOK” or “The Confidential Price Lists”]

**FORWORD:** Many times, wide differences appear in the quotation of high and low prices of certain equipment. Like any true reporter “The Confidential Price List” does not quote only the market prices as they are quoted. “The Confidential Price Lists” acts exactly the same as the market quotation board at the Stock Exchange—posting the prices as they are quoted for the past week, regardless of how much they may change from month to month. Prices may change from month to month. “The Confidential Price Lists,” rather than show no price, retain the last known quotation for such equipment realizing that the subscriber at least has the last known prices as a basis to work with. Prices may be very widely divergent. Someone on the East Coast may feel a certain machine worth $150.00 whereas someone on the East Coast may think it worth $250.00. On condition, arrival, appearance, demand, territory, quantity, and condition of equipment must be taken into consideration. (Some equipment offered by outstanding firms having a reputation for shipping completely reconditioned machines, with adjustments as good as those offered by others, due to the added cost of reconditioning.) “The Confidential Price Lists” reports each quotation exactly as it is received and depends on the subscriber to make average price adjustments to fit the peculiarities of his territory.

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

**FOREIGN BUYERS:** To cover costs of packing, crating, shipping, etc., figure an additional $20 to $25 on Pin Games and $25 to $30 on Phonographs.

**CODE**

1. Prices UP
2. Prices DOWN
3. Prices UP and DOWN
4. No change from Last Week
5. No quotations Last 2 to 4 Weeks
6. No quotations 4 Weeks or Longer
7. Machines Just Added

**REGARDING SELLING PRICES:**

Reports received indicate that, in some cases, purchasers become upset due to the fact that they cannot, many times, buy equipment listed in the lower price brackets. Some of the machines listed at $100.00 to $250.00 ask for $50.00 up to $75.00 and even more for these very same machines. Purchasers of such equipment must realize that machines in the very low priced categories are buying equipment which is normally charged with being at these low figures. To be completely reconditioned such machines, the reconditioner must add on his price the cost of transportation from manufacturer to the buyer, packing and shipping of the machines, labor, parts and supplies needed to recondition the machine, plus the cost of cartons, crates and labor for packing and shipping of the machines, in addition to a decent profit which will, in most cases, raise the price of these machines $100.00 up to anywhere from $250.00 to $750.00, and up. In the case of arcade and kiddie ride machines these may even be higher due to the fact that most of the parts have been made by hand or contracted for at some machine shop, since manufacturers of many of the old arcade machines and kiddie rides are no longer in business, and it is impossible to obtain parts for reconditioning. Purchasers of such equipment should take these facts into consideration and, at the same time, should also realize that many buyers today have their own repair and reconditioning services as well as experienced mechanics. These buyers will purchase machines “as is” at prices quoted by the trade at large and recondition the machines themselves to meet their own operating standards.
### NUMBER OF EACH MACHINE OWNED

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### VALUE OF MACHINES HERE

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#### PINBALL GAMES (Cont.)

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#### POKER GAMES

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#### EINSTEIN (B/B 6/51)

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#### C.H.R. (Wm 10/52)

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#### BUILD UP (Ex 2/48)

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#### 4. Buttons & Bows

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#### 1. Calabra (Un 3/53)

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#### 4. Camel Caravan (Ge 6/49)

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#### 1. Campus (Ex 2/50)

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#### 7. Carnival (B 7/16)

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#### 1. Carolina (Un 3/48)

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#### 1. Champions (9/57)

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#### 1. Champion (CC 6/99)

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#### 1. Chinatown (Got 10/52)

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#### 1. Cinderella (3/47)

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#### 4. Circus (Ex 8/48)

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#### 1. College Daze (Got 8/49)

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#### 4. Convey Island (B 9/51)

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#### 1. Central Tower (Wm 3/51)

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#### 1. Coronation (Got 11/52)

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#### 1. County Fair (Un 9/51)

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#### 1. Crystal Ball (Wm 7/51)

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#### 4. Crossroads (Got 5/51)

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#### 1. Cyclone (Got 5/51)

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#### 1. Daffy Duck (Wm 8/54)

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#### 1. Dale May (Got 7/51)

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#### 1. Dallas (Wm 2/49)

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#### 1. Dealer "23" (Wm 2/48)

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#### 1. Dew "A" Ditty (Wm 5/48)

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#### 1. Domino (Wm 2/51)

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#### 1. Double Action (Wm 7/51)

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#### 1. Dbl. Feature (Got 12/50)

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#### 1. Dbl. Show (Got 6/49)

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#### 1. Dick Jockey (Wm 11/52)

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#### 1. Dreamy (Wm 2/50)

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#### 1. Eight Ball (Wm 2/51)

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#### 1. El Pavo (Wm 11/48)

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#### 1. Fairway (Wm 8/51)

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#### 1. Fighting Irish (CC 5/49)

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#### 1. Floating Power (Wm 12/48)

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#### 1. Flying High (Got 2/53)

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#### 1. Flying Saucers (Ge 12/53)

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#### 1. Football (CC 8/49)

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#### 1. Four Horsemen (Got 9/51)

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#### 1. "400" (Uprising) (Ge 10/52)

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#### 1. Four Star (Got 6/52)

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#### 1. Freshie (Wm 9/49)

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#### 1. Forty Fours (Wm 8/52)

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#### 1. Futurity (B 3/51)

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#### 1. Georgia (Wm 7/50)

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#### 1. Glum Roundup (Wm 12/50)

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#### 1. Gismo (Wm 8/48)

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#### 1. Glamour (Got 7/51)

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#### 1. Glide (Got 8/49)

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#### 1. Globe Trotter (Got 1/51)

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#### 1. Gold Cup (B 4/51)

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#### 1. Golden Gloves (CC 7/49)

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#### 1. Golden Nugget (Wm 5/53)

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#### 1. Grand Stand (B 2/53)

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#### 1. Grand Stand (Wm 8/53)

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#### 1. Grand Slam (Got 4/53)

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#### 1. Green Pastures (Got 1/51)

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MANUFACTURERS NEW EQUIPMENT

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

AMERICAN INCORPORATED

F-190 Juke Box
(Reactor received) $1,905.00
F-40 Juke Box
(Reactor NOT received) 950.00
F-40 Juke Box
(Reactor NOT received) 950.00
HS-80 Selective Hideaway 750.00
HS-120 Selective Hideaway 895.00
W-120 Wall Box 99.00
W-180 Wall Box 99.00
S-40 Receiver 46.00
S-41 Receiver 65.00
Wall Speaker 44.50
Coil Changer 44.50
Recessed Graft 49.50
R-167 Burglar 12.50

NEW TYPE CO.

American $2,545.00

BALLY MFG. CO.

Champion $ 195.00
Moon Ride Magic Bowler (With Match Feature) 755.00
Model Magic-110, 10c a play 755.00
Model Magic-352, 10c a play, 25c 755.00
Mystic Bowler
(Matching Feature) 710.00
Model Mystic-352, 10c a play, 25c 730.00

CHICAGO COIN

Cris Cross Target (Without Match Feature) Single Chute $ 685.00
Double Chute 705.00
Cris Cross Target (Without Match Feature) Single Chute 750.00
Double Chute Model 705.00
Fireball Bowler (With Match Feature) Single Chute 685.00
Double Chute 705.00
Thunderbolt Bowler (With Match Feature) Single Chute 700.00
Double Chute Model 770.00

EXHIBIT SUPPLY

Sportland Shooting Gallery Model 41—Without Match or Free Play $ 625.00
Model 41A—Without Match, With Free Play 630.00
Model 41B—Without Match, No Free Play 645.00
Model 41C—With Match, With Free Play 650.00
Junior Jet Ride 395.00
Big Brother 450.00
Roy Rogers' Trigger 1,045.75
Rudolph the Red Nosed Reindeer 725.00
Rudolph the Red Nosed Reindeer 725.00
Pete the Rabbit 725.00
Pete the Rabbit with Music 725.00
Twin Pete the Rabbit 725.00
Rawhide 725.00
Space Patrol, New Style 1,045.75
Sea Skates 1,045.75
Vacuum Card Vender 295.00

GENCO MFG. & SALES CO.

Billy the Rifle Gallery (With Match Score and Free Play Feature) $ 675.00
D. C.OTTERI ARCADE CO.

Super Jumbo (With Match Score and Free Play Feature) 950.00
Twin Bill 392.50

INTERNATIONAL MUTO. CORP.

Driver (New Driveable) $ 795.00
Phototam "S" 2,150.00
3-D Art Parade, 10-show model 395.00
3-D Art Parade, 6 show model 395.00
Universal Post Card Vender 60.00

J. DELEAN, INC.

(With Match Feature) $ 690.00
Skeeball (Without Match Feature) 665.00
American Bowler 675.00
With Match Feature 690.00
Single Chute 700.00
Double Chute 710.00

MANUFACTURERS NEW EQUIPMENT LIST

November 29, 1955

National Bowler
Without Match Feature
Single Chute 650.00
Double Chute 675.00
Electric Cigarette Vendor Coin Changer Model 304.50

ROCK-OLA MFG. CORP.
Model 1446 Hi-Fi Free Play 120
Selection, 45 RPM Only
Model 1447, Hi-Fi, 50 Selections, 45 RPM Only
Model 1546 Chrome Wall Box, 120 Selections
Model 1548, 50 Selection Wall Box
Model 1550, 20 Selection Wall Box
Model 1612, 8" Blonde Wall Speaker
Model 1613, 8" Mahogany Wall Speaker
Model 1906, Remote Volume Control

J. P. SEEGERB CORP.

FZ-100-B 3-Wall O-Matic "100"
MBVC-1 Master Remote Volume Control
CV-84-9 Wall Speaker Ivory (Tweedhead)
CV-868-8" Recessed Speaker CV-712-12" Recessed Speaker
FS-12 Power Supply
ARA-16 Auxiliary Remote Amplifier
AV01 Automatic Volume Compensator Unit

UNITED MFG. CO.

Deluxe Mercury Shuffle Alley (With Match Feature) Regular Model, 10c play 735.00
Special Model, 10c, for 25c 755.00
Mercury Shuffle Alley (With Match Feature) Regular Model, 10c play 705.00
Special Model, 10c, for 25c 725.00
De Luxe Comet Shuffle-Targete (With Match Feature) Regular Model, 10c play 710.00
Special Model, 10c, for 25c 730.00
Comet Shuffle-Targete Regular Model, 10c play 785.00
Special Model, 10c, for 25c 805.00
Mars Shuffle Alley (Without Match Feature) Single Chute 705.00
Double Chute 725.00
De Luxe Mars Shuffle Alley (With Triple Match Feature) Single Chute 735.00
Double Chute 755.00
Bonus Gun (Without Match Feature) Single Chute 690.00
Double Chute 710.00
De Luxe Bonus Gun (With Triple Match Feature) Single Chute 710.00
Double Chute 735.00
Trempo 725.00

WILLIAMS MFG. CO.

Safari (Without Match or Replay) $ 690.00
Safari De Luxe (With Triple Match and Replay Feature) 715.00
Lulu 395.00

THE RUDOLPH WURTLITZ CO.

Model "1300" Hi-Fi Phonograph
Model "1800" Hi-Fi Phonograph
Model "5160-A" Hi-Fi Phonograph
Model 5206 5c-10c-25c Wall Box 4 Wire (10 Selects)
Model 5207 5c-10c-25c Wall Box 3 Wire (10 Selects)
Model 5100 8" Speaker Model 5110 12" Deluxe Speaker
Model 5111 12" Concelebrated Speaker
Model 5112 Wall Speaker Hi-Fi
Model 5115 Hi-Fi 1 Cone Corner Speaker
Model 5116 Hi-Fi Coastal Corner Speaker
Model 5117 Hi-Fi Coastal Wall Speaker

THE CASH BOX PRICE LISTS

END OF MONTH INVENTORY ISSUE

January 29, 1955
EVERYTHING

POINTS

TO

THE GREATEST YEAR IN HISTORY FOR WURLITZER OPERATORS
THE Wurlitzer 1800 BREAKS INTO THE HEADLINES

AS THE YEAR’S TOP PHONOGRAPH
The Wurlitzer Crest Has Identified the
Finest Musical Instruments Since 1856

Worthy of this Emblem of Excellence

THE WURLITZER 1800

Ultimate Achievement in Coin-Operated Phonographs

Here is front page news for every phonograph operator and location owner the world over. It’s the distinguished, new, 104-selection, all 45 RPM Wurlitzer Model 1800. Alive with eye appeal from its gracefully formed glass dome trimmed with bright chromed metal to its sculptured ebonized base — this tuneful beauty literally sparkles with what it takes to turn music into money. Cabinets are available in a gorgeous array of fresh, new, sky colors for 1955 — Dawn Mist, Horizon Blue, Sunset Red and Midnight Black.

The Carousel Record Changer is completely visible through a full width clear view window, slanted to eliminate reflections and attractively framed with chrome plated steel molding. The changer compartment itself is a gorgeous blaze of color and light. Background is quilted red plastic with a sunburst of stainless steel moldings. The changer cover is in matching red. The Carousel arch and tone arm are in Pearlescent bone white. The chassis shelf of simulated white leather with tooled gold trim features the Wurlitzer crest emblazoned in full color. Selector panel is flanked by decorative and protective die-cast chromed corners — each engraved with the Wurlitzer “W”.

The rigidized curved metal grille with sparkling twin pilasters of air-foil design completes a cabinet ensemble so different, so newsworthy, that it will be the talk of the industry for years to come.
Welcome Wurlitzer News is a Smartly Styled Selector Panel Featuring Simple, Error-Proof Tune Picking

Wurlitzer's new, chrome finished Program Selector is smartly styled for easy vision and quick, error-proof selection. It consists of eight panels in four luminously transparent sections, easily removed for quick title strip changing. Each panel offers 26 tunes on 13 double title strips. This permits eight tune classifications to please every musical taste. Entire selector panel lifts out, providing fast access to all four program holders. Make-Selection letter and numeral buttons are located in a chrome plated panel at the base of the program selector.
MORE THAN EVER BEFORE THE WURLITZER 1800 TAKES THE MASK OFF THE MUSIC WITH ITS IMPROVED DYNATONE SOUND SYSTEM

The Wurlitzer Model 1800 brings you true fidelity sound — the finest High Fidelity music ever offered on any coin-operated phonograph. Although it has three 12-inch bass woofers and a treble tweeter to hit those high notes, the Model 1800 proves that true Hi-Fi is more than the number of speakers. It is the perfect balance between pickup, amplifier, baffle and speaker capacity. The 1800 has this balance plus more speaker cone area than any other juke box.

Moreover, the music emanating from two of the 12-inch speakers is purposely diffused by their placement behind the pilasters. For the first time, the sound is distributed over a full 180° arc rather than limited to a series of speaker beams. More than ever, the improved Wurlitzer Dynatone Sound System takes the mask off the music — takes the music-loving public by storm.

THE TRUEST HIGH FIDELITY EVER ACHIEVED ON ANY AUTOMATIC PHONOGRAPH

DYNATONE AMPLIFIER FEATURES GREATER OUTPUT TRANSFORMER

Wurlitzer's great Dynatone Amplifier now not only incorporates the highest fidelity output and built-in volume level control, but a new transformer with higher than ever output — more power for auxiliary speakers.

SINGLE LOW INERTIA TONE ARM WITH ZENITH COBRA STYLUS

Long a Wurlitzer exclusive in the juke box field! Contributes immensely to minimum surface noise and maximum tonal brilliancy. Gives you at least 1,000 more plays per record without impaired fidelity, plus many thousand more plays per stylus.
SIMPLEST CHANGER EVER OFFERED ON A MULTI-SELECTION PHONOGRAPH

Each record has its own Playmeter registering up to 60 plays.

Semi-circular arch casting houses turntable motor, serves as a mount for tone arm and actuating mechanism. Turntable is flywheel balanced to assure accurate revolutions per minute.

Carousel record carrier always revolves clockwise. Each of 52 sections holds a record and has its own Playmeter. Entire carrier mounts on the largest star wheel ever used on a juke box assuring accurate selection. The record carrier has a release lever that enables the Carousel to free wheel for loading or record changing.

The record lift mechanism is located directly below the record carrier. Consisting of a single cam and two clutches, which operate the record lift arms and the tone arm position, this mechanism is actuated by a single reverse rotation direct current motor.

Suspended horizontally below the record lift mechanism is the selector drum and junction box. This selector unit completes the simplest mechanism ever offered on a multi-selection phonograph.

THE MODEL 1800 FEATURES the FAMOUS and PROVEN

Wurlitzer
CAROUSEL RECORD CHANGER

This fine Wurlitzer Phonograph features the interest-intriguing, play-promoting Carousel Record Changer. Utilizing one tone arm, one Cobra Stylus and one turntable direction, it plays vertically both sides of 52 seven-inch records.

It's a super-simple changer, easily removed and able to stand unsupported on its base for service. Its colorful appearance and amazing action proved the greatest play stimulators ever introduced on an automatic phonograph.

Proved on thousands of high-earning Wurlitzers last year, you can depend on the Carousel Record Changer for trouble-free operation, more play appeal — which means increased take.
GREAT WURLITZER NEWS in Service Accessibility

The Wurlitzer 1800 hits an all-time high in operator service accessibility. Record Changer clear view window lifts up on single, continuous flush hinge and is secured by automatically latched fall support. Cabinet is accessible through two removable rear panels. Cabinet also accessible through removable front section of title strip holder. Entire top casting lifts out by removing four screws and loosening two flexible cables. Junction box and selector drum assembly can be removed by loosening four screws. Remove one "C" washer and entire record carrier lifts out for service. Wurlitzer's famed "Quick-As-A-Flash" replacement units save time — and time is money.

Coin equipment combines slug rejector with coin register. Customer inserts coin of any denomination and makes selection after coin is inserted. Eliminates refund requests.

Cash box door, located on right side of phonograph, opens into metal lined compartment holding fabric coin bag. Compartment is tamper-proof from inside of phonograph. Door has its own lock and key. Collector removes full coin bag and replaces it with an empty one.

**WURLITZER MODEL 1800 SPECIFICATIONS**

**DIMENSIONS:**
- Height — 55¼"  Depth — 27¾"  Weight — 309 lbs.
- Packed for shipment — 379 lbs. approx.

**COIN EQUIPMENT:** Single coin entry 5-10-25c. Three-in-one magnetic slug rejector. New simplified coin register mechanism. On-off automatic coin return.

**RECORD CHANGER:** Provides 104 selections from 52 seven-inch 45 RPM records. Playmeter included.

**SOUND SYSTEM:** Includes preamp automatic level control, and volume, dual tone and fader controls.

**TONE ARM:** Single, low pressure tone arm with Zenith Cobra Cartridge. Plays both record sides.

**WATTAGE:** Complete phonograph, 285. Standby, 120 watts.

**LIGHTING:** Three 20-watt fluorescents. One 14-watt fluorescent.

**NUMBER OF SELECTIONS:** 104

**TYPE OF RECORD PLAYED:** Seven inch 45 RPM.

**CABINET FINISH:**
- Dawn Mist  Horizon Blue  Midnight Black
- Sunset Red

**REMOTE:** New 104-selection wall box, Model 5207, available. Any Wurlitzer 3 or 4-wire 24 or 48-selection wall box is usable with adapter.

**AUXILIARY SPEAKERS:** Will use any present Wurlitzer Speaker.

**TUBE COMPLEMENT:** 1 type 5U4GA, 1 type 6J5, 2 type 6L6G, 2 type 6SJ7, 1 type 12AX7, 2 type 12BH7.
Features new Make-Selection Light at top indicating coins have been inserted but selections not made. Also four rotating panels, each featuring 12 double title strips and one single hit tune strip centered on each panel and surrounded by a color border for emphasis. Chrome plated, die-cast case has clear glass window, red selector buttons and panels. Single 5-10-25c coin entry with magnetic slug rejector. Program holders easily removable for service. Ace lock mounted on side. Size — 12½" high, 11¾" wide, 7¾" deep.

**MODEL 5115 CORNER SPEAKER**
Beautifullly finished in Plextone Grey with grey grille cloth and colorful Wurlitzer HiFidelity medallion. Has four 5-inch speakers. Offers uniform frequency response from 55 to 11,000 cycles and high acoustical efficiency. May be used on ceiling or side wall. Has heavy duty matching transformer and volume control switch. Size — 13" high, 19" wide, 10" deep.

**MODEL 5116 CORNER SPEAKER**
Handsomey finished in Plextone Grey with Sand Gold grille cloth and Wurlitzer HiFidelity medallion. Has 8-inch coaxial speaker. Offers uniform frequency response from 50 to 13,000 cycles and high acoustical efficiency. Mounts on ceiling or side wall. Has heavy duty matching transformer and volume control switch. Size — 21¼" high, 16" wide, depth at top, 13½" — depth at bottom, 10½".

**MODEL 5117 WALL SPEAKER**
Strikingly designed in Plextone Grey with Sand Gold grille cloth and Wurlitzer HiFidelity medallion. Has 12-inch coaxial speaker with high capacity, high fidelity range. Offers uniform frequency response from 45 to 13,000 cycles. Has heavy duty matching transformer and volume control switch. Size — 18" high, 24¾" wide, depth at top, 14" — depth at bottom, 8¾".

THE RUDOLPH WURLITZER CO. NORTH TONAWANDA, N.Y.
United's Deluxe Mars

SIX PLAYER SHUFFLE-ALLEY

with

NEW Double Triple Strike Scores!

THREE STRIKE LANES

EASY FRAMES 1, 4, 7, 10

MEDIUM FRAMES 2, 5, 8

HARD FRAMES 3, 6, 9

New Match-A-Score

SPELL UNITED'S CARRY-OVER FEATURE STAR-NUMBER LITES LETTERS

10th FRAME FEATURE
HIGH SCORE FEATURE
KING SIZE PINS
AVAILABLE IN 10c—3 FOR 25c MODELS
NEW E-Z SERVICE FEATURES
TWO SIZES: 8 FT. BY 2 FT., 9 FT. BY 2 FT.
SEE YOUR DISTRIBUTOR NOW!

OTHER UNITED HITS NOW AT YOUR DISTRIBUTOR

TROPICANA
FAST ACTION IN-LINE GAME

COMET
SHUFFLE TARGETTE WITH OR WITHOUT MATCH-A-SCORE
EXTREMELY QUIET PLAY

BONUS GUN
FLASHY, FAST-PLAY SHOOTING GALLERY WITH TIME BONUS SCORE

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

MARS SHUFFLE ALLEY ALSO AVAILABLE IN REGULAR MODEL WITHOUT TRIPLE MATCH FEATURE
Operators report biggest earnings ever with

Bally® BIG-TIME

popular BEACH CLUB-VARIETY play-appeal plus

5 MAGIC-LINES

Reports from coast to coast prove the money-making power of 5 MAGIC-LINES. Get your share of the Big-Time profits. Get Big-Time at your Bally Distributor today.

MORE players play MORE

thanks to new SUPER-STRIKE feature

Super-Strikes increase earnings by attracting all types of players, from the "now-and-then" shuffler to the extra skilled regular. They all get a big dime's worth of fun playing MAGIC-BOWLER and MYSTIC-BOWLER. Operators reap the benefit in biggest bowler earnings on record. Get your share. Get MAGIC-BOWLER or MYSTIC-BOWLER now.

Bally

Magic-Bowler  Mystic-Bowler

WITH POPULAR MATCH-PLAY

RIDE THE CHAMPION

BALLY MANUFACTURING COMPANY-2640 Belmont Avenue, Chicago 18, Illinois