Red Foley signs his new Decca contract as Paul Cohen (left) of Decca and Dub Allbritten (right), Foley's personal manager, look on. The contract is for five years with a five year option. Red is currently hitting the charts with his version of "Hearts Of Stone." And only a few weeks ago, his "Ozark Jubilee" show, originating out of Springfield, Missouri, became a TV network program.
"New Orthophonic" High Fidelity Recordings
Distributors Should Sell—Not Just Take Orders

Of all the factors that go into the making of a hit record, none is of greater importance than the distributor. It is the distributor who, many times, makes the difference between a hit and an ordinary seller. It is the distributor who, by his promotion, can add hundreds of thousands to a record's sale.

The distributor is the contact between the manufacturer and the agencies through which records reach the public. It is the distributor who in turn gets the records to the retail stores, the juke box operators, the one stops and, in many cases, the disk jockeys.

In this capacity, he has a direct responsibility for what happens to a record in his area.

How many times have you heard of a record that's sold 20,000 in one area and 2,000 in all the rest of the country? What does that mean? It means generally that one distributor was on the ball, getting exposure for a record which had hit potential, while the other distributors fell down on the job.

Much too often, if a record doesn't get immediate reaction, the distributor simply forgets about it to go on to other records which apparently are showing up faster. Unfortunately this is not only a fault of the distributor, but very often of the record manufacturer also. There must be an endless number of hits that have been lost because the reaction wasn't immediate. And this is proven particularly by those records which have done exceptionally well in one area and nothing in others.

Certainly with our mass means of communication, differences in tastes these days don't vary so much between a Boston and a Detroit. They both receive the same radio and TV shows. They are both subject to all the same influences of our culture and society. Yet how can you explain why a record should do well in one city and lay a bomb in the other? The answer, more often than not, lies in the fact that one distributor has used ingenuity in getting a disk exposed even though there wasn't an overwhelming immediate response while the other distributor went on to greener fields.

The record industry can no longer afford the distributor who's just along for the ride. We have before us an era in which record sales can expand to such an extent that current sales may seem infinitesimal by comparison. But that great expansion of the record business will never occur if distributors just take orders and don't get out there and sell.

All of us in the record industry have a duty to see to it that records are constantly reaching the greatest number of potential buyers possible. And every single distributor should be in the forefront of that drive.

Any distributor who isn't has no right to be in the record business.
BILLY ECKSTINE
WHAT MORE IS THERE TO SAY
MGM 11019 78 rpm • K 11209 45 rpm

LEHRY HOMLES
THE BRIDGES OF TOKO-RI
MGM 11000 78 rpm • K 11194 45 rpm

ALAN DEAN
TOO MUCH IN LOVE
MGM 11000 78 rpm • K 11194 45 rpm

BETTY MADIGAN
I HAD THE FUNNIEST FEELING
MGM 11000 78 rpm • K 11194 45 rpm
RECORDED BY AMERICA'S LEADING ARTISTS . . . . .

The Original Smash Hit by...

Johnny Ace

Singing

PLEDGING MY LOVE

Duke Record = 136

Also Available 7 Consecutive Hits

"MY SONG" Duke #102
"CROSS MY HEART" Duke #107
"ANGEL" Duke #107
"PLEASE FORGIVE ME" Duke #128
"THE CLOCK" Duke #112
"SAVING MY LOVE FOR YOU" Duke #118
"NEVER LET ME GO" Duke #132

Available soon in LP's and EP's

Published by
LION PUBLISHING CO.
Houston, Texas

Meridian Music Corp.
15 West 51st St. • New York, N.Y.

DUKE RECORDS
2809 ELASTUS STREET
HOUSTON 26, TEXAS

"It's What's in THE CASH BOX That Counts"
Peggy Lee
(Dec 29429; 9-32452)

"How Bitter, My Sweet" (2:38) [Essay BMI—Burke, George] A beautiful new ballad is enchantingly delivered by the winsome Peggy Lee voice set against the soft strains of the Victor Young orchestra. Wonderful new song that coo'll send Peggy up there again.

"I Belong to You" (2:56) [Robbins ASCAP—North, Brooks] Another touching tune is romantically interpreted by the thrum. Song is from the new flicker "The Racers." Excellent coupling.

Ronnie Gaylord
(Mercy 79551; 79551-45)

"Pledging My Love" [Lion BMI—Washington, Robey] The country's number one r & b tune, which is now heading into high gear in the pop field, is delivered with emotion by Ronnie Gaylord. A contender.

"You" [Vincent BMI—Ronnie Gaylord] Bounced on this side with an exciting jumper belted across in the songsters commercial manner. Driving side.

Henri Rene Orch.
(RCA Victor 20-6027; 47-6027)

"Theme from Lost Weekend" (Entr'acte) [2:51] [Emmons ASCAP—Roza] The theme music from the Robert Aldrich directed film "Lost Weekend" staged last week is beautifully presented by Henri Rene and his orchestra. Rene offers the music in the TV program. Exciting. Should do exceptionally well.


Burt Taylor
(Essay 178; 45-378)

"Anything" [Essay BMI—Schroeder, Silver] A rock 'n roll beat is employed by Burt Taylor on this rhythm ballad. Exciting number that could make a heap of noise. Chorus and Don Costa orchestra in top form.

"Oldtimers" [Larry Spier ASCAP—Jordon] This end is an inviting walka number tenderly handled by the singer.

Bob Manning
(Capitol 3041; F-3041)

"Majorca" (2:03) [Eastwick BMI—Lemmann, Gastle] A pretty Latin tempo romantic song is warmly delivered by Bob Manning as Monty Kelly's orchestra back up the vocalist. Very pretty number that could make the grade.

"It's Your Life" (2:11) [Bourne ASCAP—Tobias, Simon] A tender sentimental ballad is wafted by the round voiced crooner here. Ok deck.

The Gaylords
(Mercy 70543; 70543-45)

"Poppa Poppadopolis" [Parnell ASCAP—Silver, Schroeder] A zany little novelty is the vehicle for Gaylords latest performance on wax. It's a real cute ditty that could be a smash. Happy item.

"Chow Mein" (2:15) [Valby ASCAP—Mercer] This side is another happy novelty that should meet with the kids' approval. Clever gimmick boxer on the light side, Good coupling.

Frankie Carle Orch.
(RCA Victor 20-6004; 47-6004)

"Violin" (2:51) [Southern ASCAP—Carle, Stanton, Carpenter] Frankie Carle's orchestra supplies a lush backing for Bob London's smooth vocal effort on a dramatic love song. Latin tempo inviting.

"It's True, It's True" (2:56) [Essex ASCAP—Schein, Lipman] Frankie and the boys offer some delicate music on this end. Beautiful romantic melody.

The Chappaqua High School Kids
(Cord 4716; 9-4155)

"Never Mind the Noise In the Market" (2:28) [Hollis BMI—Higgin, Cavanaugh] The Chappaqua High School Kids and Jimmy Leyden's orchestra team up on a very sentimental and clever novelty that could be a big thing. Cute stuff. A good novelty that comes along once in a while.

"It's Time to Say Good Night Again" (2:39) [Essay ASCAP—Wayne, Springer] This side brings the lead voice on this Choral andorch arrangement of a romantic number. Overall sound is exciting. Pretty blend.

Four Tophatters
(Cadence 1255; 45-1255)

"Go Baby Go" (2:00) [Republic BMI—Ross, Dixon] The Four Tophatters come up with a solid hardclapper that really moves. Rockin' piece of material with a great lindy beat.

"Leave A My Gal Alone" (2:12) [Cadence ASCAP—Lewis, Stock] This side is a cute Italian flavored novelty that could catch on and really take off. Happy ditty that'll get laughs. Fine performance.

Jack Smith
(Majes 138; 45-138)

"How Important Can It Be" (2:30) [Laurel ASCAP—Benjamin, Weiss] Popular Jack Smith wends his way through an appealing interpretation of one of the country's great country hits. Very pretty reading.

"Only One You" (2:53) [Elmhurst BMI—Lampert, Gluck] Joe Leslie's orch sets up an interesting backdrop for Jack's interpretation of a lighthearted novelty.

The Cash Box
(2:46) [Progressive BMI—Hunter] Doesn't anybody love me? The tune on the lower deck is an invigorating lilter with a pretty story. We're just wild about the top half. It's gonna be tremendous.

"Give Me Your Love" (3:01) [Weiss & Barry BMI Joyce, Ingram] As his popularity rises to new heights, Don Cornell comes up with a two sided threat on his latest release. One half is a natural with a potent shuffle rhythm that goes under the chart. Give Me Your Love. It's a driving lindy that's gonna keep the boxes hopping. A strong performance by the songster. The coupling is another grade "A" disk tagged When You're In Love. A contagious ballad with an excellent marriage of lyrics and melody. Superb pairing of sides for maximum sales results.


Mindy Carson

Mindy Carson's latest release is by far the most commercial of her singing career. It's a sensational rhythm and blues beat item called "The Fish." The "fish" has become the name for the slow rock 'n roll dance which is the rage among kids. With the aid of a chorus, Mindy belts out the cute lyrics in a driving number that should take the country by storm. Arrangement is fabulous. Lyrics are easy to remember too. Flip is an interesting ballad tagged Bringing My Love Home. The Fish can't miss.
They call it "THE FISH"

MINDY CARSON introduces
A NEW NATIONAL DANCE CRAZE...

COLUMBIA RECORDS

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

**SLEEPER OF THE WEEK**

**BALLAD OF DAVY CROCKETT**
[Wonderland ASCAP—Blackburn, Bruns]

**I’VE BEEN THINKIN’**
[Alouf-Rose BMI—Bryant]

**RUSTY DRAPER**

- The amazing grip that the "Davy Crockett" TV show has on the youth of this country is unbelievable. As a result of only two "Davy Crockett" episodes, everyone is singing the "Ballad of Davy Crockett." The tune is clicking big and Mercury comes up with a polished and potent Rusty Draper waxing of it that should grab a big share of the final take. Definite money-maker.

**THE DINNING SISTERS**

- As the country continues to rock and with tremendous pop hits emanating from the rhythm and blues, Essex dishes up a tremendous rendition of a big r & b smash of "33 tagged "Mama, He Treats Your Daughter Mean." It's a smash reading by the Dining Sisters. Song is one of the biggest r & b hits of recent years, and it may very well be a tremendous success in the pop market. The Dining Sisters handle the tune in a unique and exciting vocal way. Don't let this one pass you by. Flip "Goofus" is a lively revivial of a wonderful oldie. Top half should really go.

**DOLORES GRAY**

- "IT MAY SOUND SILLY" [Progressive BMI—Hunter] The talented Dolores Gray hands in a top notch performance on this r & b tune that looks like it'll be a big one in pop. Feelingful interpretation.

**THE DINNING SISTERS**


**JERRY MARTIN**

(2:31) Mercury 70565

- "I'LL NEVER FORGET MYSELF" [Mellen BMI—Martin, Gould, McAvoy] A new tune that could build into a big hit, is treated with tenderness by the warbler.

**Marilyn Monroe**

- "AFTER YOU GET WHAT YOU WANT" [BMG—Berlin] Marilyn Monroe delivers on wax the sexy tune which she performed in the "No Bix Like Show Biz" pic. Cute item.

**THE CASE BOX**

**BEST BETS**

- "CHOW MEIN" The Gaylords
- "HOW BITTER, MY SWEET" Peggy Lee
- "CHEERFUL JUMP" Billie Holiday
- "Suck Daddy, Suck Daddy" The Flamingos
- "SILVER BELLS" Bing Crosby

**HERB ZANE ORCH.**

- "THE WEDDING MAMBO" [Rainbow 289] [Davy Zane—Zane] A zany novelty mambo with a clever lyric is belted across by Herb Zane and his rocking orch. Zane has a solid dance tempo that makes this a natural for the jukes. Commercial material.

**Ralph Flanagan Orch.**


**Joan Weber**

- "GO, MOSES, GO" [Handy BMI—Brown] A popular folk song is belted out is socked lindy tempo by the boys. Rockin' stuff in the old swing style.

**Ted Heath Orch.**

- "PEG O'MY HEART MAMBO" [Handy BMI—Fisher, Bryant] The smooth sailing Ted Heath Orch takes hold of an oldie and belts it across in mambo style. Great arrangement that moves. Excellent dance stuff.

**Ray Allen Trio**

- "MONEY, MONEY, MONEY" [Rainbow 213] [Herb Reis BMI—Hecht] The Ray Allen Trio bounces through a catchy novelty with a cute set of lyrics. Boys sound good. Disc should stir up some noise.

**BB**

- "MAMBO BOOZE" [Leeds ASCAP—Henderson, Scott, Robin] A pretty romantic item is tenderly handled by the threesome. Inventing delivery.
PROOF THAT A QUALITY SONG CAN STILL GO TO No. 1

"MAJORCA"

27 Great Records on the Continent | 7 Great Records in England (No. 11 Best Seller—This Week)

1st Four Releases in America

MONTY KELLY
ESSEX 375

BOB MANNING
CAPITOL 3041

PETULA CLARK
MEDIA 1007

JOHNSTON BROS.
LONDON 1545

EASTWICK MUSIC (BMI)

The Dining Sisters

"MAMA"

(FEATURING JEAN DINNING)

(HE TREATS YOUR DAUGHTER MEAN)

Essex-388

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

**THE DISC JOCKEYS PLAYED MOST THIS WEEK**

**PLUS THE NEXT FIVE**

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

1. MELODY OF LOVE  
   **Billy Vaughn** (Dot)  
   Four Aces (Decca)  
   David Carroll (Mercury)

2. SINCERELY  
   McGuire Sisters (Coral)  
   DeJohns (Epic)

3. NO MORE  
   Fontane Sisters (Dot)

4. HEARTS OF STONE  
   Perry Como (RCA Victor)  
   Crewcuts (Mercury)

5. KO KO MO  
   Georgia Gibbs (Mercury)  
   Joon Weber (Columbia)  
   Crewcuts (Mercury)  
   Penguins (Dotdone)

6. TWEEDEE DEE

7. LET ME GO, LOVER

8. EARTH ANGEL

9. THAT'S ALL I WANT FROM YOU
   Joye P. Morgan (RCA Victor)

10. MR. SANDMAN
    Chordettes (Cadence)

**11. HOW IMPORTANT CAN IT BE?**

**12. MAKE YOURSELF COMFORTABLE**

**13. UNSUSPECTING HEART**

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

**15. THE CRAZY OTTO**

February 1 marked the seventh year "Bobbin with Robin" has been on the air. Robin Seymour (WKMH-Dearborn, Mich.) launched his eighth year by doing his show from the Detroit Auto Show at the State Fair Coliseum January 29 thru February 5. Robin conducted his own March of Dimes campaign and with five days to go his collections were $356.00.

Pic of the week—Bill Randle tossed a party to meet his New York fans who have joined the Randle band wagon as a result of his CBS Saturday afternoon stanzas. The party was given at the Boulevard nightclub in Queens on Sunday afternoon, January 30. The club was filled to jammed SRO. Appearing live on the show were Tony Bennett, Tommy Mott, Betty Ann Grove, Richard Hayman, J. Chuckley, Jackie Paris, Steve Lawrence, Ricky Donnell, Josephine Premice... Art Preston (WSPR-Springfield, Mass.) writes in to tell us how much he enjoyed the "How To Kill A Trend" editorial. Shel Horton (WVAM-WKMC-Sparton, Penna.) kicked off a Sunday night dance show, with dancing in local area social ball. Shel also planning an every Saturday night dance party shortly. Bill Sibert Rally to be held at the Valencia Theatre in Jamaica, February 21. This is in cooperation with Andrew Jackson High School—and the students themselves will perform in a talent show with Bill acting as star-emcee. The school is promoting the Rally via its school paper and circular. WMCA premiered a new record show called "Party Time" on January 21 at 10:05. Program runs for 55 minutes Monday thru Friday, with a two hour version scheduled for Saturday evenings from 9:05 to 11 P.M. Ted Lawrence hosts. Dave Maynard takes Norm Prescott's place at WOR-Boston, Mass.... Donn Tibbetts (WMUR-Manchester, N. H.) says "crazy Mambo madness" is doing pretty well on my TV-DJ show and it fits with the Mambo lessons we've been giving on my daily show. I think it's pretty decent of The Cash Box to give its share of the royalties to the Polka fund.... Carl Loucks (WELL-New Haven, Conn.), who programs two Cash Box features on his afternoon show, had his afternoon show lengthened to three hours, Monday thru Friday. Also, Loucks' Saturday request program, Juke Box Saturday Night, is now on the air four hours from eight to midnight.

Pic to end pices—Bob Lloyd (WAVZ-New Haven, Conn.) sends us a picture of what a song plugger sees when he visits a disc jockey.... Nick Nickson's "RCA Club" has six quarter hour segs sold out and the rest is jammed with participation minute announcements. Nick may get another half-hour to make room for new business.... Mort Nusbaum (WHRP-Rochester, N. Y.) off to Miami Beach, Fla., with Mrs. Nusbaum to celebrate their first wedding anniversary.

"It's What's in THE CASH BOX That Counts"
Don Cornell's
Greatest Record-

"Give Me Your Love"

CORAL-61367

"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 OF THE MARTINS
   Jackie Gleason (Capital W 509; AND MEMORIES)
   EAP 1, 2, 3, 4-309)
3. DEEP IN MY HEART
   Original Cast (E 3153; X276)
4. MUSIC FOR LOVERS
   ONLY
   Jackie Gleason (Capitol H 352; EBF 352)
5. THERE'S NO BUSINESS LIKE SHOW BUSINESS
   Original Cast (DL 8091; ED 828)
6. SELECTIONS FROM THE GLENN MILLER STORY
   Glenn Miller (RCA Victor LPT 3057; EPBT 3057)
7. SEVEN BRIDES FOR SEVEN BROTHERS
   Original Cast (MGM E 244; X 244)
8. A STAR IS BORN
   Judy Garland (Columbia BL 1021; BA 1021)
9. TOP HITS
   Paul & Ford (Capitol EAP 1-9121)
10. TOP HITS
    Nat "King" Cole (Capitol EAP 1-9120)

The Music of Rudolph Friml

Gilbert New Prexy Of ASDJ

PHOENIX, ARIZ.—Dick Gilbert of KYTL, Phoenix, is shown being sworn into office as the new National President of the American Society of Disk Jockeys in the Governor's office in the Capitol building, with the three highest state officials of Arizona participating.

Left to right: Vincent D. Maggiori, special counsel to the new ASDJ prexy; Dick Gilbert; Assistant Attorney General Herbert B. Finn; Governor Ernest W. McFarland; Mrs. Dick Gilbert; Secretary of State Wesley Bolin; Attorney General Robert Morrison; and John Baldridge, official photographer for the ASDJ prexy.

It's A Smash Hit!

"TWEEDLEE DEE"

DOROTHY COLLINS

AUDIOVEX RECORDS

140 West 57th St., New York, N. Y.

The Natural Follow Up To "Teach Me Tonight"

DeCASTRO SISTERS

"TODAY I AM IN HEAVEN"

by "I DO"

TITO FUENTE and his ORCHE.

220 WEST 42nd STREET

NEW YORK, N. Y.

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

THE CASH BOX

Page 12

February 19, 1955

WALLICHS MUSIC CITY

Hollywood, Calif.

1. That's All I Want From You (Capitol)
   (Perry Como)
2. Curly (EAP)
   (Johnny Maddox)
3. Malaguena (Capitol)
   (Chordettes)
4. Tweddee Dee (Sower Baker)
   (MGM)
5. Rub Me Right And Roll (Bill Haley)
   (MGM)
6. Earth Angel (Penguins)
   (Penguins)
7. That's All I Want From You (Capitol)
   (Perry Como)
8. Nolney Lady (Arens Bros.)
9. Song Of Barefoot Contessa (Jimi James)
10. Let Me Go, Lover (J. Weber)

BILLY "S" RECORD SHOP

1. Alpaka Do (Four Aces)
2. Love Me, Love Me (Owen Reeder)
3. King, King, King (Barnet Contessa)
4. Make Yourself Comfortable (Sarah Vaughn)
5. Nothin' But A String (Sarah Vaughn)

BILL'S "T" RECORD SHOP

1. Tulsa, Okla.
2. Melody Of Love (Four Aces)
3. Love Me, Love Me (Owen Reeder)
4. King, King, King (Barnet Contessa)
5. Let Me Go, Lover (J. Weber)

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America's Hottest Label presents...

A GREAT NEW VOICE...

PAT BOONE

“tra-la-la” and “two hearts”

DOT RECORD #15338

“Dot Records • Gallatin, Tennessee • Phone: 1600

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

After spirited bidding on the part of many publishers, E. H. Morris finally was the one to make a deal with Don Robey, owner of Duke Records and Lion Records. The new publishers right to publish "The Man With the Golden Arm," which will be the top song of the country. According to a reliable source, there is every indication of the higher sales promotion which will be given this industry. Also, Jack Schaffman has been named general publisher at Arista Records, a new company formed by a group of music publishers, who hope to make a big splash in the industry with this new label. The company, which is expected to be launched soon, will focus on releasing new and upcoming artists from the U.S. and the international music scene.

ANN KRAPPER

ROY HAMILTON

CHICAGO:

Johnny Desmond's "Record-Hand" on TV reportedly canceled because of "Desmo" will not be available for show. He moves to New York. He will, however, become a part of a local club in which he will perform weekly. And soon he will be heard on the air, appearing on Philo TV Playhouse, where he'll again be able to sink his teeth into a role as a dramatic as it does him was! The Aces received their Cash Box trophy as "best vocal group of 1954" on February 3, telecast in "In Town Tonight" on ABC-TV. From California comes news that according to some reports that the McGuire Sisters broke all existing records at the Rock and Roll Armory, where they played to a sold-out house. Stuart Rambles in and out of town in a matter of hours en route to his California home. Stu just returned from Europe with a trip to New York in December. With a string of listeners: "Rock Love" featuring Eddie Fontaine, and "Bridging Bells" by June Lester who is also this week's vocalist on NBC-TV's "Close Up." Mindy Carson visited the Windy City as part of an extensive tour. The whole town's talking about Nat Cole's very fine performance on February 6, on "The Ed Sullivan Show." From Chicago comes word that Jeanne Aked (Nature Boy) was in town from the country all excited about his new tune of "Run Away Boy" which will soon be recorded by Capitol. Those harmonica wizards of 39, Milt Jackson and Gus Tompkins have bought out their former partner and girlfriend, manager of Mercury Record Distributors, Harry Bloom, and has appointed him to president of the new label, "The Bus Stop," as new head of the LA branch. Singing star Margaretta Pine with her band, comedians The Honk's and The Galahads, opened a local club in Chicago, called the "Boogie Club." The same night, Eddie Cantor's "Crazy Legs" opened a new club in the same city, with his band, "The Crazy Legs Orchestra." The town was all talking about the new show "Moby Dick" opening at the Empire Theatre, with the music by Ira Gershwin.}

ROBERT B. "BOOGALIE"

I like... "TREES" by MIMI MARTIN

Eddie Lebonan's Orchestra

SPIRIT

Hey!

"BOOGALIE...whatcher think YOU SEE?"

by NICK THERRY

Eddie Lebonan's Orchestra

SPIRIT 102

Hey!... "BOOGALIE...whatcher think YOU SEE?"

"Boo-Ga-Lie:" slang term meaning: a local, native in the Cajun French idiom of Louisiana.

John Haddock, president of AMI Corporation, arrived in London this week for a conflagration with the Balfour Report which is the weekly management magazine of the music industry. After attending the opening of the season at the Apollo Theatre, where he was a guest of the theatre, Mr. Haddock then met the publishers at the annual party at the Savoy Hotel. The publishers were present in large numbers, and the atmosphere was one of cordiality.

The Vic's new LP, "The Man With the Golden Arm," has sold 100,000 copies in its first week of release. This is a considerable improvement over the sales of the previous LP, "The Man With the Golden Arm." The Vic's management is pleased with the results of the recent releases, and is planning to issue a new LP in the near future.

The cast of "The Man With the Golden Arm" includes Bob Hope, Bing Crosby, and Peter Lawford. The show has been well received by critics and audiences alike, and is expected to run for several more weeks.

The Town's Talking about Nat Cole's very fine performance on February 6, on "The Ed Sullivan Show." From Chicago comes word that Jeanne Aked (Nature Boy) was in town from the country all excited about his new tune of "Run Away Boy" which will soon be recorded by Capitol. Those harmonica wizards of 39, Milt Jackson and Gus Tompkins have bought out their former partner and girlfriend, manager of Mercury Record Distributors, Harry Bloom, and has appointed him to president of the new label, "The Bus Stop," as new head of the LA branch. Singing star Margaretta Pine with her band, comedians The Honk's and The Galahads, opened a local club in Chicago, called the "Boogie Club." The same night, Eddie Cantor's "Crazy Legs" opened a new club in the same city, with his band, "The Crazy Legs Orchestra." The town was all talking about the new show "Moby Dick" opening at the Empire Theatre, with the music by Ira Gershwin.

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TWO BIG NEW HITS!

‘The Ballad Of Davy Crockett’

The Smash Song Of The Year
From The Walt Disney TV Show
SUNG IN TOP STYLE BY

Rusty Draper

THE CUTEST HIT IN YEARS!

‘Chow Mein’

by THE GAYLORDS

MERCURY 70543 · 70543X45

“T’s What’s in THE CASH BOX That Counts”
MONEY THE

Norman Petty Trio

I WONDER WHY and THREE LITTLE KISSES

THE DICE READ 6 THE HARD WAY ... BUT ...

"X" RECORDS MARK THE HITS!

"It's What's in THE CASH BOX That Counts"
Big Three Inaugurates New Orchestra Series

NEW YORK—The Big Three will pioneer a new series of modern music especially arranged for program use of orchestras in the concert, educational, radio and television fields of entertainment.

"The increasing acceptance of modern music, even among our most conservative orchestral organizations, fulfills a progressive American listening trend and desire for this type of music, to which the publishing industry must respond," said Mickey Scopp, Vice-President, head of this project for the Big Three.

Alfred Newman, Ferde Grofe, Miklos Rozsa, Peter DeRose, Louis Alter, Granville English and Harry Sosnik are among the composers whose works the Big Three will present.

Ferde Grofe has been engaged to provide technical supervision and consultation in connection with new compositions and special arrangements for the series.

Ed McCauley of the Big Three report's exceptional interest in the project on the part of musical leaders in the educational field.

JOHN MICHALS
W9KOC—Fallston, Wis.
John Michals W9KOC—Fallston, Wis.

Bob Larson
1. Sincerely (McGuire)
2. Make Yourself Comfortable (Fontanes)
3. Let Me Go, My Love (Patti McGee)
4. No More (Fontanes)
5. I'll Make It Better (McGuire)
6. I've Made It Better (Fontanes)
7. Tell Me Tonight (DeCastros)
8. Rock Love (Gale)

Val Cleonard
K9KD—Los Angeles, Calif.
1. Hearts Of Stone (Fontanes)
2. Melody Of Love (4 Acres)
3. Melody Of Love (4 Acres)
4. Melody Of Love (4 Acres)
5. All That I Want (Morgan)
6. Thursday Night (DeJohns)
7. Naughty Lady (Ames Bros.)
8. I'm Falling In Love Again (DeJohns)
9. Major Pepperoni (Fontanes)
10. Great Catch (McGuire)

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2. Make Yourself Comfortable (Fontanes)
3. Let Me Go, My Love (Patti McGee)
4. No More (Fontanes)
5. I'll Make It Better (McGuire)
6. I've Made It Better (Fontanes)
7. Tell Me Tonight (DeCastros)
8. Rock Love (Gale)

Herb Knight
WEVY—Reading, Pa.
1. That's All I Want (Morgan)
2. Melody Of Love (4 Acres)
3. When You're In Love (Crewcuts)
4. When You're In Love (Crewcuts)
5. Naughtly Lady (Ames Bros.)
6. I'm Falling In Love Again (DeJohns)
7. Major Pepperoni (Fontanes)
8. Major Pepperoni (Fontanes)
9. Great Catch (McGuire)
10. That's All I Want (Morgan)

Sam Bradley
KULD—Kansas City, Mo.
1. Oh My Darling (Johnny Maddox)
2. I'm Falling In Love Again (DeJohns)
3. That's All I Want (Morgan)
4. Melody Of Love (4 Acres)
5. I'm Falling In Love Again (DeJohns)
6. Major Pepperoni (Fontanes)
7. That's All I Want (Morgan)
8. Great Catch (McGuire)
9. That's All I Want (Morgan)
10. That's All I Want (Morgan)
Coming Up In R & B
Listed Alphabetically

I BELIEVE
Ray Hamilton
(Epic 9092)
Atlanta, Cleveland, Detroit, Flint, Los Angeles, Nashville, New York, Philadelphia, Savannah

Wax Stars Perform At Baltimore Ops' Dinner

BALTIMORE, MD. — The Three Chunks, Mindy Carson, Richard Malby and the Metrotones helped the Automatic Music Operators of Greater Baltimore celebrate their Seventh Annual Dinner and Dance at the Lord Baltimore Hotel last Saturday, February 6th. Following the wonderful meal, Irv Goldner, the association's president, welcomed the crowd of 500 and introduced the many prominent people in attendance including Baltimore's Mayor, Tom D'Alesandro.

Immediately after the formalities, the tables were moved to the sides and the band swung into action setting the mood for a most enjoyable evening. The recording artists and other acts supplied the entertainment.

Most of the folks were in agreement that the 7th Annual dinner was the best yet.

Ample Music Signs Cleffer Jerry Stevens

NEW YORK—Ample Music has just signed Jerry Stevens, B.M.I. song writer, to a three year pact. Writer-composer, currently has one of England's big sellers in the song "Heartbeat" as recorded by Karen Chandler on Vogue, Ruby Murray, on Columbia, and Lita Born in London records. The London record is being set for release here this month. Meanwhile, the English success has stirred up action on the song here. "Heartbeat" is reported getting the R&B treatment by Chords, on Atlantic for an immediate release, and several other diaries, it is said, are rushing in to cover the song.

Ample Music has two other releases set for this month in the songs penned by Stevens, Janet Brace's recording of "A Woman's Love Is Never Done" on Decco, and the Eydie Gorme waxing of "Give A Fool A Chance" on Coral records.

Author-composer, Stevens is currently working on a Broadway musical for next season.

Quack's Waxed

MILWAUKEE, WIS.—A five minute phonograph record "How to Call Ducks," has been narrated by Phil Olt, Jr., a recognized authority on the subject, for Evirude Motors, Milwaukee, Wis. The record will be made available to sportsmen as a primer featuring the basic calls for "pud-dler"—or "muck-ducker"—and diving water fowl by Evirude dealers throughout the country.

Made for 78 r.p.m. machines, the record was produced by Evirude to accompany the introduction of the Duckin a three horse power outboard motor designed especially for the duck hunter.
MICKEY “Guitar” BAKER
(Rainbow 288)
“GREASY SPOON” (2:35) [George Baker] Mickey Baker, one of the top R & B guitarists, dishes up an intriguing instrumental of slow tempo. Baker’s talented guitar playing provides some ear-pleasing melody.

“SHAKE WALKIN’” (2:40) [George Baker] A quick beat driving instrumental that has a solid rock beat. Good wax for the teenagers.

JOE HOUSTON
(RPM 422)
“SENTIMENTAL JOURNEY” (2:30) [ASCAP—Green, Broom, Homer] Joe Houston provides a strong rockin’ treatment of the familiar oldie. Strong evergreen.

“CELEBRITY CLUB STOMP” (2:20) [Modern BMI—Houston] Another driving ditty for the hop happy kids.

JOE MORRIS
(Herold 446)
“BE CAREFUL” (2:45) [Angel BMI—Joe Morris] Joe Morris shouts a beaty item with some excellent advice. Deck has a solid beat.

“WAY DOWN YONDER” (2:25) [Angel BMI—Joe Morris] Here’s one that could be what Morris needs to get up with the nation’s big ones. A middle tempo spiritual flavored item that is different. It’s melodic and rocks. Could catch on in a big way.

BABY DEE
(MGM 55002)
“IF I DON’T MINE NO MORE” (2:10) [Drayer Music ASCAP—Singleton, McCoy] Baby Dee sings a middle tempo bonzer with a Latin feeling. Fair etching.

“WHEN I CRY” (2:41) [Garlock, Scherer BMI—Thomas] Baby Dee comes up with a strong item in another bonzer with a cute gimmick. A wailing counterpoint gives the deck individuality.

BOP-A-LOOS
(Mercury 70553)

“BONGO MAMBO” (2:42) [Break BMI] A quick beat mambo with a flavory sound that will satisfy. Two ok decks for the mambo crowd. Good programming for the jockey.

THE STREET SINGERS
(Tesco 899)
“TONIGHT WAS LIKE A DREAM” (2:20) [Forde BMI—Campbell] The Street Singers come up with a slow tempo unusual wax that proper exposure could do things for. The deck is gimmicked by the vocal group in a manner that will command attention if heard.

“CALDONIA’S MAMBO” (2:40) [Campbell BMI—Moore] A cute treatment in mambo tempo. The kids are good.

COUNT BASIE
(Clef 89121)
“SOFT DRINK” (3:05) [JATAP BMI—Joes] Count Basie and his ork run through a sprightly fast beat. Standout is an excellent sax performance by Frank Wess.

“TWO FOR THE BLUES” (2:47) [Nell Refti, Inc. ASCAP—Refti] Basie dishes up a middle tempo bounce with softened brass. Good dance tempo. Frank Foster teams with Wess for sax solos.

BABBS GONZALES
(Apollo 469)
“A COOL TALE OF LOVE” (2:39) [Boes Music BMI—Gonzales, Brannon] In a tender and sincere manner Babbs touchingly recites a goofy pop tale against a soft, sentimental organ backing by Brannon. Will be dug by Gonzales followers. Contrast of lyric as against presentation and organ backing funny bit.

“WHEN RIGOR MORTIS SETS IN” (2:47) [Boes BMI—Gonzales, Brannon] Another hilarious story handled in the same manner. Similar comments.

THE FEATHERS
(Aladdin 2777)
“I NEED A GIRL” (3:02) [Aladdin BMI—The Feathers] The Feathers dish up a melodic pretty in an infectious manner that could make the deck happen. Keep a close watch.

“STANDIN’ RIGHT THERE” (3:20) [Aladdin BMI—The Feathers] The group works their way through a mellow pretty with a recitation bridge. Falls short of the upper deck.

TINY BRADSHAW
(King 4777)
“CAT NAP” (2:28) [Sylvia BMI—Al Sears] The Tiny Bradshaw ork runs blythe through a rhythmic dance item with a modern sound sax leading the way. Infectious dance side.

SPOON” (King 8005)
“JUNIOR JUMPED IN” (2:19) [TNT BMI—Price] A fast beat cornball sound that could do well on the juke boxes.

“CALLING MARGE” (2:35) [TNT BMI—Price] Humerous telephone conversation conducted by Big Walter well done. Could pick up a fair amount of action on its novelty appeal.

“SEVEN BLUES” (2:24) [Bass BMI—Howard Marks] Another hilarious story handled in the same manner. Similar comments.

LINDA HAYES and The Platters
(King 4773)
“PLEASE HAVE MERCY” (2:53) [Gallo BMI—Howard, Otis] Linda Hayes does a powerful vocal job on a slow tempo melodic weeper. The gal sings with feeling against a strong chorus backing by the Platters. Good wax.

“OCCHI PACHI” (2:21) [Gallo BMI—Otis, Howard, Gallo] Linda Hayes has a really strong side here on one of those tunes figured to break two ways. Linda gets a solid support from Tony Williams. Don’t overlook this side.

THE GETHSEMANE SINGERS
(Ruby 1000)
“I KNOW HIM” (2:49) A slow sincerely performed religious item. Lead, chorus and piano. Lacks effectiveness.

“ALL MY APPOINTED TIME” (2:50) Similar comments.

THE CASH BOX
Rhythm ‘n’ Blues
BEST BETS

- "OCCHI PACHI" - Linda Hayes - King 4773
- "CAT NAP" - Tiny Bradshaw - King 4777

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

- "STANDIN’ RIGHT THERE" - The Feathers - King 4777
- "CALLING MARGE" - Tiny Bradshaw - King 4777
- "SEVEN BLUES" - Howard Marks - King 4777
- "STANDIN’ RIGHT THERE" - The Feathers - King 4777

© Happy programming
NEW YORK:

The Clovers, Atlantic Records, looking for that real big one, seem to have come up with it in “If You Love Me.” Only out a couple of weeks, reports coming in from all sources indicate the felas is on top of the heap again. Some of the reports, though in lesser quantity, show that the other side, “Dance to the Music,” is also being asked for. Although at this stage it is too early to tell, it could be a two sider. The Clovers used to make it a habit—issuing two sided hits, that is. Here’s one we’ve been hearing about for weeks now. By The Charmas. Seems theetching was tested territorially and only this week was shipped nationally. Its Eddie Meiner, Biddle Records, hot about his Patti Anne’s “Shaggy Boom.”

Tune was written by Al Jarvis, Coast jockey. Bill Biddle, local manager, says he will be erroneously declared dead. Bill’s in fine health and in a happy frame of mind as long as Harry keeps turning out those hits. Herald may have something in the new Charlie & Ray “Take A Look At Me.” Spot tested in New York and the orders were—instantaneous. Al Silver, out with the virus, should be checking by this news. Chet Baker, scheduled for New York on March 12 for his Carnegie Hall concert, is readying his new “Chet Baker & Friends” LP and coming to the city for an appearance at the Blue Moon. beans, Feb 20.

SINGING AMBASSADOR OF BOYSTOWN

The Paul Coates “Confidential File” TV show 2/6 was one of the most controversial issues ever to hit the trades. During the show Coates blatted the “dirty” R & B records that are now on the market and their influence on teen-agers. He pointed particularly at the “Annie” series and put Ralph Blass, A & R rep, for King and Federal, in the “hot seat” as one of the biggest offenders. Blass got away with his racy records. Also appearing on the show was Dick Hughes and Joey Adams, LA deejays. Earl Bostic and his orchestra are slated for a two month tour of the Western territory starting April 5. They will open at the Club Oasis here in LA on April 25 for two weeks. Dinah Washington will also hit the West Coast in April. Front Page columnist Bill Doggett will kick off his first Western junket in May. Oscar McLinole and his band is one of the few groups that can boast about having one of the longest single engagements in history. They have appeared continuously at the Trade Winds in Inglewood for almost two years. George Gershavich is happy over his latest Modern release “Pretty Girl” and “Lolly Lolly.” The Hollywood Vamps, who are now on tour throughout California, staged an appearance at The Harlem Hot Spot in San Pedro Feb. 11. The package unit included Linda Hayes, Roy Brown, Johnny Watson and Tommy Jones’ Orchestra. A promising new R & B bouncer “Shaggy Boom” is showing strong signs of becoming a hit. It is being played on both POP and R&B coverage and is out by The Nuggetts (Capitol), Leo Diamond (Victor), The Dooleys Sisters (Tampa), and Patty Ann Meener (Aladdin). Tune was written by deejay Al Jarvis and harmonica wizard Leo Diamond. The tune “Slow But Sure,” which was written by Benny Carter and Adeline Hanson, is being released on the Forecast label by Bernie Gooden. Deejay Hunter was in attracting turn-around crowds with his hi-weekly talent shows at The Club “400” in San Diego. The Orioles were so successful at The Five-Four Ballroom that they were held over for an additional week-end 2/11 thru 2/13. Charles Brown and his band also appeared on the dance bill. Last Jordan hits the market with his latest Aladdin release this week. Titles are “Gal, You Need A Whippin’” and “Time Is A Passin’”.

Water Imperial Records during the month of April, Prexy, Lew Chudd, has some big plans that should make Imperial the hottest label in the country. With the cooperation of his two ace A & R men—Eddie Ray and Dave Bartholomew—he has a winning combination that can’t be beat. The Ray Brothers are going great guns with five new releases out this week by Bobby Red & The Laurels (Flair), Oscar McLinole (Modern) Jimmy McCracklin (Modern), Arthur Lee Maye & The Crowns (RPM), and Joe Houston (RPM). Publicist Hal Spector is making plans to record a tune called “Mattress Mambo” by Dian Comfort. James which will be released on the Imperial label. Art Tatum opens at Zardi’s on Mar. 11 to be followed by Coleman Hawkins Mar. 25.

CHICAGO:

It is reported that plans are underway for Mahalia Jackson to star in her own TV show in the city. In the meantime, CBS showcasing Mahalia on several local TV shows. Her “Rustic Old Halo” doing mighty well for her. A recent show at the Coronado Theatre where she’s singing all his big records including the current, “I Believe” which is already catching on in a big way. Milt Schiowitz tells us that “No Chance” by The Cadillacs on Josie may be his next big hit. Chess boys out with several potential hits again. Such as “I Wanna Hug Ya, Kiss Ya, Someone Ya’” by Buddy & Claudia; Jimmy Witherspoon’s “Time Brings About A Change” and a brand new Little Walter release titled, “My Babe.” All Phil will say about his Little Walter disk is, “Just watch it!” Phil, who just returned from a Florida vacation where, he claims, it did nothing but rain for his entire stay, is now holding down the fort here while Leonard travels his regular Southern route in search of his beloved blues hits and hits... “I Wonder Why” on Vee-Jay by the Rhythm Aces seems to be going pop but flat. Chicago jocks have really jumped on this one from Calhoun’s darting dinkery in New York on biz. Johnny Ace’s “Fledging My Love” is a big seller here. But it is beginning to look like the tributes to the late Mr. Ace, especially Johnny Hodge’s “I Love You, Little Walter,” will also be a tremendous item. Though out just a short time, disk is already hitting the best seller charts. Mercury Records running a dj contest in connection with Sarah Vaughan’s “How Important Can It Be,” which looks like it will be as big, if not bigger, than “Make Yourself Comfortable” for the “divine Sarah.” In cidentally, during her stay at the Chicago Theatre, seems Sarah was a frequent visitor to the Rodeo Lounge where she enjoyed watching Carmen MacRae, Johnny Hodges breaking it up at the Crown Propeller where his loyal legion of fans continually return to watch and listen to this popular favorite.

LOS ANGELES:

The Paul Coates “Confidential File” TV show 2/6 was one of the most controversial issues ever to hit the trade. During the show Coates blasted the “dirty” R & B records that are now on the market and their influence on teen-agers. He pointed particularly at the “Annie” series and put Ralph Blass, A & R rep, for King and Federal, in the “hot seat” as one of the biggest offenders. Blass got away with his racy records. Also appearing on the show was Dick Hughes and Joey Adams, LA deejays. Earl Bostic and his orchestra are slated for a two month tour of the Western territory starting April 5. They will open at the Club Oasis here in LA on April 22 for two weeks. Dinah Washington will also hit the West Coast in April. Front Page columnist Bill Doggett who will kick off his first Western junket in May. Oscar McLinole and his band is one of the few groups that can boast about having one of the longest single engagements in history. They have appeared continuously at the Trade Winds in Inglewood for almost two years. George Gershavich is happy over his latest Modern release “Pretty Girl” and “Lolly Lolly.” The Hollywood Vamps, who are now on tour throughout California, staged an appearance at The Harlem Hot Spot in San Pedro Feb. 11. The package unit included Linda Hayes, Roy Brown, Johnny Watson and Tommy Jones’ Orchestra. A promising new R & B
Faron Young Contest
To "Name The Band"

NASHVILLE, TENNESSEE—Hubert Long, manager of Faron Young, Grand Ole Opry entertainer and Capitol recording artist, announced here last week that March 15 opens the Faron Young "You Name The Band" contest.

Long stated that the contest is open to any and all—and all you need do is submit a name for the Faron Young Grand Ole Opry Band. Contest closes April 15, 1955. Send all entries to Faron Young, Radio Station WSM, Nashville, Tennessee.

The winner will be awarded an expense paid week-end pass to the Grand Ole Opry here in Nashville and will be the special guest of Faron Young. Faron's Grand Ole Opry band consists of Gordon Terry, fiddle; Joe Vincent, steel guitar; Tom Pritchard, bass; Teddy Wilburn, rhythm; and Doyle Claborn, lead guitar.

Entertain Troops

NASHVILLE—Jim Reeves, Abbott recording artist and star of the Louisiana Hayride, sings to Adelle August, Columbia Pictures starlet, as they entertain the crew of the aircraft carrier Lake Champlain in the Mediterranean of Marseilles, France. Jim was on tour with a USO unit during the holiday season. The group played 23 shows in 18 days, appearing in Paris on Christmas and at Stuttgart, Germany, on New Years. They also visited bases in the Azores and in Newfoundland. Several members of the troups, including Jim, were guests on Ed Sullivan's "Toast of the Town" on January 9.

Andoll Records Adds
New Square Dance Line To Label

NEW YORK—In addition to its growing list of popular, jazz, and old time records, Andoll Records has disclosed that it is adding a new line of square dance disks. Nearly everything is ready to go in this new field and the first recording is expected to hit the market in February.

The first release will feature Johnny Gardiner, who hails from Merrill, Wisconsin, and is well known among Square Dance Clubs in the Midwest. Johnny is joined by the Valley Hoe-downers, also from Merrill, who furnish authentic Square Dance music. It is expected that the first two songs to be released will be "The Gents Grab Hold" and "The Biscuit Square," both with calls by Johnny Gardiner.

In a recent interview with Gardiner, he stated that he expected to make personal appearances at a good share of the Midwest's Square Dance clubs. He also stated that he expected to open his own record distributing company, which will be called "The J-Bar-G Sales Co," for the purpose of promoting and distributing the new square dance line of Andoll Records.
A few months ago I told you about the wonderful square dance unit that we have around these parts headed by Miss Gobble, the "Midwesterners". At that time I promised you that I would be writing more about them. Well, here it is.

In March the fast stepping square dancers will fly to Hollywood and make their first picture called "Second Greatest Sex" for Universal International. Set in Kansas in the 1880's, the movie is based on American folklore and will be filmed in color. The wide-eyed Midwesterners stars Jeanne Crain, Bert Lahr, Paul Gilbert, George Nader, Kitty Kallen and Keith Andress will be in the featured roles.

The "Midwesterners" will fly to Hollywood from Washington, D. C. following their Feb. 28-Feb. 31 appearances on the Tennessee Ernie Ford show, and are scheduled to spend March 1-6 at the U.F. studios for the filming of their particular scenes... OUR BEST TO THEM.

They tell me that all 2000 seats in the National Cash Register's Auditorium in Dayton have already been reserved for the Steve Allen show "Tonight" on Feb. 11th. Just goes to show you that folks in this neck of the woods are hungry for good TV shows. Too bad more of them don't stop by.

Bonnie Lou (King) told me that she will be out of town this week doing shows in Canton and Youngstown. That gal really packs them in... Jimmie Skinner (Deco) appearing at the Huntington Theater in Boston and end in Cleveland. Jimmie reports that "Mambo Love" the song he was writing which was recorded by the Geer Sisters on "O.K." is doing real good... Ethel Smith appearing every Sunday along with Sonny Howard the comedian.

Donna Engel (Smokey) still ill, has been away from work for the past few weeks.

Red Turner, one of the Queen City's best loved country personalities has joined radio WZIP-Covington, Ky. as a folk disc jockey. Formerly with the Renfro Valley Barn Dance and more recently a star on WVL's Midwestern Hayride on both radio and TV, Red has settled down at WZIP (just across the river from Cincinnati) in the role he likes best as Mr. Country DJ. Heard daily on a morning show, Red also has a three hour request program on Saturday.

No Motorcycling For Carl Smith

CARL SMITH (Linn 1099; 45-1099) has been arrested on charges of motorcycling without a license. Smith, a well-known outlaw in the area, was stopped by police while riding his motorcycle on a public road. He was cited for operating a motor vehicle without a proper license and is scheduled to appear in court next week.

CINCINNATI CUT-UPS

B JACQUELLE HILL & JACK CARDWELL (King 1442; 45-1442)

B ARE YOU MINE? (2:20) [Danzel BMI—Grandy, C. Esplin, E. Esplin, J. Esplin, J. R.] The inviting vocal stylings of Jack Cardwell are teamed up with the fine playing of guitars on this number. "Are You Mine?" is a delightful pop ballad that will be a hit in the country market.

B CO K O MO (2:23) [Meridian BMI—Forest, Haven] Cardwell solos as he zestfully belts out this pop and rock smash. Delightful pairing.

B LEFTY FRIZZELL (Columbia 21336; 4-21336)

B A FOREST FIRE (2:14) [Ira, & Rose BMI—Frizzell, Adama] Lefty Frizell projects a middle beat tearful item with a tender emotion that tells the story of his love. "A Forest Fire" is a beautiful mid-tempo ballad that will certainly appeal to the country music audience.

B MAKING BELIEVES (2:30) [Acuff-Rose BMI—Work] Flipp is another weeper that Frizell performs in soft, sincere fashion. Fine material.

B THE ANDREWS BROTHERS (MGM 11926; K11926)


B THAT'S WHY WE DRIFTED APART (2:39) [Acuff-Rose BMI—J. Andrews, B. Andrews] Lower led is an up-beat, sentimental item that the boys work effectively.

B FRANK STARR (Linn 1099; 45-1099)

B THE DIRTY BIRD SONG (2:00) [Lin BMI—Baker, Miller, S. Smith] Frank Starr, with his fine tenor, garners round applause voices across in exciting fashion on this driving novelty fashioned song. "The Dirty Bird Song" is a real crowd pleaser, one of Frank's finest efforts.

B DIG THEM SQUEAKY SHOES (2:14) [Linn BMI—Baker, Miller] Flip is a solid Jump item with delectable lyrics. A potent debut, on both ends, by Starr and his Rockaway Boys.

B THE NUTTY LADY OF SHADY LANE (2:29) (Paxton ASCAP—S. Tepper, R. Bennett)

B MR. SANDMAN (2:00) (E. H. Morris ASCAP—P. Ballard)

HOMER AND JETHRO (RCA Victor 20-6029; 47-6029)

The two-man wrecking crew, Homer and Jethro, are up to their old tricks again, namely "tune-wrecking". The boys have a sensational talent for tearing down the top pop tunes, rebuilding them with a rough-sounding foundation and managing to earn a load of laughs on the vocals and riffs in the process. This time the comical success is "The Naughty (now the Nutty) Lady of Shady Lane" and "Mr. Sandman". A two-sided laugh and sales must.

B BIFF COLLIE (Stordy 178; 45-178)

B WHAT THIS OLD WORLD NEEDS (2:21) [Starrett BMI—D. Shippman, Biff Collie comes up with a seeko reading on a fast-paced ditty with tantalizing "noise" (2:30) [Valley BMI—F. W. Wilson]. Pee Wee King, Red Steagles, the trio and band all pitch in to knock out a most enjoyable novelty built around the popula...
Tony Lane, steel guitar, Curley Gaimano, piano, Label X's newcomer—Jack Tucker recently did a date on the Panorama Pacific—CBS TV. We're told that Jack has one of the most colorful Western dance bands in the business. Jack is on the Barnsdale Jubilee every Saturday night (7:30-9:00, channel 11). Norrie Layton is also featured on the Barnsdale Jubilee with Tucker and his Oklahoma Playboys. May Hawks ("X") into Nashville recently—after having stopped in Cincinnati, Chicago, St. Louis, and Kansas City—淝 with King and Marty Roberts of WCKY. May also visited with the deejays in Louisville, Ky., and will work guest appearances on the station's later newscasts.

When God Bless America was promoted in New York, the top man was Tom Edwards, WERE-Cleveland, Ohio, who says he’s scheduled to host a top country talent to appear at his Circle-Theatre Jamboree among the coming weeks. The Davis Sisters were there on Feb. 5th. Sonny James, Jim Ed Brown & The Tan Family, and the Dandy Boys are set for the 20th. Elvis Presley with Billie Joe and Pat Boone—Josephine Morgan, The Jordanaires and the King's Men, and the WREX program guests (still promoting "I'll Be Home For Christmas"") are all expected.

The Rayettes, The Jettys, and the Dandy Boys were joined by The Ernie Prideys, The Scarletts, and The Jimmies to bring in the New Year at the Jamboree. The Davis Sisters, The Jordanaires, and the King’s Men are all expected for the 20th of this month.

HANK TROTTER

THE CLIFF RODGERS NEWS SHOUT just came in... all loaded with interesting news bits. Cliff says he still uses some phone calls. Soo, if you’re looking for a country music haven, call Clifton, N.J., and listen to the show on WHWK-Akron, WREX-Cleveland, WBBM-Chicago, WOR-New York, and WSM-Dallas.

Buddy Killer, Nashville songwriter, all smiles over his tune just released today, "Charlie's Heart." Cliff says this is a brief adventure in the country music business. The run is expected to last for two consecutive years by the year 1960. Judge Hay is Editor and General manager of the newspaper.

Faron Young and the Grand Ole Opry have been in the New York Post since Thursday, and they're still there today. The manager, Dick bacon, Hubert Long manages the Grand Ole Opry-Young account. The pair will be working with Gene Autry, the Grand Ole Opry, and the Opry's Manager, Dick bacon, to bring in the New Year at the Jamboree. The Grand Ole Opry stars were scheduled for the Jamboree last night.

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THE SEEBURG Select-o-matic 100 MUSIC SYSTEM

the only music system that has

THE SEEBURG Select-o-matic 100 MECHANISM

America's Finest and Most Complete Music Systems
NEW YORK—Stanley Adams, president of ASCAP, appeared on the Steve Allen TV show Tuesday night, February 8. Adams, naturally, played up to the sympathy of the listening audience, telling of the programs ASCAP has underway to cooperate with the Armed Forces, etc. Answering a question thrown at him by Steve Allen (probably well rehearsed) Adams intimated that writers and publishers receive royalties from all sources with the exception of the juke box industry. However, he stated that they are now in the process of seeking federal assistance thru legislation that would eliminate this exception. (Ed comment: This will give the music industry an idea of how ASCAP is working on the sympathy of the general public. Somehow, Adams forget to mention that the juke box operators pay royalties to record companies [including in the price of the record] which is in turn is paid to ASCAP members). 

NEW YORK—Altho music operators have to contend with many problems, when two or more get together, the main subject of conversation is dime play. It is most gratifying to the publishers of The Cash Box, who, for the past many, many years have been campaigning for the changeover to dime play so that the thousands of people connected with the industry could conduct their businesses on a profitable basis, that in the past months territory after territory (and some of the toughest like New York, Philadelphia and Boston) are in the process of going to 10c, 5 for 25c. With this in mind, we would like to quote a portion of a letter from a music operator: "Keep up your good work on the ten cent play. As you know, we here in Paterson, N. J., had started last year and some of the boys have gone back on five cent play. However, we stayed right with it. In some places, we are 10c, 4 and 5 for 25c; and also 10c, 3 for 25c. The balance are on 2 for 10c, 5 for 25c. But, as I have said in the past, that it is your good work and good editorials that have kept us on ten cent play." (Signed) Clio Rosazzo, G & M Vending Co.

WASHINGTON, D. C.—These are encouraging statistics: It is reported that America's factory workers were averaging $74.12 a week as 1955 began, a new high and a full $2.20 over the average weekly wage in January a year ago. It is estimated by top authorities that the average weekly earnings will go up another $2 plus during this year.

From Lodi, California to Lodi, New Jersey, clear across the nation, comes the same complaint from operators:

"We are taking in more, but are earning less, than we have ever earned before."

The fact remains that, with overhead expenses and all general costs of business continuing to zoom into the inflationary skies, the operators have found that, even tho their intake may be greater than it was in 1939, for example, they are earning much less in 1954 than what they earned, on a comparative basis, in 1939.

From those who have changed over their equipment to dime play, the complaints aren't as vociferous or as pronounced as they formerly were.

Many who still persist on continuing on nickel play will, most definitely, have the greatest of difficulties and, in most cases, can only continue to show red ink in their ledgers.

When this publication reported that overhead expenses, new machines, trucks, tires, gas, and the thousands of other necessities to continue to do business, had increased better than 300% since 1939, it was being extremely conservative.

The fact of the matter is that, if this publication were to be much more exact in its figures, the increase in cost of doing business since 1939, is much greater than 400%, according to those who have sent in proof to dispute the 300% climb of costs.

But even if held down to the 300% increase basis, surely then, with today's American Dollar worth but 5%, which means that the 1954 dime is worth but 5c and the 1954 nickel is worth but 2.5c, how can anyone charging a nickel, half the 1939 value of the coin, continue in business by paying 300% more for all merchandise and supplies?

In short, as the complaints continue, more and more operators are coming to the point where they realize that their own salvation, to some extent, lies in dime play.

Whether the operator has his route somewhere along the Pacific, or along the Atlantic, or anywhere in between the two oceans, he is now confronted with the problem of deciding whether or not he desires to remain in business on a somewhat profitable basis.

This must be his own decision.
THE Select-o-matic

LEADER IN STYLE, LEADER IN PERFORMANCE. It's the music system that has everything. Striking, distinctive beauty in every line. Engineering features that assure unexcelled performance and simple economical operation. It's the Select-O-Matic "100." Compare... you'll find there is no comparison... it's Seeburg all the way.

IT'S SEEBURG ALL THE WAY!

THE Select-o-matic MECHANISM

ONLY SEEBURG HAS IT. The heart of the world's finest and most complete music system. The first coin-operated mechanism designed exclusively for playing 45 RPM records. Plays and stores records in vertical position.

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
Chicago 22, Illinois

America's finest
THE CHAMPION MUSIC SALESMAN OF THE WORLD.
The finest remote selection system ever built. Brings music, cataloged under the five basic musical classifications, right to the fingertips of guests. Sparkling chromium-plated housing. 3-wire type, easy to install.

THE WALL-o-matic

Plus SEEBURG ALL-DIRECTIONAL SOUND

THE MOST ADVANCED ELECTRO-ACOUSTICAL system ever offered in a coin-operated music system. Five separate high fidelity speakers are integrated into the acoustical chamber of the Select-O-Matic "100." The way to appreciate it is to listen to it.

Plus SEEBURG FULL-SPECTRUM HIGH FIDELITY

HIGH FIDELITY ALL THE WAY for the last word in listening pleasure. High fidelity magnetic pickup has 20 to 25,000 c.p.s. range to match the high fidelity characteristics of the pre-amplifier and power amplifier of the Select-O-Matic "100." High fidelity remote speakers for every type location.

and most complete music systems
we took a tip from the camel...

...now you can go longer between collections

- because of these jumbo-sized coin collection units. Another outstanding feature of the famous Trouble-Free ROCK-OLA mechanism

ROCK-OLA HI-FIDELITY Music

ASK YOUR ROUTE MAN... HE KNOWS


"You asked me how I like the New Rock-Ola. One thing sure, they cause us no trouble at all. It is a small neat package that fits in well anywhere. Hi-Fi has now been added to keep pace with popular fancy and in my five years experience with the Gordon Stout Company, Rock-Ola has always been one of our favorite machines."

LEO J. FREIDEL

For further information write
ROCK-OLA Manufacturing Corp.
800 N. Kedzie Ave. • Chicago 51, Ill.
URGES NATION'S PINBALL OPS CHANGE TO DIME PLAY

Balto Music Ops Banquet Another Smash Success

Mayor D'Alesandro Speech, Highlight

WILLIAM G. WORRELL/STAFF PHOTOGRAPHER

Baltimore, Md.—With each succeeding year, the annual banquet run by the Automatic Music Operators of Greater Baltimore improves. One would think that it would be impossible to run a better dinner and dance than the one held the year previously, as visitors from all over the country emphatically state that the Baltimore affair tops any they attend.

But the 7th Annual Dinner and Dance, held Sunday night, February 6, at the Lord Baltimore Hotel, was the best ever. Irving Goldner, president; Sam Gensler, vice president; Gabe Camko, banquet chairman; and Geraldine Burns, staff secretary, as well as those members who served on the various committees, are to be congratulated highly on the results of their efforts.

One of the reasons for the great success of the 1955 banquet, explained Goldner, was due to the limit put on the sale of tickets. In 1954, 670 guests were on hand. But for 1955, the association notified the trade that only 100 tickets would be sold, first come first served. By cutting down on the attendance, it was possible to arrange for a good sized dance floor, which, by the way, was well used. Cocktails and Smorgasbord were served from 5:30 to 6:30 P.M., when the guests were informed dinner was being served. Dinner started at 7:00 P.M. on the dot. Following the dinner, Camko introduced Goldner. Goldner made a very short welcome speech, and then introduced the many political figures present, and the out-of-town coin machine notables.

The highlight, as is the custom every year, was the introduction of Thomas D'Alesandro, the popular Mayor of Baltimore, who, in a few short words, expressed big appreciation of the coin machine industry's highly regarded status among the city's business.

Entertainment was provided by two bands, a regular show, and recording artists from the various record companies.

All of the city's distributors and their staffs were on hand.

Outstanding visitors were: Alvin Gottlieb, D. Gottlieb & Company; John Stuart and Jack Mitnick, AMI, Inc., Detroit; Paul Poster, Universal Manufacturing Company; Harry Stern, Williams Manufacturing Company; Ed Lein; Chicago Coin Machine Company; Ralph Sheffeld, Gene Manufacturing Company; Jack Nelson, Bally Manufacturing Company; J. J. McClellan, J. P. Seaburg Corporation; Dave Rosen, Philadelphia; Lenny Schmeller, Philadelphia, and The Cash Box staff of Joe Grub, Bob Austin, Sid Parnes, Norman Orleck, Marty Ostron and Ira Howard.

CHICAGO—About two months ago executives of Williams Manufacturing Company, this city, urged the nation's pinball operators, thru this publication, to adopt the dime play.

The firm advised, at that time, that it would ship all of its coin operated games with dime chutes, unless otherwise requested.

The firm also advised, at that time, that the nation's pinball ops make extensive tests of dime play and enter into dime play with spirit, so that the operators would be able to enjoy the extra income necessary to insure them a profitable business.

Williams' executives reported that tests proved quite successful, and in some instances the pinball ops quite profitable. But too few of the nation's ops heeded their suggestion, which, if taken, they state, would have shown increased percentage of income, giving them greater profit, and at the same time would have permitted them to purchase more games.

This in turn, would have resulted in larger production runs, so that the factory could pass the savings of this larger volume production on to the operators by lowering prices of its new games.

As Sam Stern, executive vice-president of the firm explained, "This is a common practice. When we can enjoy much larger production runs on new games we can, in turn, pass the savings onto the purchasers of our machines."

"This", he claims, "can come about if the operators will adopt 10c play and, at the same time, they put 10c play into operation, also ask for front money from their locations to assure themselves steadier profits."

One executive of the firm pointed out that where, during '54 the average wage for labor was $55 and $45 per hour, it now ranged anywhere from $1.25 to $1.80 per hour. At the same time, he showed other increased costs for raw materials as well as for components while, as he explained, the firm now had university graduates on its engineering staff receiving higher salaries than they would have ever paid to so-called 'practical engineers' in the early pinball days.

But this adds up, as the firm's executives point out, simply means that the pinball ops operators have been forced to switch to 10c play, the pinball ops, too, must change over to dime play to assure themselves remaining in business.

The firm believes that all pinball operators will agree to the need for greater income. They therefore hope that the pinball operators will meet with, or write to, them, offering any constructive suggestions as to how dime play can be put into effect on a national basis for the pinball industry.

They extend an invitation to all pinball operators' associations to visit with them at their factory here in Chicago and further discuss 10c play.

This time the Williams Manufacturing Company feels that 10c pinball play is more than just the suggestion or discussion stage.

They now feel, not like the last time, the proposed the changeover to dime play, that the entire pinball industry, nationwide, simply must make this change to insure itself continuing on profitably and to also help itself to greater savings on new products.

(EDITOR'S NOTE: About seven years ago The Cash Box first proposed that 10c pinball play come into being. This publication pointed out at that time that it was much easier for pinball ops to put dime play into operation than it was for the music ops. Furthermore, as this publication pointed out, as far as replays were concerned these could mean clinics, just as costly as they means nickels. Result was that Williams didn't realize enough gained by adopting dime play. The gun games that have become popular also are featuring dime play.)

Mich. Vend Ops Form Association

Jacobsen Elected President. Roy Small Assists

DETROIT, MICH.—After conducting its business for four months on a temporary basis, the vending machine operators here met on Wednesday, February 5, at the Veterans Building, this city, and formed the United Vendors Association of Michigan, Inc.

C. J. (Chuck) Morgan, conciliator for the group, conducted the meeting until officers were elected. Roy Small, conciliator for the United Music Operators of Michigan, assisted this group in forming the association, and by request conducted the election.

Mervin Jacobson was elected president; Warren Ayers, vice president; Leo Kalyvas, Jr., secretary-treasurer.

Selected to serve on the board of directors were: T. Cooper; B. Coleman; D. Weinberg; William Maskeney; Hugh Howes; William Emer; John Jannenve; Robert Ryan, and Thomas Thomas.

The Cash Box
Genco Presents New Gun
Guns to be Shipped in Two Models. One Regular One Match Play.

CHICAGO — Genco Manufacturing & Sales Company, this city, this week the introduction of its new gun in two models, Match model—"Cris Cross Wild West Gallery; and regular model "Wild West Gallery." In explaining the "Cris Cross Wild West Gallery," Sam Lewis stated, "Here, we took the successful matching feature ever developed for Bowlers and adapted it simply and smartly to a gun game. When a number is matched this number is transferred to a 'Cris Cross' card on the score glass. When a line in any direction is completed on the 'Cris Cross' card, the player has made a 'Cris Cross' match. If the 'Super' light is lit above the 'Cris Cross' card when a line has been completed, the player has made a 'Super Criss Cross' match. The 'carry-over' feature on the 'Cris Cross' card is a terrific play incentive, as can be well imagined."

Avron Gensberg chimed in to tell about the increased significance of "Tmer" (bonus points) which the firm has developed. "No longer is it necessary said Gensberg, "to subtract the figure on the 'Timer' wheels from 60, multiply by 2 and add to existing score. Instead, our 'Timer' starts at 900 and steps down by 10's to zero. At the end of the game, whatever remains on the timer is added to the player's score."

"Wild West" has four types of different moving targets: "Swinging Indians" that move in pendulum motion; a floating "Horse's Bullseye" that moves in a circular up and down motion; disappearing "Bulls-eye"; and "Running Coyotes" that move in a back and forth movement. There are also flip-over western targets and "Lighted Birds in Jugs." The player shoots out the flames.

Other features detailed, are: High shot in thousands of twenty-five shot; ultra-fast playing time; automatic rifle—rapid fire; highly styled, compact cabinet, only 29% inches wide; easy to service—every unit comes out of the cabinet; and single key fits all locks.

Samples were being shipped to distributors this week, it was stated.

First Coin in Vegas
BUFFALO, NEW.YORK—Stephen L. Vukelic, president of Century Automatics, Distributors, this city, reports that while the formal presentation of the Wurlitzer phonograph Model "1800" attracted more than 300 on Wurlitzer National Days, the enthusiasm for the new machine continues to grow. Vukelic advises Ed Clinton and John Seiling are continuing to rack up orders that are hilariously gratifying, so the firm is now moving to keep pace with the demand. Prominent among the operators who visited Century are the following: Shagla, Jamestown, N.Y.; John Ogarek, Lackawanna, N.Y.; Bob Scott, Joliet, Ill.; and Jimmy Vona of Tonawanda, N.Y.; Bill Nebbett, Harry Bruck, Harold Boreanetz, Mr. & Mrs. Voelker, Johnny Ober, Bob Kaye, Tommib Sokoiski.

LAS VEGAS, NEV.—The above picture was reproduced in the Las Vegas Sun, local newspaper, January 20 issue. The caption underneath the picture read: "COIN MACHINE WORKERS—An impromptu luncheon at the Westerner Club this week found several well known downtown casino owners, all members of The Cash Box '20 Year Club,' having been associated in the coin machine industry for over 20 years, meeting with Taft, second from left, West Coast representative of The Cash Box.

"The Cash Box covers the entire coin machine and music industries. It is considered the 'music business bible' by publishers, recording artists, disk jockeys, and others allied to the music industry throughout the world."

"Put Buckley, left, coin machine manufacturer, met with Taft and well known Westerner partners, Misko Ryan, 'Hoppe' Pepple and John Haines."

Ed Schaeffer, Joe Skiba and Al Boltz of Buffalo.

Operators also visited from such out of town areas as Olean, Salamanca, Erie and Elmira.
Of every pastime the player demands that it be a worthy foe, a resourceful antagonist offering an endless array of actionable moves against which he pits his skill, his sense of timing, his instinctive love of variety. It's fun to win, sometimes even greater fun almost to win, and sometimes the greatest fun of all is to be conquered by an opponent which has suddenly and unexpectedly delivered unknown resources. Such thrilling amusement is rooted in the very meaning of human nature. And such a development is the astounding, totally new, all automatic Electronic Pointmaker which is so different from all the automatic amusement contrivances of the past that it is not even coin-operated. Just what is its strategy? Can it really THINK? How does the electronic brainwave cope with the human brain? The answers can be obtained from Buckley Manufacturing Company, sole builder and merchandiser of this new storehouse of electronic magic. Write or phone...

BUCKLEY MANUFACTURING CO.
4223 West Lake Street, Chicago 24, Illinois, U.S.A.
Telephone: VA Buren 6-6533

"It's What's in THE CASH BOX That Counts"
Boston Music Ops Meet To Form Association
Dime Play to Start

BOSTON, MASS.—Boston music operators met on Thursday night, February 3, at the Hotel Kenmore, this city, to form an operators' association throughout this area.

Under the chairmanship of Dave Baker, a committee was appointed to formulate plans. Committee is headed by Sol Robinson, and comprises one representative from Mystic Automatic Sales, Cigarette Service, Capitol Music and Newtown Music.

The main subject under discussion was the conversion to dime play. Operators heard of the success in nearby Western Massachusetts, Springfield, Worcester and other areas, and were of the unanimous opinion that it would be successful in Boston. Many of the operators advised they would start planning for converting to 10c, 3 for 25c play, with a selection of old records and believed they would be ready to get into action by March 15.

The enthusiasm of the Boston music operators is expected to spread dime play throughout Massachusetts, into New Hampshire, Maine and Vermont.

As news of the decision of the operators to organize and their intentions of converting to dime play spread around coorth, all of the distributors began to display their machines featuring 10c, 3 for 25c stickers.

One of the plans under consideration is the employing of a hard-hitting publicity programs to acquaint the public with the reasons for the move.

Other music operators seen at the meeting were: Arthur Sturgis, Phil Swarts, Henry Gladstone, Sidney Wolbarsht, R. Spector, Edgar Beals, Perry Lipson, Ralph Lackey, Lou Abrahamson, Manny Andisiam, George Campbell and C.J. Jacobs.

Wurlitzer Names Richard Luther Export Sales Representative

RICHARD B. LUTHER
NORTH TONAWANDA, N. Y.—The Export Department of The Rudolph Wurlitzer Company, this city, which sells electric organs, pianos and automatic phonographs throughout the world, has appointed Richard B. Luther as sales and service representa-

tive for Latin America. The announce-
ment was made by Arthur C. Rutzen, general export sales manager.

Luther, a graduate of the University of Buffalo, was born in Weymouth, Massachusetts. He has had extensive manufacturing, engineering and sales experience and is a member of the American Institute of Electrical En-


ngineers. Luther's military service en-
compassed the years 1944 to 1946. He entered as a private and left the ser-
vice with the rank of captain. During
his college career from 1940 to 1946, he worked in the Buffalo plants of Chevrolet and Bethlehem Steel and taught electrical subjects at Siena Vocational High School.

From 1950 to 1953 Luther was As-
sistant Electrical Superintendent of the Andes Copper Mining Company, Potrerosillos, Chile, In 1953 he returned to Buffalo where he became supervisor in the manufacture of aircraft, elec-

tronic equipment for the Sylvania Electric Products Company. His as-

sociation with The Rudolph Wurlitzer Company dates from January 24.

His Wurlitzer assignment will in-
clude both sales and service contacts with export distributors in Latin America.

Sierra, L. A., Kicks Off New Sales Campaign

LOS ANGELES, CALIF.—To stimu-
late sales on the new Wurlitzer "1800" C. A. "Shorty" Culp and Wayne Copeland of Sierra Distributors, here, have launched their unique "Music of the Future Awards" Campaign. During the next six months Southern California operators are offered a chance to win many valuable prizes.

The purchaser of a new phono re-
ceives a certificate worth 1000 points which can be saved up and redeemed for autos, pick-up trucks, mink coats, jewelry, appliances, paid vacations for two to Hawaii, Bermuda, Mexico or Europe and a host of other desirable prizes.

Purchases and deliveries made within the period of January 25 and July 31, 1955, are eligible for point certi-

ificates which will be honored for mer-
chandise listed in price catalog up to September 30, 1955.

As an example, those who purchase now new Wurlitzer model "1800" will have enough points to redeem for a brand new Cadillac.

PLANNING A CONCESSION?

Scientific's

BING-O-RENO

It's Sensational
Pokerino was great. Bing-O-Reno is greater.

Early Spring Delivery

SCIENTIFIC MACHINE CORP.
79 Clifton Place, Brooklyn 38, N. Y.
Tels. NEVINS 8-2115-2116-2809

"It's What's in THE CASH BOX That Counts"
There has been and still is only

ONE LEADER!

MODEL 414

SPORTLAND SHOOTING GALLERY
ESTABLISHED SINCE 1901

EXHIBIT SUPPLY
4218 W. LAKE STREET · CHICAGO 24, ILLINOIS

Williams Presents First New 5-Ball For 1955

Chicago—Sam Stern, executive vice-president of Williams Manufacturing Company, this city, started shipping the firm's first new five-ball game of 1955 this past week.

He reported, "For some weeks now we have been in receipt of a demand from all of our distributors for a new five-ball game. "But", he continued, "we have been so busy with production of our new 'Safari' gun that we weren't able to get this new game on our production lines until we caught up with the backlog of orders on the gun. This we accomplished this past week", he stated, "and, therefore, we were able to set up a production line for our first new five-ball game of 1955, 'Safari'."

"We feel certain that 'Safari' is going to prove itself one of the very best of the five-ball games we have produced. It has all the features that our distributors have been asking for. It is one of the newest and most outstanding ideas yet presented to the five-ball field."

Stern also said that shipments will continue right ahead on "Safari" even while the shipments are being made on its new five-ball game, "Safari".

He stated that the the firm has somewhat caught up with the backlog of orders on "Safari"! It is working hard to keep up with the demand and are depending on five and a half day week to help keep both production schedules going at top speed.

New Electric Counter

Chicago—A new counting device, called "Tab Electric Counter", was recently introduced by Cerno Manufacturing Corporation, this city.

The new device is said to contain a unique feature described as a one-piece cog-action actuator that insures positive stepping for each impulse up to 300 counts per minute.

ABC No. 2 Jumps Lead Full Game

Chicago—ABC No. 2 increased its lead another full game by taking 3 games from Gillette. Les Taylor was ABC's high scoring man with 512. Don Baxter was high for Gillette with 475.

Decca won 2 from Coral. Frank Tutomase was high for Decca with 609. Tony Ignafo trailed slightly with 502. Coral's hi score was 536 for Hank Sohachki.

Oomens took 2 games from ABC #1. Johnny Oomens, feeling in the pink again bowled a high 545. Al Rice led the ABC team with 475.

Paschke took 2 from Western Automatic. Bob Gaffet was high for Paschke with 498. Fred Dries led Western with 450.

Melody Music took 2 from Mercury. Vic Jareino, Sr., was high for Melody with 480. Ralph Kiek led the Mercury team with 524.

Star Music took 2 from B&B. Tony Galpiano was high for Star with 524, but Jerry Shuman tagged right behind with 521. Warren Perodee was his old self last night, bowling a sizzling 571, high for B&B, and high for men.

Coven took 2 from Atlas. Paul Brown was Coven's leading bowler with 455. Mike Blumberg led the Atlas team with 490.

High for women was Myrtle Sohachki of Star Music with a great big 472.

"It's What's in THE CASH BOX That Counts"
EVERYTHING NEW!

Entirely different from top to bottom

- NEW—Criss-Cross Match
- NEW—Moving Targets
- NEW—Timer Unit
- NEW—Cinerama Interior
- NEW—Scores in 1,000’s

Genco’s Sensational “CRISS-CROSS”

Wild West

Gallery

3rd Dimension
cinerama effect!
A panorama of brilliance and color. New depths of illusion never before attained.

NEW

Time_bonus
Creates competition
Speeds up play!
No multiplication and subtraction necessary. Simple for players to understand.

Compact cabinet
Fits thru any door
Only 29½” Wide!

Genco
MFG. & Sales Co.
2621 N. Ashland Avenue
Chicago 14, Illinois

Also available
in regular wild west
Gallery without match feature or replay.

Paul Rechtschaefer
To Wed

Hartford, Conn.—Paul Rechtschaefer, Reliable Coin Machine Company, this city, one of the most popular column in this area, announced his forthcoming wedding to Annette Farber of West Hartford, Conn. Date set is May 29.

Paul finds time, in addition to his duties at Reliable, to take an active interest in the affairs of the Connecticut State Operators Association, of which he is vice-president. He has been primarily responsible for a number of juke boxes and games being donated to organizations throughout the territory. Recently he personally contacted all of the operators in Greater Hartford in a drive for “A Day of Dimes for the March of Dimes.” He, also, is one of the leading operators in the territory’s efforts to change over to dime play.

Maybe We Are Crazy

Here’s The Price
AMI Model “C” $195.
Genco Rifle Gallery . . . 375.

In stock for immediate delivery
Rush deposit today
Write for other great buys

David Rosen
855 N. Broad Street, Phila. 23, Pa.
Phone: Stevenson 2-2903

Upper Midwest Musings

Joe Weber and wife of Blue Earth, Minn., were vacationing in Florida at the present time. Joe was one of the winners in an appliance selling contest conducted by Reinhard Bros. of Minneapolis. . . . Don Hazelwood of Aitken, Minn., was seen making the rounds shopping for coin machines for his route.

. . . A recent route change is that of Cal Wilkinson of Iowa Falls, Iowa, who has moved out to his good friend Bill Reznicek of Hampton, Iowa. Cal’s plans for the future are to make it easy for a while and if possible to make a trip east to West for several weeks and then head back for Iowa Falls when the weather gets warmer. . . . In addition to his coin machine route, Don Hunder of Wheaton, Minn., also has a driving TV and appliance business. . . . Don Kohner of the K Sales Company, Winona, Minn., after being absent from the Twin Cities scene for some time broke away from Winona and came to town to pick up some supplies and equipment. . . . Norton Lieberman, of the Lieberman Music Company, has returned from a selling trip into N. D., Norton reports that business is good in N. D., and while in the state wrote up a number of orders for new and used equipment. . . . Mr. and Mrs. Ralph Harvey of Mitchell, S. D. spent a couple of days in the Twin Cities. . . . Hugh May of Eau Claire, Wis., reports that business is picking up and around the Eau Claire area. Recent visitors to the Twin Cities were Jim Dunatelli of Spooner, Wis.; Gene Weiss of Bemidji, Minn.; Vince Jorgenson of Mason City, Iowa; Charlie Seren of St. Cloud, Minn.; Frank Phillips of Winona, Minn.; Lester York of Mitchell, S. D.; Frank Cough of Bloomer, Wis. and Oscar Winter of La Crescent, Wis.
Joe Robbins Joins Empire Coin

CHICAGO — Gill Kitt of Empire Coin Machine Exchange, this city, announced an addition to the firm's sales staff this past week.

Joe Robbins is the new salesman who entered into the organization. Robbins has had many years of experience in the industry.

He was with Bert Lane at Seaboard Sales in New York back in '46 and '47. He was also with Art Sauve in Detroit, Mich. Since '48 he has been with Sam London of Milwaukee, Wisc.

Kitt reported, “Not only has Joe Robbins had much sales experience in this industry but, what is even more important, he has helped many, many operators with their problems. He has been one of the most cooperative of all the salesmen who have traveled the country meeting with the operators.

“Joe has won the admiration and respect of the operators,” Kitt continued, “and there is no doubt that everyone of our customers will find that Joe Robbins is eager to help them in every possible way that he or we can to enjoy the greatest profits from the best equipment at all times.”

Robbins is reported to be very enthused over his entrance into Empire Coin Machine Exchange. The Empire firm has won a marvellous reputation over the years for cooperation with

Reservations Pour In For M.O.A. Convention

CHICAGO — Reports here are to the effect that reservations are already beginning to pour into the Hotel Morrison here for the forthcoming MOA (Music Operators of America) convention, to be held on March 28, 29 and 30.

Distributors here advise that many of their operator-customers have asked them to make reservations for them for the three days of the convention.

Many here have been receiving phone calls and letters from out of town to arrange reservations.

As one of the men here stated this past week: “From all indications it looks like this forthcoming MOA convention at the Morrison Hotel will be one of the biggest ever seen here.”

George A. Miller advised this past week from his Oakland, California headquarters of MOA that:

“Exhibitors are coming in faster than we had ever expected. Booths for the convention are going fast.”

No booths are being allotted this year, Miller said, until they are completely paid up as per the agreement which MOA has arranged with all who will want to exhibit at the fifth annual convention.

Miller also reports, “From all advance reservations for both rooms and exhibit space, it looks like the Fifth Annual Convention of Music Operators of America will be the biggest yet held.”

Finegan Joins Roanoke As Sales Representative

RICHMOND, VA.—Jack G. Bees, president and general manager of Roanoke Vending Exchange, Inc., this city, announced this past week that Dan Finegan has joined the firm as a sales representative, and will cover the central area of Virginia.

Finegan has had many years of experience, having been associated in the past with O'Connor Vending Machine Company, Maynor Distributing Company, and in the late 1930's and early 40's was connected with the late Joe Calcott's Vending Machine Company of Fayetteville, N. C.

“IT's WHAT'S IN THE CASH BOX That Counts”
HENRY S. SALOON

moving February
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Before
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ANDY

The

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card.

THE

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You

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ADDRESS

Cash

I

Joe:

Joe Orleck

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

Dear Joe:

Please enter my name as a member and send me a membership card.

I have been connected with the Coin Machine Industry for 20 years or more, starting: Year Month

NAME

FIRM

ADDRESS

CITY

ZONE

STATE

Joe Orleck, of Crystal Amusement says he and C. U. Collins are happy about business. John Williams and Clyde McWhorter were in the shop working up a sweat on a dog house. They said they were going to put Lex in it... Caught John Haley, Canton, Miss., working nights in his office. John was talking Keeley Cigarette vendors and if he keeps on he will be the cigarette vendor King of Mississippi. John has been building cigarette machine routes for some time now and has one of the best routes in Mississippi... Frank C. Perino, of United Dixie Company reports the month of January one of the best in many a year. He also stated that his salesmen on the road working in North Mississippi and Mississippi and Mississippi and Mississippi are really selling the machines. He goes on to say he believes '55 will be the top year for United Dixie and A. M. I... Ed Danials, of Capital Music, sure was tickled over his sales on the Rock-Ola phono, Ed had a very nice Rock-Ola display... Larry Gardner, of Aurora, Ill., sales manager of the Kings Company was admitted to the Baptist Hospital in Jackson and operated on for gallstones January 31. At last report was doing nicely... Abe Kalif, McComb, was trying to get away for his weekly trip to New Orleans... G. P. Martin, of Summit, Miss., brought the route of Ben Andrews, an old time operator. Martin has operated a cafe and tavern for some years... John T. Foster, of A. B. Amusement, reports business good and is enlarging his routes.
Most outstanding news event of the week was the determination of Sam Stern of Williams Mfg. Co. to go all out full blast for 10c pinball play. Sam suggested dropping all pinball ops nationwide. He announced, at that time, that the firm would ship all its new five-balls with dime coin chutes. He hoped that the nation's pinball ops would give dime play a really extensive and intensive test in every regard, and enter into such tests with the determination to make little of them. Sam claims that he learned, from many territories where 10c pinball play had been tested, that there was little or no opposition from storekeepers and/or players. But the ops were afraid to set their complete routes because other ops were afraid they'd go along with them. This time, Sam said, reports, Williams is going all out to prove to the pinball ops that not only 10c play, but also front money at the same time, is what will help assure them of being able to continue in business on a profitable basis and, at the same time, by increasing the production volume bring down the cost of new five-balls to the pinball ops.

Fine reports come from both Ray Cunlife, who is handling MOA reservations here, that, "This fifth annual MOA convention looks like the biggest ever held"; and also from Joe Kline of First, who advises, "Believe it or not, many of our out of town operator-customers, and most of them operators, have been asking us to make reservations for them so they can be present at the MOA convention." ... George A. Miller comes thru with the following info, "I'm tremendously elated over the advance reservations we have already received for exhibit space at our forthcoming convention". ... Many of Chicago's best known factory men met themselves going to and coming from the big Baltimore Operators banquet. Ed Levin of Chicago Coin ... Alvin Gottlieb of D. Gottlieb & Co. ... Ralph Sheffield of Genco ... Jack Nelson of Bally Mfg. Co. ... Harry Stern of Williams Mfg. Co. ... Jack Mitrnick and Johnny Stuart of AML Inc. ... J. J. McClelland of J. P. Seeburg Corp. ... Ben Beeler of United Mfg. Co.

Plenty of action over at Genco where Sam Lewis and Avron Genburg busier than they've ever been getting out shipments of their newest guns, "Wild West" and "Cris-Cross Wild West", to all of their distributors who've been calling for those new guns for sometime. ... Howie Freer of Empire came up with good news when he elatedly advised, "Wow, the doctor says I can play golf again". Howie's bad foot now back to the point where his doctor recommends more walking—and golf a really great walking game. And while Howie celebrating, Gil Kitt of Empire came up with the announcement that Jerry Brinn has been named as the firm's shipping dept. man, now on the floor and phone as a salesman. Also that newest addition to the sales force is Joe Robbins who has had much experience selling to ops. ... Nate Gottlieb, regardless of the fact that when Alvin left for Baltimore and on to Philly and Pittsburgh, and had all the load of business on his shoulders, still came up with a lulu of a joke that bears repeating. If you'll telephone him, Nate'll tell you it in the meantime, Sol Gottlieb back from his California vacation and getting ready for some roadwork.

Regardless of the fact that gamed ops have to come up with cash for the City before Feb. 15 and another $25 each for the State by July 1, business goes on ahead just as per usual. ... Bill O'Donnell of Bally when asked whom he had contacted replied, "Name anybody—I've talked to 'em all". And he isn't kidding: Bill's phone continues to be the busiest in this man's town. ... Dick Lichtenstein and Ed Hall over at the Exhibit did it in the week when they swung out with, "We sure can't complain. Business going ahead, and ahead." ... Many sorry to hear of the passing of Leo Lichtenstein of Harlech. ... Tom Callaghan, Dan Moloney and Art Garvey get together at the Bally factory to talk things over, and come up with a one word answer, "Busy". ... Vince Shay calls himself, "Janitor, supervisor, maintenance director, sales manager, and anything else you can think of, but, I love it." ... Harry Williams presented the firm's first five-ball of '56 this past week when he started to ship "Wilis". A 5 coin game, Harry reports, that has the features players like.

"Gran'pa" Bill DeSelm put it this way past week, "Just come over if you want to see a busy factory in action. 'Nuf sed". Bill advised that Johnny Casola and Al Theoelke conducting a service school for 'Shorty' Culp in Oklahoma, and that all travel through the all state after the session. In the meantime, Bill reports, Ben Becker is traveling in company with Ed Seidman of Double-U Sales of Baltimore visiting ops in that area. ... 'Shorty' Culp who was visiting here with Ray Williams of Dallas has a dictation of a Texan he'd better not tell to Ray Williams. ... Glen Sears of Dallas is visiting a ground at some of the Midwest. ... Chicago is that Detroit's Izo Edelman is having his shuffle conversions made right here in good old Chicago. Another report is that Hymie Rosenberg is doing the biggest business with shuffle conversions made right here. ... Joe Kolitzoff here from Baltimore reported, "Things are humming", after taking his first look at the CoinChline production line.

Business so good over at Atlas Music that Maurice and Eddie Ginsburg help in doing sales, along with Nate Feinstein and Harold Schwaitz, and Bob Dunlap of Seeburg also pitching in to give the boys a hand. ... Pat Burns of Empire has been making the rounds. ... Also over at Empire, George A. Miller calls in to talk to the boys and is interested in the new pinball models that were there. ... Joe Kline of First also says, "Believe it or not, many of our out of town operator-customers, and most of them operators, have been asking us to make reservations for them so they can be present at the MOA convention."

"It's what's in THE CASH BOX That Counts"
Wurlitzer Sales First Nine Months Up 9.8%  

CHICAGO—R. C. Rolfsing, president, The Rudolph Wurlitzer Company, with executive offices in this city, released a financial report this week, which reported sales for the third quarter (October, November and December) were $38,119,601, compared with $38,115,503, in the corresponding quarter last year. Net earnings for the quarter were $2,124,240 or 85c per share of common stock. This compares with net earnings of $3,325,081 for the same period of a year ago.

For the first nine months (April to December, inclusive) sales were $115,107,129, compared with $115,115,503. Net earnings for the nine months were $5,636,431, compared with $11,325,238. For the twelve months ended December, sales were $178,135,613, compared with $178,115,503, and net earnings were $7,857,081, compared with $11,325,238.

Operators throughout the 11 Western states are showing increasing interest in dime play. Tom Sams, AMI district rep., writes us from San Francisco that during his recent trip through Arizona he noted a deal in which a juke box manufacturer had been furnishing a new coin mechanism in the form of the making of the Switching Rite, which was introduced last November. However, it's still the same old wait and see proposition. In other areas they are looking to Los Angeles to see if dime play will work here before they will even consider it. Even though LA is only 15% on dimes we have made some tremendous gains here and we feel that 25c is the worst 15% we ever had.

Fred Jacks and Gabe Orland of California Music Company made the switch on all the company's sales orders with the news that the 25c is the way to go and are now selling 25c machines in all areas.

DISTRIBUTOR DOINGS:—MINTHORNE MUSIC COMPANY held a meeting and luncheon for all the operators in the area at The Roger Young Auditorium Feb. 8. The get-together was called about the current Wurlitzer background music plan.

Ravreby, Lucite's representative in the area, said that for the first time in a number of years, the distribution of records has been stepped up through the use of tape records.

Fred Gaunt said that the sales of a record for Genco's new-look 25c.

SIERRA DISTRIBUTORS:—Wayne Copeland stated that sales on the new Wurlitzer '1800' have been tremendous and he's out of stock and waiting for the next shipment.

R. G. DuPuy, vice-president, attributed an increase in sales of Genco's new '1800 Series' to a complete selection of used machines.

Barney and Louis Blatt, Atlas Distributors report business fine and reception wonderful for new color AMI "F" phone. Ops visiting the Blatts this week included Guy Durgin, Presque Isle, Me., and Frank Watkins, Springfield, Mass. At Benton Bros. they report business fine, telephonic set-up whereby the sound is amplified and he can move around and talk, using both of his hands for work at the same time. Sounded like a 1G communications post. Jerry's newly finished knotty pine office is pretty cool too! Ops visiting here this week included Larry Liberty, Runoford, Me.; Harry Walker, Newport, R. I.; Vogue Music personnel from Springfield. . . . Dave Bond, president, and Irwin Margold, general manager, backing up's ops' efforts to convert to dime play, and offer every cooperation. . . . Si Redd, president, and Bob Jones, general manager, out in their territory seeing ops of Wurlitzer's new model "1800" phone, which they report is selling well.
OVER 60% MORE CLASSIFIED ADS APPEARED IN THE 1ST MONTH OF 1955 IN THE CASH BOX

"The Industry's Market Place"

A new record high for THE CASH BOX, even though THE CASH BOX PUBLISHES MORE CLASSIFIED ADS EACH WEEK THAN ALL OTHER MAGAZINES IN THIS INDUSTRY PUBLISHED IN A MONTH, proved to be the month of January, 1955. An average of over 85 classified ads per week was printed during January, compared to the average of 52 classified ads per week during 1954. OVER 60% INCREASE! PROVING that the entire industry recognizes THE CASH BOX' CLASSIFIED AD SECTION as "THE INDUSTRY'S MARKET PLACE!!"

WANT

WANT—Master Power supply units; I measured music system, model "FP" and counter boxes to match. Made by Personal Music Corp., Newark, New Jersey. State number of each and price in first letter. All replies will be answered. HERMAN S. FISHER CO., Box 131, Aberdeen, South Dakota.

WANT—Distributors—Just released: "I Threw Away A Diamond" (For A Worthless Piece Of Glass) featuring Hank Trotter's Happy Raegers. Dist. Att.: CROSS COUNTRY RECORDS, 229 Outwater Lane, Garfield, N. J. Tel.: PR 9-0182.


WANT—Photograph records made before 1940; any quantity or dealer stock. $150 to $300 per thousand; will inspect if required. Some labels wanted are Brunswick; Victor; Vocalion; 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, 821 No. Main Street, Providence, R. I. 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.: 2646.

WANT—To buy Panoramics any quantity. CLEVELAND COIN MACHINE EXCHANGE, INC., 2029-35 Prospect Ave., Cleveland, Ohio. Tel.: Tower 1-6715.

WANT—Distressed merchandise for return privilege. Purple label. Capitol, Columbia, Coral, Decca, Victor, Mercury, King—78's and 45's—also L.P.'s. Please quote prices, we pay freight. C & I MUSIC CO., 11 Bayberry Rd., Franklin Square, L. I., N. Y.

WANT—Bingos and Gottlieb 5-balls for resale. Send Prices. H & H DISTRIBUTING, 1626 3rd Avenue, Moline, Ill. Tel.: 4-6703.

WANT—Used Records. Highest 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—Juke Box; Game Route, priced to $15,000. Write Box 336, THE CASH BOX, 26 West 47th Street, New York 36, N. Y.

WANT—Any quantity post-war Warbler Phonographs, Model 1100, 1250, and 1400. Also Seeburg M100—78 and 45, Wire, write, or phone: RUSH DISTRIBUTING COMPANY, 266 N. 29th St., MIAMI, FLORIDA.

WANT—Mills Panoramas—any quantity. WESTERN DISTRIBUTORS, 3126 Elliott Ave., Seattle, Wash. Tel.: Garfield 3585.

WANT—Bingos, late model Shuffle Alleys, For Re-sale. Send list. Have all types of amusement equipment for sale. DAVE LOWY & CO., 392 Tenth Avenue, New York, N. Y. Tel.: Chickerling 4-510.

WANT—Frolics, Rodeo, Circus, and Showboats. Seeburg, Model BL's, C's. FOR SALE—10-3-4-5-5's. Make offer. NOBRO NOVELTY COMPANY 533 BRYANT STREET, SAN FRANCISCO 7, CALIF.

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

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

WANT—Tubes: 2051; 2050; 7013; 244; 243; 5V4; 6L6; 6N7; 6L7; 6V6 metal; 6X5 metal. Will pay $40 a hundred. Must have minimum quantity 50 of a type. Have you other types in quantity? LEWIS ELECTRONICS, 5440 No. Elaine Pl., Chicago, ILL.

WANT—From all over the world! Literature on any machine that takes coins and sells anything—amusement, drinks, Brooms, Fortune, Pocket Books, cigarettes 25c each, aspirin at 3c each, single hand-held, newspapers, WITHAM ENTERPRISES & ASSOCIATES, 20-22 TUNISIAN AVENUE, GLENS FALLS, NEW YORK.

WANT—Northernwest 49's; Challenger; Pike's Peak; Kicker's and Catchers; Weigh Scales or any other amusement machines or cabinets in Canada for resale. Will pay top prices in any quantity. Write, phone or wire: MOCHIK ENTERPRISES, 81 Indian Road, Toronto, Ontario. Tel.: LO 4722.

WANT—Classified Advertising Section

Classified advertising rate 10 CENTS PER WORD

Count every word including all words in firm name. Numbers in address count as one word. Minimum ad accepted $1.00. CASH OR CHECK MUST ACCOMPANY ALL ORDERS FOR CLASSIFIED ADS. If check or cash is not enclosed with order your classified ad will be held for following issue pending receipt of your check or cash.

Notice to holders of "Special ($48) Subscription": You are entitled to a free classified ad in cash box's week's issue containing no more than 40 words, which includes your firm name, address and telephone number. All words over 40 will be charged to you at the regular rate of 10c per word. Please count words carefully.

All classified advertising closes Wednesday noon at the cash box, 26 west 47th street, New York 36, N. Y.
FOR SALE—Best Buy In Town. 1 Dude Ranch $250; 2 Cony Island $600; 1 Atlantic City $800; 1 Yacht Club $130; 1 Spot Lite $650; 1 Wiborg; 1 Congo; $80; 12 Wurlitzer Nickle Plated 5-10-25c Wall Boxes for 24 Record Phonographs. Bargain C.O.D. Call, Wire or Write. LEON NOVELTY CO., ROBERT EHRHARDT, SR., SHREVEPORT, La. Tel: 3-3625 or 2-4545.

FOR SALE—Complete Arcades or a single machine. We have the largest stock of new and reconditioned Arcade Machines in the world. Also parts and supplies. Send for new illustrated catalogs. MIKE MUNYES, 577 TENTH AVENUE, NEW YORK, N.Y. Tel: Chickerie 4-6626.

FOR SALE—Genco Shuffle Pool $110; AMI D-40 $345; AMI D-80 Chrome $445; AMI E-120 $845; Wurlitzer 1515 $1500; Uniric 1015 $1000; Wurlitzer 5300 $750. Fully Reconditioned, Factory installation, Immediate delivery. For Sale or Rent. Genco Shuffle Pool Distributors, 581 MAIN STREET, BUFFALO 3, N.Y. Tel: Lincoln 9-106.

FOR SALE—We have a large stock of five-boxes. $325; Four-boxes $275; Beach Club $245; Beauty $215; Palm Beach $110; Atlantic City $125; Cony Island $125. Also Hello, and Distributing Company, 1663 CENTRAL PARKWAY, CINCINNATI 14, OHIO. Tel: Main 8751.

FOR SALE—Ready for locations: Beach Club $240; Dude Ranch $275; Palm Springs $300; Ice Polo $300; Yacht Club $125; Atlantic City $105. Also other Bingos and Boxes. 1-7/8 Balance C.O.D. or S/D. MICKEY ANDER- son, 314 11TH STREET, ERIE, PENNSYLVANIA. Tel: 5-7549.

FOR SALE—Reconditioned & Refinished For You. Seeburg C $650; R. L. D575; B 3550; A $350; AMI Model C $229; 1436 Rock-Olk $179.50; Evans Constellation $179.50; 1015 Wurlitzer $675.50; 72-3325 Wurlitzer Boxes $50; Delux DeLeaux Boxes $62.50. Merciflite Distributors, 4428 DOWNING ST., DENVER, Colo. Tel: Acoma 2-6518.

FOR SALE—Evans Constellation $225; Shoot the Bear $154; Krenee De- Luxe Bowler $125; AMI A, B, G, D and a complete line of United Bingle and Shuffle Alleys. CENTRAL DISTRIBUTORS, $325.50 50TH STREET, ST. LOUIS, MISSOURI. (Main 3-1117) or 3431 MAIN STREET, KANSAS CITY, MISSOURI (Westport 3328).

FOR SALE—Wurlitzer Bar Boxes $240; Wurlitzer Wall Boxes 3020’s Steppers and Hustler No. 5. Reasonable offer refused. YOUNG DISTRIBUTING, INC. 599 TENTH AVENUE, NEW YORK, N. Y.

FOR SALE—Contact us before you buy. We carry all machine models. Largest Central Pennsylvania distributor for United, Universal, Coin, Keeney and Bally. WILLIAMSPORT ELECTRONIC & TELEVISION CO. 223 W. 3rd STREET, WILLIAMSPORT, PA. Tel: 3-2326 or 2-1646.


FOR SALE—Holiday Bowler $252; Feature Bowler $395; Criss Cross Bowler $295; Super Frame Bowler $300; Advance Bowler $220; Top Score Bowler $150. UNIVERSITY COIN MACHINE EXCHANGE, 455 N 14TH ST., ST. LOUIS 8, MO. Tel: University 6900.

FOR SALE—25,000 Phonograph Records to the highest bidder. Bids must be in by February 15. Majority Pops on Standard Labels. Minimum order 1000 records. DAVID’S RADIO & MUSIC STORE, 73 H STREET, N.W., WASHINGTON, D. C. Tel: Republic 9-7942.

FOR SALE—"Shoot-The-Bear" owners. "Shoot-The-Bear" into a gun that will top all others in appeal, performance, and take. A complete package $32.50. 100 SERVICE COMPANY, 2634 OLYVER STREET, ST. LOUIS, MO. Tel: Jefferson 1-6351.

FOR SALE—Genco 2 player Basket- ball $50; Genco Shuffle Pool $125; Seeburg Coon Hunt $450; Chicago Coin’s 6 player Home Run $250; Williams’ 6 player Major League Baseball $250; Williams’ 6 player All Star Baseball $250. RECONDITIONED COIN COMPANY, 184 WINDSOR STREET, HARTFORD, CONN. Tel: Chapel 6-4584.

FOR SALE—Complete line of used phonographs, shuffle games, cigarette machines, all other equipment. Lowest prices. Best merchandise. One letter, wire, or phone call will convince you. Factory Representatives for United, Keeney, Wurlitzer, TANAR DISTRIBUTING, INC. 3401 N. W. 36TH STREET, MIAMI 42, FLA. Tel: 6-4454.

FOR SALE—AMI—E 80% and E 120%. Will trade for Bowlers and Bingos. LIEBERMANN MUSIC COMPANY, 257 PLYMOUTH AVENUE, NORTH MINNEAPOLIS, MINN. Tel: Fillmore 3025.

FOR SALE—Our Seeburg 20 selection wall boxes, wired or wireless, converted to play the first 20 (A & B Program) on all model Seeburgs. $3 cent Box $5.00, 5-10-25c $15.00. Twenty-five guaranteed. 100 SERVICE COMPANY, 2634 OLYVER ST., ST. LOUIS 3, MO. Tel: NEwstead 6531.

FOR SALE—Any machine you wish to sell. Send us a check or money order for $1.50 and we will list your machine in our magazine. A great service. TEL. NEwstead 6531.

FOR SALE—Coin operated Games available at lowest prices. Write, wire, phone G. A. ROBINSON & CO. 2301 W. PICO BLVD., LOS ANGELES 6, CALIFORNIA. Tel: Dusklark 3-1810.

MICROSCOPES

NOTICE—Louisiana & Mississippi Operators—your authorized AMI Distributors, The CHICAGO WURLITZER MACH. CO., 122 NO. BROAD ST., NEW ORLEANS, LA. Tel: Magnolia 3931.

NOTICE—Are you having trouble keeping your machines clean on your inka boxes? Our Meclo does the job—16 oz. bottle $8.50. For distributor price and territory, contact MECCA SERVICE CO., 716 N. 19th ST., EAST ST. LOUIS, ILLINOIS.

NOTICE—Bingo Operators! Stop service calls caused by balls piling up in Ball Trough. Ball guides easily installed on location in 10 minutes. Specify Bally or United Game. Four Samples $5.00, $5.00 per dozen. MID-WEST MUSIC SERVICE, 819 W. 2ND ST., WICHITA, KANSAS.
## This Week's Used Machine Quotations

16th Year of Publication
802nd and Consecutive Week's Issue

### How To Use "The Cash Box Price Lists"

(Also known as the "C. M. I. (Coin Machine Industry) BLUE BOOK"
and "The Confidential Price Lists"

**FOREWORD:** Many times, wide differences appear in the quotation of high and low prices of certain equipment. Like any true reporter "The Confidential Price Lists" can only feature the market prices as they are quoted. "The Confidential Price Lists" acts exactly the same as the market quotation board at the Stock Exchange—posting the prices as they are quoted for the post week, regardless of how much they may seem to be out of line. Some prices do not change for months. "The Confidential Price Lists," rather than show no price, retain the last known quotation for that item, which the subscriber at least has last known prices as a basis to work with. Prices may be very widely divergent.

Someone on the West Coast may feed a certain machine worth $500.00 whereas someone on the East Coast may think it worth but $25.00. Of course, serial, appearance, demand, territory, quantity, and condition of equipment must be taken into consideration. (Some equipment, offered by outstanding firms, having a reputation for shipping completely reconditioned machines, will be offered at higher prices than others, due to the added cost of reconditioning.) "The Confidential Price Lists" reports each quotation exactly as it is made and depends on the subscriber to make average price adjustments to fit the peculiarities of his territory. 

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

**FOREIGN BUYERS:** To cover cost of packing, crating, shipping, etc., figure an additional $10 to $25 on Pinball Games—and $25 to $30 on Phonographs.

### Price List

<table>
<thead>
<tr>
<th>Code</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Prices UP</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Prices DOWN</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>No change UP and DOWN</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>No quotations Last 2 to 4 Weeks</td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>No quotations 4 Weeks or Longer</td>
<td></td>
</tr>
<tr>
<td>7.</td>
<td>Machines Just Added</td>
<td></td>
</tr>
</tbody>
</table>

### REGARDING SELLING PRICES

**IMPORTANT!**

Reports received indicate that, in some cases, purchasers become upset due to the fact that machines are listed in the lower price brackets. Sometimes sellers of machines listed at from $10.00 to $25.00 ask from $50.00 up to $75.00 and even more for these very same machines. Purchasers of such equipment must realize that machines in the very low priced categories are much worn to be priced at these low figures. To completely recondition such machines, the reconditioner must add on his cost the price of transportation to obtain these machines, the labor, parts and supplies needed to recondition the machines, plus the cost of crates, crates and labor for packing and shipping of the machines, in addition to a decent profit which will, in most cases, raise the price of a $10.00 to $20.00 machine to anywhere from $50.00 to $75.00 and up. In the case of arcade and kiddie ride machines these may even be higher due to the fact that many of the parts have to be made by hand or contracted for at some machine shop, since manufacturers of many of the old arcade machines and kiddie rides are no longer in business and it is impossible to obtain parts for reconditioning. Purchasers of such equipment should take these facts into consideration and, at the same time, should also realize that many buyers today have their own repair and reconditioning departments as well as experienced mechanics, such buyers will purchase machines without many times, both at large and, reconditioning the machines themselves to meet their own operating standards.

### List of Machines

#### A M I

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.</td>
<td>Model A, '46, 40 Sel., 78 RPM</td>
<td>$109.50</td>
</tr>
<tr>
<td>78</td>
<td>4.10, '46, 40 Sel.</td>
<td>$175.00</td>
</tr>
<tr>
<td>4.</td>
<td>Model B, '46, 40 Sel., 78 RPM</td>
<td>$195.00</td>
</tr>
<tr>
<td>4.</td>
<td>Model D-10, '51, 40 Sel., 45 RPM</td>
<td>$275.00</td>
</tr>
<tr>
<td>4.</td>
<td>Model D-10, '51, 40 Sel., 45 RPM</td>
<td>$319.50</td>
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<tr>
<td>4.</td>
<td>Model E-40, '53, 40 Sel., 78 RPM</td>
<td>$450.00</td>
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<tr>
<td>4.</td>
<td>Model E-40, '53, 40 Sel., 45 RPM</td>
<td>$495.00</td>
</tr>
<tr>
<td>4.</td>
<td>Model E-120, '60, 45 Sel.</td>
<td>$595.00</td>
</tr>
<tr>
<td>4.</td>
<td>WM Wall Box</td>
<td>$10.00</td>
</tr>
<tr>
<td>4.</td>
<td>SH or SL Stopper</td>
<td>$12.50</td>
</tr>
</tbody>
</table>

#### EVANS

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.</td>
<td>Mills Constellation, '47</td>
<td>$35.00</td>
</tr>
<tr>
<td>78</td>
<td>Model 951, 40 Sel., 78 RPM</td>
<td>$35.00</td>
</tr>
</tbody>
</table>

#### ROCK-OLA

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.</td>
<td>Constellation, '49 Model</td>
<td>$135.60</td>
</tr>
<tr>
<td>4.</td>
<td>Jubilee, '52 Model</td>
<td>$245.00</td>
</tr>
<tr>
<td>4.</td>
<td>Century, '52 Model</td>
<td>$250.00</td>
</tr>
<tr>
<td>4.</td>
<td>Century, '52 Model</td>
<td>$250.00</td>
</tr>
<tr>
<td>78</td>
<td>4.122, '46, 20 Sel., 78 RPM</td>
<td>$35.00</td>
</tr>
<tr>
<td>4.</td>
<td>4.124, '46, Playmaster</td>
<td>$210.00</td>
</tr>
<tr>
<td>4.</td>
<td>4.130, '47, 20 Sel., 78 RPM</td>
<td>$30.00</td>
</tr>
<tr>
<td>4.</td>
<td>4.142, '48, Maze-Glo, 20 Sel., 78 RPM</td>
<td>$50.00</td>
</tr>
<tr>
<td>4.</td>
<td>4.143, '48, Maze-Glo, 20 Sel., 78 RPM</td>
<td>$50.00</td>
</tr>
</tbody>
</table>

#### How to Use "The Cash Box Price Lists"
Overnight
AMI Model “F”

has captured
the EARS OF THE NATION

AMI Incorporated

GENERAL OFFICES AND FACTORY:
1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

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

Originator of the Automatic Selective Juke Box in 1927

AHEAD THEN - AHEAD NOW

“It’s What’s in THE CASH BOX That Counts”
Manufacturers New Equipment

The Cash Box

Page 53

February 19, 1955

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

AMERICAN INCORPORATED

F-120 Juke Box
Receives (1) receiver included.
F-40 Juke Box
Receives (1) receiver included.

RS-30 Selective Hideaway
HS-30 Selective Hideaway
W-80 Wall Box
W-120 Wall Box
S-1700 Receiver
Wall Speaker
Contact Speaker
Recessed Speaker

AUTO-PHOTO CO.

Auto-Photo

BALLY MFG. CO.

Champion $795.00
Bit Time $760.00
Moon-Ride $995.00
Magic Bowler
—with Match Feature)
Model Magic-110, 10c a play $755.00
Model Magic-235, 10c a play, 2 plays for 25c $775.00
Mystic Bowler
—with Match Feature
Model Mystic-110, 10c a play $710.00
Model Mystic-235, 10c a play, 2 plays for 25c $730.00

CHICAGO COIN

Cris Cross Target
(Without Match Feature)
Criss Cross Target
(With Match Feature)
Single Chute $750.00
Double Chute $770.00
Thunderbolt Bowler
(With Match Feature)
Double Chute Model
Triple Strike Bowler
(Without Match Feature)
Triple Strike Bowler $795.00
Double Chute $815.00

EXHIBIT SUPPLY

Sportland Shooting Gallery
Model 414—Without Match Free Play
Model 414A—Without Match, 10c a play $650.00
Model 414B—With Match, No Free Play $650.00
Model 414—With Match, Free Play $650.00
Junior Jet Ride $650.00
Blue Bronco $997.50
Roy Rogers’ Trigger $1,050.00
Reinforcer $725.00
Ralph the Red Nosed Reindeer $725.00
Pete the Rabbit $725.00
Pete the Rabbit With Magic $725.00
Twin Pete the Rabbit $725.00
Rawhide $725.00
Space Ranger, New Style $725.00
Sea Skat $725.00
Vacuum Card Vendor 295.00

GENCO MFG. & SALES CO. With Whirl-A-Way $650.00
Cross-Criss-Wild West (680) $600.00

GOTTIETT & CO. Super Hit Bowskis
(With Match Score and Free Play Feature) 395.00

HISTORY INTERNATIONAL MUTO. CORP.

Drive Yourself (new
1955) $795.00
Photomaton ‘54 $2,150.00
3-D Art Parade, 10c show model $495.00
5c, 10c, 25c, 50c, show model $505.00
Universal Post Card Vendor 60.00

J. H. KEENEY & CO., INC. Deluxe Pinball
(With Match Feature) $690.00
Sportsman
(Without Match Feature) $665.00
American Bowler
(With Match Feature) $650.00
American Bowler, Single Chute $600.00
Double Chute $710.00

PARK OLA MFG. CORP.

Model 1466 Hi-Fi Phone, 120
Selection, 45 RPM Only
Model 1489 Hi-Fi Phone, 120
Selection, 45 RPM Only
Model 1491 Hi-Fi Phone, 120
Selections, 45 RPM Only
Model 1522 Chrome Wall Box, 120
Selection, 45 RPM Only
Model 1548, 50 Selection Wall Box

ROCK OLA MFG. CORP.

Model 1446 Hi-Fi Phone, 120
Selection, 45 RPM Only
Model 1580 Hi-Fi Phone, 120
Selection, 45 RPM Only
Model 1613, 8” Mahogany Wall Speaker
Model 1614, 8” Mahogany Wall Speaker

UNITED MFG. CO.

Lightning Series Alley
(Without Match Feature)
Model 1900, 10c play $705.00
Double Chute $725.00
Model 1900, 3, 5c play $705.00
Comet Shuffle Targette
Regular Model, 10c play $710.00
Shuffle-Targette
Regular Model, 10c, 3 for 25c $705.00
Marble Alley Shuffler
(With Match Feature)
Single Chute $705.00
Double Chute $725.00
De Luxe Shuffle Alley
(With Triple-Match Feature)
Single Chute $735.00
Double Chute $755.00
Bonus Gun
(With Match Feature)
Single Chute $690.00
Double Chute $710.00
De Luxe Bonus Gun
(With Triple Match Feature)
Single Chute $715.00
Double Chute $735.00
WILLIAMS MFG. CO.

Safari
(Without Match or Replay) $690.00
Safari De Luxe
(With Triple Match and Replays) $715.00
Spitfire $390.00

THE RUDDLE WURLITZER CO.

Model 1750 Hi-Fi Phonograph
Model 1760A Hi-Fi Phonograph
Model 2026 5c-10c-25c Wall Box
Model 2027 5c-10c-25c Wall Box
3 Wire (104 Selections)
Model 1101 Deluxe
Model 1112 Concealed
Speaker Hi-Fi
Model 1115 Hi-Fi 4 Cone Corner
Speaker
Model 116 Hi-Fi Coaxial Corner
Speaker
Model 1317 Hi-Fi Coaxial Wall Speaker

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Early reports on the Wurlitzer Model 1800 collections show a real need for its sizable coin bag. The sheer beauty of this sensational phonograph plus the tremendous appeal of its High Fidelity Dynatone Sound System keep its 104 selections in action all the time.

You can put a Wurlitzer Model 1800 on every location confident that each week you'll find big returns "in the bag."

GET INTO THE BIG MONEY WITH THE Wurlitzer 1800

DYNATONE SOUND TAKES THE MASK OFF THE MUSIC MORE THAN EVER BEFORE

See Your Wurlitzer Distributor

THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK Established 1856

"It's What's in THE CASH BOX That Counts"
UNIVERSAL'S DELUXE
LIGHTNING SHUFFLE ALLEY

WITH EXCITING NEW
STRIKE-A-MATIC
SYNCHRO-FLASH FEATURE
Combines Strike Lane Accuracy with Speed Control

Skill Shooting Plus
Skill Timing
Increases
Spare and Strike Scores

NEW SUPER STRIKES
NEW SPECIAL STRIKES
NEW Direct-View Scoring Lites on Playfield

TOP SCORE 9600

TRIPLE MATCH FEATURE
SPELL UNITED’S CARRY-OVER FEATURE
STAR-NUMBER LITES LETTERS
NUMBER + CLOVER, STAR MATCH
MATCH SCORE FEATURES 3RD OR 10TH FRAME

• 10TH FRAME FEATURE
• KING SIZE PINS
• NEW E-Z SERVICE FEATURES
  • AVAILABLE IN 10–3 FOR 25F MODELS
  • TWO SIZES: 8 FT. BY 2 FT., 9 FT. BY 2 FT.
• SEE YOUR DISTRIBUTOR NOW

UNIVERSAL MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 13, ILLINOIS
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**

The Champion

NEW golden palomino horse
NEW rigid steel base
NEW brightly colored cabinet
Greatest Kiddie-Ride MONEY-MAKER Ever Built

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