The latest version of that classic in our time, "Malaguena," is by Caterina Valente on the Decca label. Born in Paris, and having spent most of her life in Italy, Miss Valente has been a headliner in some of the smartest cafes in Berlin for the past two years. She is due to arrive in the United States within the next couple of weeks and will make her first American appearance on the Colgate Comedy Hour the 20th of March. As a result of her spectacular version, the E. B. Marks tune has been enjoying one more revival in its long and prosperous life.
Nobody but
"NOBODY"
opens the
"DOOR OF DREAMS"
like Perry Como!

Two new hit sides!

"NOBODY"
great performance... great song!

"DOOR OF DREAMS"
new ballad tailored to Mr. P.C.'s style!

RCA Victor
FIRST IN RECORDED MUSIC

"New Orthophonic" High Fidelity
Plan To Attend The MOA Convention

There's a man we know in the record business who said to us the other day, "You know every year about this time, I start thinking about the MOA Convention. Each year I weigh the cost against what I may possibly gain in return and so far I haven't once failed to attend the convention. I figure that even if I didn't do one iota of business I would still more than make up for the cost of going by what I could learn and observe and understand about my own business. But it's funny that never once has that been the only result. Every single time, in going to the convention, I have come away with some business deal which has netted me many times the cost of my going."

This man was able to articulate what he felt about the annual MOA meetings. But there are many many others in the business who, though they don't stop to figure it out in the same way, still think in those terms. And obviously more and more are thinking that way for each year the attendance of the MOA conventions grows larger.

This year it will take place at the Morrison Hotel in Chicago March 28, 29 and 30.

We can't urge those in the record and music fields strongly enough to attend.

Why?

Because here, all at once, and only at this convention, will you be able to meet hundreds of the leading juke box operators in the nation. Only here will you be able to talk to them in large numbers, find out their needs and wants, the kind of records they can market, the types of songs that their customers want to play.

There is absolutely no other way to meet so many operators from all over the nation, all convened to discuss their business.

And it is rare that a music man attending the convention doesn't come away with something substantial—either in the way of new knowledge or understanding, or in the more concrete way of a song, record, idea or what-have-you.

Current plans indicate that this year's meeting will be the largest ever. Exhibition booths are going fast as well as hotel space in Chicago.

We urge everyone who is thinking about attending to come to an affirmative decision quickly. And for those who have already decided to go, make your hotel reservations NOW.

Remember the convention is only a couple of weeks off. Plan to go.
The Peterson/Fitzgerald Concert at the Royal Albert Hall, was the talk of the town, and although the Albert Hall is anything but intimate, these two performers brought everyone into their confidence by letting the polish and warmth of their respective styles become a part of each and everyone filling this vast auditorium. There is no doubt that almost every British jazz pianist was there watching Oscar Peterson display his talent for the first time. He is still unsurpassed as a song stylist and well deserves the crown placed on her head as a token of admiration from a wildly enthusiastic audience. A truly memorable evening only made possible by two such fine artists. . . Leonard Bernstein flew over from Italy for the opening of his show "Wonderful Town" which stars Pat Kirkwood. It received rave notices from some very hard-boiled critics.. . Dickie Valentine has just made the long-playing disk of his entire stage act. Having heard the test pressings, I would say its a winner. And to add to Dickie’s fantastic rise to the top, he is to be star attraction for two weeks commencing April 31st at the London Palladium where he once was a call boy. Dickie follows Eddie Fisher and precedes Johnny Ray at this famous house. Congratulations Dickie on this great achievement. For a long time now, I have been writing about the Pye Record set up. Well now its official. There is a tie-up between Pye and Polygon, the Independent label. Alan Livingstone (who I understand was a shorthand man, Betty Horton) flew into London to join Glen Walbridge of Capitol. Records for confabs with E.M.I. VIP’s re policies concerning the new tie up of the company. The Frank Smith Co, a new subsidiary of Chappell, opens on Monday and will start with a London son of course called Old Shoes” by Frankie Laine. The “Kismet” score which also belongs to the Frank Music Co, will open in Gov’s on March 29th, and reach the Stoll Theatre, London, mid April. . . The Stargazers are soon to undertake a few vaudeville dates which should please many fans who very rarely have an opportunity to see this versatile group in person. E. R. Lewis, managing director of English Decca, left for New York on Tuesday for four weeks.

This week’s Best Selling Pop Singles (Courtesy "New Musical Express")

1. "Softly, Softly"
   Ruby Murray (Eng. Col.)
2. "Give Me Your Word"
   Tennessee Ernie Ford (Capitol)
3. "Mambo Italiano"
   Rosemary Clooney (Phillips)
4. "Heartbeat"
   Ruby Murray (Eng. Col.)
5. "Finger of Suspicion"
   Dickie Valentine (Eng. Dec.)
6. "Happy Days & Lonely Nights"
   Ruby Murray (Eng. Dec.)
7. "Naughty Lady of Shady Lane"
   Dean Martin (Capitol)
8. "Naughty Lady of Shady Lane"
   Dean Martin (Capitol)
9. "Shake, Rattle & Roll"
   Billy Haley & Comets (Brunswick)
10. "Let Me Go, Lover"
    Teresa Brewer (Vogue-Coral)

"It’s a Smash Hit!"

DOROTHY COLLINS

"PLEASE DON’T GO SO SOON"

"IT’S YOUR LIFE"

Bourne, Inc.

136 W. 52nd St., New York 19

DOROTHY COLLINS

"GOOFUS"

PATTI PAGE

The Everlovin’ Rag

TANNEN MUSIC, INC.

146 W. 54th St., N.Y.

THE ESSAY: DOROTHY COLLINS

"MAMBO"

(The Hess Ticket Daughter Mean)

"GOOFUS"

Essen: £ 388

The essay on Dorothy Collins is not available.
The Cash Box

SPECIAL ISSUE
(Dated: April 2)

YOUR ADVERTISING MESSAGE WILL REACH ALL OF THE NATION'S OPERATORS

Distributed at the MOA Convention at the Morrison Hotel, Chicago, all during the Show . . . And those Juke Box Operators unable to attend will receive it by mail.

GOES TO PRESS: Thurs. MARCH 24

RESERVE YOUR SPACE NOW!

THE CASH BOX
26 WEST 47th STREET
NEW YORK 36, N. Y.
(PHONE: Judson 6-2640)

CHICAGO
32 W. RANDOLPH ST.
(Phone: DEARBORN 2-0045)

NASHVILLE
804 CHURCH ST.
(Phone: NAshville 5-7028)

HOLLYWOOD
6272 SUNSET BLVD.
(Phone: HOLlywood 5-1702)
THE CASE BOX

"DOOR OF DREAMS" (3:05)  
[Roncom ASCAP—Stillman, Allen]  
[Jerry Vogel ASCAP—Williams, Rogers]  
PERRY COMO  
(RCA Victor 20-6049; 41-6049)

"BEYOND THE STARS" (2:56)  
[Miller ASCAP—Trapani, Langi]  
"OPEN YOUR HEART" (2:52)  
[Chappell ASCAP—Oliviero, May]  
DAVID WHITFIELD  
(London 1551; 45-1551)

"PRESENT FOR BOB" (1:50)  
[Maple Leaf BMI—DeJohn, DeJohn, Crystal]  
"DJIA HEAR WHAT I SAY?"  
[Maple Leaf BMI—Butler, Butler]  
THE DE JOHN SISTERS  
(Epic 1017; 5-1017)

"TOO BAD" (2:40)  
[Blackbird ASCAP—DeJohn, DeJohn]  
THE DE JOHN SISTERS  
(RCA 20-6040; 41-6040)

"YOU CAN'T LET THE STARS BE" (2:56)  
[Decca 101; 45-101]

"A RUSTY OLD HALO" (2:51)  
[Ryan ASCAP—Merrill]  
A great social-religious tune that's just started to kick up some big noise, is given a wonderful delivery by Bonnie Lou. Terriific multiple voicing. Thrush is excellent.

"DANG! HEARTBREAK BEHIND" (2:43)  
[Robbins ASCAP—Stuts, Barefoot]  
A big pop hit is romantically treated by the thrush. Good cover job.

LES BAXTER ORCH.  
(Capitol 3055; F-3095)

"UNCHAINED MELODY" (2:50)  
[Frank ASCAP—North, Zaren]  
A great coupling of two big commercial melodies is offered by Les Baxter. This is a lovely tune from the pic "Unchained." Dazzling strings and a wistful chorus. A song goes big as the pic is used.

"MEDIC" (2:35)  
[Victor Young ASCAP—Young]  
The beautiful theme from this film's "Medic" is fascinatingly performed by Baxter. Chorus is employed as an instrument, singing without lyrics.

DOOLEY SISTERS  
(Tempo 101; 47-101)

"SHITTY BOOM" [Lero Music—Jarvis, Diamond]  
A terrific "zaney" novelty that's starting to break big, is belted across by Dooley Sisters. Good rock 'n roll number. Driving ditty.

TONY TRAVIS  
(RCA Victor 20-6040; 41-6040)

"WE OUGHTA BE" (2:14)  
[Shell BMI—Charles, Geburah]  
Victor's handsome new find, Tony Travis, does a big job with a delightful Gilbert. Little piece of material that could take off. A very commercial side that could establish the songster Potent.

"I'M GONNA BE A LONG TIME FORGETTING YOU" (2:14)  
[Irwin Garz BMI—Lehman, Mellin]  
A pretty ballad is set to a shuffle tempo on this end. Hugo Winterhalter sets up a solid backing. Romantic stuff.

NELSON RIDDLE ORCH.  
(Capitol 3037; F-3037)

"THE PEDALHORSE SONG" (2:42)  
[Dack Gold ASCAP—Hofman, Murray]  
A most contagious instrumental novelty is very pertly fashioned by Nelson Riddle's orchestra and chorus. Real cute side that could catch on big. Melody stays with you.

"RUN FOR COVER" (1:48)  
[Paramount ASCAP—Brook, Jackson]  
An unusual tune, the title song of a film, is presented by DeJohn and the Riddle orch. Galloping tempo.

Daniel L. Allen

DEE CLIFFORD & ROGER KING MOZIAN O.  
(Pic 0024; 45-0024)

"TILL TODONIGHT" [Veillage BMI—Wilson, Wilson]  
This great new thrill, makes a tremendous first showing with a sensational rhythm number presented with multiple vocal effects. Top grade arrangement with Roger Mozian supplying the rockin' backdrop.

"OUR LOVE" [Chappell ASCAP—Clinton, Bernier, Emmerich]  
Mozian's ace trumpet work stands out on this side as he offers a beautiful instrumental arrangement of an oldie.

VICTOR YOUNG ORCH.  
(Decca 29451; 9-29451)

"THE MEDIC" (2:59)  
[Victor Young ASCAP—Young]  
The beautiful theme which Victor Young presents every week on the "Medic" TV show is now offered by the maestro on wax. Great melody. Could be a smash success. Highly promotion skedded.

"BELLA NOTTE" (2:55)  
[Disney ASCAP—Burke, Lee]  
From Disney! Featuring a long length cartoon, "Lady And The Tramp," comes this lovely theme. Wonderful mood music.

MARY DEL  
(Cadence 1257; 45-1257)

"LEAVE MY HEART" (2:13)  
[Ample BMI—Bowers]  
Archie Bower's work sets up a fascinating backdrop for the exciting voice of Mary Del as she chants an intriguing oriental number that jumps-up at times. Could take off.

"NOBODY ASKED ME TO GO" (2:18)  
[Rush BMI—Singer, Mann]  
A lovely country-flavored ballad is sung from the heart by Mary. Sentimental item. Two very commercial sides.

BURTON SISTERS  
(RCA Victor 20-6058; 45-6058)

"DON'T THE FRENCH CAN'T" (2:10)  
[Vally ASCAP—Merrill, Burton, Burton]  
A great new team called the Burton Sisters makes an exciting first showing on a real cute and inviting novelty. Different stuff. Clever yodel gimmick is used. Girls have the ingredients needed to make the grade.

"DIVIDED LOVE" (2:05)  
[Bregman, Vacek & Co. ASCAP—Altstone, Raleigh, Conn]  
Their attractive voices come over with punch on a very colorful rockin' Great backing. Terrific number that could easily click. Watch it.

JOE BARRETT  
(Decca 29450; 9-29450)

"TM SINCERE" (2:46)  
[Sherrin ASCAP—Finn, Franklin, Bell]  
A lovely ballad is given a fine, romantic reading by Joe Barrett on his debut disk for Decca. Side could do big things.

"WHY DID YOU BREAK MY HEART" (2:55)  
[Sherrin ASCAP—Bell, Franklin]  
The terrific Barrett leans into another piece of love material.

BONNIE LOU  
(King 1445; 45-1445)

"A RUSTY OLD HALO" (2:31)  
[Ryan ASCAP—Merrill]  
A great social-religious tune that's just started to kick up some big noise, is given a wonderful delivery by Bonnie Lou. Terrific multiple voicing. Thrush is excellent.

"DANGER! HEARTBREAK BEHIND" (2:43)  
[Robbins ASCAP—Stuts, Barefoot]  
A big pop hit is romantically treated by the thrush. Good cover job.
an overnight SMASH...

"Play Me Hearts and Flowers"

as sung by JOHNNY DESMOND

On CORAL #61379

as introduced on the PHILCO TV Playhouse

ADVANCED MUSIC CORP.
488 MADISON AVE., NEW YORK 22, N.Y.

"It's What's in THE CASH BOX That Counts"
GEORGE SHAW
(Decca 29462; 9-29462)

“I’LL STEEP ASIDE” (2:50) [Laurel ASCAP—August, Wein] George Shaw is in his best form since his “Till We Two Are One” as he really belts across a tremendous rock ’n roll item that could smash through. His most commercial side in quite a while. Wild delivery. Could be a great big one.

THE WATER TUMBLER (2:49) [Shapiro, Bernstein ASCAP—Ravil, Telyas] This side is a clever ditty with a delightful lyric and melody. Pretty arrangement with the chorus doing a great job. Has overtones of “Mr. Sandman.” Two tremendous sides.

PHIL WHELAN
(Saade 310; 45-310)

“MARRIE’S WEDDING” (2:27) [Saade BMI—Three Jays] A real catchy Italian flavored novelty gets a driving delivery from Phil Whealan with Charlie Dickens and his crew setting up a strong assist. Potent side.

“TOGETHER MY LOVE” (2:38) [Saade BMI—Three Jays] The versatile songster leans into a romantic ballad on this side. Ok deck.

CARMEN MERA
(Decca 29598; 9-29598)

“KEEP ME IN MIND” (3:03) [Merrick BMI—Sweeney, King] A great vocalist, Carmen McRae, dishes up a headset ballad set against a lush string background. Thrush can really sell a song. Could make some noise.

“THEY ALL LAUGHED” (2:49) [Chappell ASCAP—Gershwin, Gershwin] The versatile chimp hits through a contagious bummer on this side. Clever ditty. Excellent coupling.

DANNY CAPRI
(Capitol 3034; F-3034)

“DESIRABLE” (3:28) [Faxon ASCAP—Lippman, Dee] The smooth voice of Danny Capri comes over beautifully on a pretty new ballad. Chorus and echo assist in top fashion. Excellent showing.

“I DO, I DO” (2:01) [Leeds ASCAP—Tobias, Berking] A light and inviting ditty is handled with ease by the songster. Cute novelty.

BETTY JOHNSON
(RCA Victor 20-4034; 47-4034)

“BE A LOVER” (3:02) [Towne ASCAP—Cohen] Betty Johnson, who wanted Eddie Fisher for Christmas, makes a fabulous debut on Victor with a great new tune that could crash through. Betty’s gotta make the grade.

“SEVEN PRETTY DREAMS” (2:28) [Hawthorne ASCAP—Carey, Davis] Exactly what this delightful Waltzes tempos ballad. Lovely arrangement and delivery.

“THE MAN I’VE BEEN LOOKING FOR” (2:40) [Laurel ASCAP—Whitman, Shelly] BUTTERFINGERS (1:58) [Tunnell BMI—Sherman, Sherman] DENISE LOR (Mercury 7057; 70573 x 45)

“THE MAN I’VE BEEN LOOKING FOR” (2:40) [Laurel ASCAP—Whitman, Shelly] BUTTERFINGERS (1:58) [Tunnell BMI—Sherman, Sherman] DENISE LOR (Mercury 7057; 70573 x 45)

DENISE LOR

- Denise Lor, who attracted the music world's spotlight with her enchanting rendition of “If I Give My Heart To You,” has a new piece of material that fits her voice to a “T.” It’s one of the best ballads we’ve heard in months and it goes under the title “The Man I’ve Been Looking For.” The tune has a simplicity about it that immediately reminds this listener of “Young At Heart” and “Little Things Mean A Lot.” If it gets a fair amount of air play at the start, it could be a top seller. The coupling “Butterfingers” is a lively and colorful multiple track reading with an infectious country flair. Cute ditty with a load of appeal. A strong coupling for big sales results.

UNCHAINED MELODY (2:53) [Frank ASCAP—North, Zaret] DAYBREAK (2:45) [Feist ASCAP—Grofe, Adelson] AL HIGLER (Decca 29441; 9-29441)

- Al Hibbler, a great vocalist and a big name in the jazz world, comes up with an absolutely brilliant reading of a great new pop tune on his first Decca release. It’s a stirring ballad dubbed “Unchained Melody.” The theme music from the current Warner flick “Unchained.” Assisted by a great big Jack Pleis orking, Hibbler leans into this dramatic number and sends it across in peregrinating fashion. He sings straight from the heart. And the melody is as dynamic as it come. The most inspired wax performance we’ve heard in months. The film oughta do much to send this one off on the right track. The bottom half, “Daybreak” features a more mellow Hibbler on another love song. Top half could be tremendous.

THE CASH BOX

BEST BETS

- We oughta be" Tony Travia RCA Victor 20-6040; 47-6040
- "Till We Steep Aside" Georgia Shaw Decca 29462; 9-29462
- "Water Tumbler Tune" Dee Clifford & Roger Manzian Pic 0024; 45-0024
- "Till Tonight" Burton Sisters RCA Victor 20-6508; 47-6508
- "I’m Sincere" Joe Barrett Decca 29450; 9-29450

JACK RUSSELL
& THE HONEYDREAMERS
(Green Label 22510; 45-22510)

"HAND HOLDIN’ MUSIC" (2:10) [Republic BMI—Ails, Long] An exciting song with a square dance flavor and tempo, is presented in lively fashion by Jack Russell and the Honeydreamers. Real whoop-dee-doo side.

"MY LOVE AND I" (2:36) [Republic BMI—Saynor, Paul] A pretty ballad presented with feeling by the group.

THE FOUR TUNES
(Atlantic 5182; 45-5183)

"HOPE" (2:42) [Wemar BMI—McGregor, Gilbert] The Four Tunes dish up some great material on their latest platter, a beautiful B.C. love song. Excellent presentation. Boys have a good side that could take.

"I CLOSE MY EYES" (2:50) [Wemar BMI—Baker] This inviting romantic item has a folk feeling to it. Warm and appealing number.

CHARLIE APPLEWHITE
(Decca 29438; 9-29438)

"PRIZE OF GOLD" (2:53) [Shapiro, Bernstein ASCAP—Lee, Washington] The title tune of a soon-to-be released film is belt out dramatically by the strong and exciting voice of Charlie Applewhite. Lovely item.

"MISTER PUBLISHER" (2:52) [Mills ASCAP—Gilbert, Oakland] Charlie puts through an interesting new tune. Has a catchy and different lyric.

KIRBY ALLAN
(Maze 1002; 45-1002)

"DON’T YOU REMEMBER" (2:45) [Maze BMI—Soile] Kirby Allan gets a wonderful assist from Larry Lewis’ Dreamutters on a very pretty romantic number. Kirby has a wonderful warmth in his voice. Could click.

"MY LIFE, MY LOVE, MY ALL" (2:08) [Maze BMI—Cook, Allan] A delightful walkt with a pretty lyric is offered on this half.

THE MARINERS
(Columbia 40439; 4-40439)

"I DIDN’T COME TO SAY GOODBYE" (2:58) [Virgil BMI—Semos, Val, Andrews] A catchy little is given a mellow reading by Godfrey’s sidemen, The Mariners. Boys have a smoother and more refreshing sound on this side. Good deck.

"IF YOU WOULD BE D R" (2:12) [Joe ASCAP—Hoffman, Manning] This side is a very clever bouncy number with a spiritual flavor. Very cute semi-religious item. The boys best to date.
IT'S BIG AND GETTING BIGGER!

"CRAZY OTTO RAG"

BY

HUGO and LUIGI
AND THEIR SO CALLED ORCHESTRA

coupled with a medley of

"NOBODY'S SWEETHEART" and "SOMEBODY STOLE MY GAL"

MERCURY 70563 • 70563X45

IT'S BEAUTIFUL!
HIS BEST TO DATE

'WORDS OF LOVE'

EDDY HOWARD

coupled with

"FOREVERMORE"
MERCURY 70566 • 70566X45

HIT PARADE

1. "Tweedle Dee" 
GEORGIA GIBBS 
MERCURY 70517 • 70517X45

2. "Earth Angel" 
CREW CUTS 
MERCURY 70529 • 70529X45

3. "Kokomo" 
CREW CUTS 
MERCURY 70529 • 70529X45

4. "Melody Of Love" 
DAVID CARROLL 
MERCURY 70516 • 70516X45

5. "How Important Can It Be" 
SARAH VAUGHAN 
MERCURY 70534 • 70534X45

6. "Foolishly" 
VIC DAMONE 
MERCURY 70545 • 70545X45

7. "Dance With Me Henry" 
GEORGIA GIBBS 
MERCURY 70572 • 70572X45

8. "Blue Mirage" 
RALPH MARTERIE 
MERCURY 70535 • 70535X45

9. "Crazy Otto Rag" 
HUGO and LUIGI 
MERCURY 70563 • 70563X45

10. "Ballad Of Davy Crockett" 
RUSTY DRAPER 
MERCURY 70555 • 70555X45

11. "No Chance" 
LAURIE SISTERS 
MERCURY 70545 • 70545X45

12. "Words Of Love" 
EDDY HOWARD 
MERCURY 70566 • 70566X45

13. "Misty" 
RICHARD HAYMAN 
MERCURY 70550 • 70550X45

14. "It May Sound Silly" 
BILL FARRELL 
MERCURY 70539 • 70539X45

15. "Make Yourself Comfortable" 
SARAH VAUGHAN 
MERCURY 70469 • 70469X45

"It's What's in THE CASH BOX That Counts"
**Coin-ops:**

**will she be the girl you nominate?**

**Beat next week’s deadline with your entries!**

*Rates are simple:*

1. Any Coin-Operator may submit entries, which will be judged on the basis of talent and beauty.
2. Entries must consist of a photograph (full-length view) and a record or tape (78rips) of the contestant singing any pop standard with piano accompaniment only. All entries become the property of RCA Victor and none will be returned.
3. Any girl 21 or over, either amateur or professional and not under contract to any recording company, is eligible.
4. Entries must include the name, address and age of the contestant as well as the name and address of the sponsoring coin-op.
5. Entries must be submitted to “Miss Juke Box,” RCA Victor Record Division, 830 Fifth Avenue, N. Y., N. Y., not later than March 15, 1955.
6. The judges—Paul Ackerman of The Billboard, Bob Apple of The Cash Box, Herman Schenkof of Variety and Joe Carlin of RCA Victor—will select three of the contestants as finalists. Their decision will be final.
7. The final will be chosen by the public. The all-time “Miss Juke Box of 1955” will be determined by a fan balloting in Chicago at RCA Victor’s expense. The winner will appear in The Cash Box the day after the Convention, March 20, 21, 22. Finalists will be notified by March 21.
8. In the RCA Victor Exhibit at the convention, coin-ops will meet the candidates, hear their recordings and elect a winner.

9. “Miss Juke Box of 1955” will win an RCA Victor record contract, and her sponsor will receive an RCA Victor 31" Color TV set. The other two candidates will each receive RCA Victor “New Orleans” High Fidelity "Vince." Photographs, duplicate prizes in case of tie.

**Deadline is March 15!**

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**All about Disk Jockeys**

**The Ten Records Disk Jockeys Played Most This Week Plus the Next Five**

A summary of reports received from the nation’s disk jockeys.

1. **Sincerely**
   - McGuire Sisters (Coral)
2. **Melody of Love**
   - Billy Vaughn (Dot)
   - Four Aces (Decca)
   - David Carrol (Mercury)
3. **KO KO MO.**
   - Perry Como (RCA Victor)
   - Crewecks (Mercury)
4. **How Important Can It Be**
   - Joni James (MGM)
   - Sarah Vaughan (Mercury)
5. **Earth Angel**
   - Crewecks (Mercury)
6. **Tweedle Dee**
   - Georgie Gibbs (Columbia)
7. **Hearts of Stone**
   - Fontane Sisters (Dot)
8. **Crazy Otto Medley**
   - Johnny Maddox (Dot)
9. **No More**
   - DeJohn Sisters (Epic)
10. **Ballad of Davy Crockett**
    - Bill Hayes (Cadence)
11. **That’s All I Want from You.**
12. **Blue Mirage.**
13. **Pledging My Love.**
14. **Rock Love.**
15. **Unsuspecting Heart.**
16. **Wedding Bells.**
17. **Darling Je Vous Aime.**
18. **Beaucoup.**

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**Bob E. Lloyd (WAVZ-New Haven, Conn.) used the following sign off for his morning program on the first day of Brotherhood Week.**

Bob said: “For the past two hours here on the program, all of the songs we’ve played were performed by Negro recording artists. During this time there was not one phone call to the station from anyone who realized the group designation. Let’s, therefore, all judge people as fairly as we do the records on a radio show—individually and on the merits of each.”

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**Pic of the week—Bill Phillips (WBAX-Wilkes-Barre, Penna.) celebrates his 39th Anniversary in radio on April 15.**

Bill recalls December 1952 as having been the month that provided the biggest thrill of his career. He sponsored a DJ marathon which raised $25,000 for a seventeen year old girl who had a broken back and was unfortunately destined to become a paraplegia. Gary Lesters (WVNJ-Newark, N.J.) thinks the Med-maives had him in mind when they recorded their latest, “Birds, Puppies and Tropical Fish.” Gary says all three and is trying to build his show around it.

**Love note from George Lezott (WAVZ-New Haven, Conn.) informs us he always manages to mention CB at least 4 or 5 times on his daily 10 A.M. to 2 P.M. show... Jerry Gross (WMGG-Bainbridge, Md.) puts in a strong pitch for Teresa Brewer’s “Pledging My Love.” Says he plays it on his “Sunrise Serenade” and reaction is the best any record has received for some time... Wallie Dunlap (WICC-Bridgeport, Conn.) adding a new feature to his show based on The Cookbook, “Pie of the week,” “Sleep of the week,” and “Best Bets.” They will be combined under the name “The Week’s Best...” Al Radka (KFRE-Fresno, Calif.) puts in a big plug for Tommy Alexander’s “What That Human Thing Is To Do on MGM...” Debbie Reynolds sending New York jockeys noisemakers to boost her “The Noise in the Market” on MGM. Note attached stated “I hope my record is making a hit” in response from the lead. Iva Levine and Irwin Zucker of Ideal Records Products, New York distro for MGM... Joe Girand and Ed Robbins (WKNB-West Hartford, Conn.) had themselves a wonderful time on the recent Jiminy Cricket Tour. Ed tells us he has Request Matines has almost tripled in mall poll during the last five to six weeks... Jerry Kay (WNTX-New Orleans, La.) writes the Mardi Gras spirit has every one “batty.”... Tom Edwards (WERE-Cleveland, O.) sending out Dimpie Club cards.

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**Three local deejays: Rhoda Brown (WMGM), Brad Phillips (WINS) and Bill Williams (WNEW) participated in the selection of a local “Miss Exquisite Farm” last week at the Park Sheraton. In conjunction with UA’s “Cruella,” the national winner gets a movie and modelling contract and some thousands of dollars in prizes... Rosalind Paige visiting New York and Philly jockeys this week to get the big push going behind her MGM “I Think I’ll Cry Again.”... Larry Kane (KLBH-Houston, Texas) devotes 5½ hours each Sunday afternoon to programming new albums in their entirety.”

---

**"It’s What’s in THE CASH BOX That Counts!"**
A great coral-instrumental recording...

SAY IT ISN'T THE NIGHT

c/w

UN GRAND AMOUR

(A Great Love)

Hugo Winterhalter's

orchestra and chorus

RCA Victor 20/47-6003

"New Orthophonic" High Fidelity

"It's What's in THE CASH BOX That Counts"
NEW YORK—Joe Carlton, Chief of Popular Artists and Repertoire at RCA Victor, Records, came through with what is considered one of the biggest coups in the music business by securing recording rights to “Damm Yankees,” the new musical which opens in New York on May 5.

Victor is now prepping an extensive promotion push for the new show. One of the songs, “Whatever Lola Wants,” will be sung by Dinah Shire on a coast-to-coast television spectacle March 27. This will also be Dinah’s recording of the song, available in stores, the morning after the television show. Other songs from the show are available by virtue of record No. 35512 recorded by Tony Fish, Ferrall Como, and Kay Starr—and there is discussion at the moment of a possible outing of the latter. A special deluxe package is also being planned for the album.

A tentative recording date of May 8 has been set by Joe Carlton for “Damm Yankees,” and the sets will be rushed to distributors immediately. Carlton says that the score, written by the Ross-Ander collaboration, surpassed even “Pajama Game,” the duchess last great success on Broadway. Owen von Eden and Stephen Douglas have been cast in the lead parts and Jimmie Jomako will be one of the featured players.

**NEW YORK**—Little Bobby Blumenthal, a seven-year-old Davy Crockett fan, was listening to his Bill Haye record of the theme tune “Ballad Of Davy Crockett” recently, and he just couldn’t believe that the line “Hepatched up the crack in the bell” was true. So he sat down at his desk and addressed a letter to “Liberty Bell, Wherever You Are” questioning the lyric. He wound up getting a letter from M. O. Anderson, Superintendent of the U. S. Department of Interior, National Park Service, Philadelphia. The letter told him that Crockett hadn’t anything to do with the bell, and another legend bit the dust.

**Chic**

Patti Page checked into town for a quick one-day visit and brought with her, new 45-rpm and new sides. Included in the Decca 45s which, according to Kenny Myers will help to determine the coupling of the singles, is “Eddy Pochino’s press a couple dates here meeting with everyone in the music biz and helping to promote his very big one, “Rock Love.” Disk is continuing to climb and Eddie is looking in this one in his very first release. Also visiting our Windy City with Eddie was Joe Delany who, together with Jimmy Billard, continues to turn out week after week of the best news. We heard that several times Jimmy Cairus of BMI tells us the full promotion will be “in the works” behind their latest tune, “Have Mercy, Baby.” Decks so far include Bunny Paul with Billy May and Ork on Capitol, and Roberta Lee on X.”

Eddy Ayers is getting almost the same attention with “Plantation Boogie” for Decca, Bill Haley’s “Rambo.” George Shokler of E. B. Marks pubhly done a couple of offices to say “H’ll” while touring with “Makeug.”

**Hollywood**

Rush Adams, currently under contract to MGM label, going all out in promoting his latest pressing of the old standard, “All Of You” is not a newcomer as one might surmise. Rush, a new face in a well-seasoned promotion, found things a bit tough—thus the name change. During the lean period he was forced to take a job in a chain furniture store as a salesman. One day an elderly couple, in search of a new divan, recognized him as “a young fellow that once worked on the Al Pearce show.” “I’ve heard of the name,” the fellow said. “But don’t forget, the old man said, “cause you probably would be going guns by now.” The Art Marion of a few years back smiled, and went about his business and Rush Adams, with the glee still in his eye! . . . Rosemary Clooney was St. John’s Hospital’s most popular patient. She received more flowers, congratulatory wires, letters, telephone calls and gifts than any other patient ever signed in at the Santa Monica hospital. Young Miguel Jose Peveri is singing, “There’s Gonna Be Some Changes Made,” while mother is still receiving loads of gifts and letters all from hospital, and members of the Hospital. Young Miguel Jose Peveri is singing, “There’s Gonna Be Some Changes Made,” while mother is still receiving loads of gifts and letters all from hospital, and members of the Hospital.

**Patti Page**

Patti Page, it seems, is getting deeper into the music business and making some headway. She’s been acting as a sort of “director” of her career, and now she’s working on a new record under the title “It’s a Lovely Day.”

**Val Records**

Val Records, 1107 El Centro, Calif.

Val Records, Territorial Open for Distributors

**Hollywood, Calif.**—Before embarking on a tour of major Australian cities Spike Jones and his pubs, had a recording date with Glenn Gray and the Casa Loma Orchestra with KLCX deejay Jim Ameche. As Jim gives the word they all listen attentively to Helen’s latest label “X”-platter “Say The Word” and “Please Don’t Fret” on the new Regency tubeless portable, the world’s smallest pocket radio.
COLE PORTER’S
“ALL OF YOU”
from the Broadway musical “SILK STOCKINGS”

“YOUNG AND FOOLISH”
By ALBERT HAGUE and ARNOLD HORWITT
from the Broadway musical “PLAIN AND FANCY”

Nat “King” Cole’s
Capitol smash...

“DARLING, JE VOUS AIME BEAUCAUP”

2 Great recordings on the nation’s NEW POP HIT...

“CHERRY PINK”
(“AND APPLE BLOSSOM WHITE”)
Perez Prado .............. RCA Victor
Alan Dale .............. Coral

THE CHAPPELL GROUP
Spotlights
4 Smash Hits
**Special Features Planned For MOA Convention, March 28, 29, 30**

**Los Angeles, Calif.—**The 5th Annual MOA Convention, which will be held at the Hotel Morrison in Chicago, March 28, 29 and 30 should be the most interesting yet. Approximately 50 exhibit booths have already been sold to exhibitors and some of these are expected to display merchandise that has not previously been on the market. Others will show new types of music equipment.

Booths 4, 5, 6 and 7, the entire West wall, will be occupied by Wurlitzer, Rock-Ola, Seeburg, and AMI respectively.

The three day convention will consist of three meeting days during the afternoon and evening in the way of a question and answer program, and they too will offer new and interesting merchandising ideas.

Nationally known speakers will address the convention on important subjects. Nationally known advertising and promotional men will speak on public relations and business promotion of the automatic phonograph industry. These speakers will come from some of the largest advertising agencies in the country. Names of all speakers will be listed in the MOA Program which will be available at the convention.

In addition to a discussion on the national health plan and an advertising program for the industry, the three closing cocktail parties will be another of the main topics.

Meetings will be called to order at 10 AM each day and will adjourn at approximately 12:30 PM. There will be no Hoffman meetings in the afternoon or evening.

The hours for exhibiting will be from 2 PM to 9 PM each day except on Sunday, March 29, when there will be noon to 6 PM for the banquet and floor show which will start at 7 PM.

Hirsch De La Vies, chairman of the entertainment committee reports that recording artists who are scheduled to attend include Perry Como, Frank Sinatra, Dorothy Collins, the Fontane Sisters, Johnny Maddox, the Hilltoppers, Billy Vaughn, Mac Wiseman, Pat Boone and the Four Freshmen. Most of the above mentioned have already confirmed the dates.

Registration booths will be open Sunday, March 27th. Ops can register the third party, a completed registration form on the first floor of the Morrison. Registration badges will be available from Sunday through to Wednesday and all exhibitors can purchase as many as they will need and must have badges. Registration fee will be $2.00 per person.

Banquet tickets can be purchased in advance.

Gerald L. Miller, chairman, and co-chairmen Ray Cullen, Albert S. Dentner, Martin Britz and Jack Mulligan say:

"The affair is colossal! It's dynamic! And it will prove to be the greatest show, and the most outstanding MOA meet of all time! How can any music operator afford to miss when a convention of this kind has been especially prepared for a benefit." Miller goes on to say, "If you haven't made your reservation, make it now, by mail or wire since everyone will want to register at the Morrison." Exhibitors who have already purchased their exhibit space are: Seeburg, Rock-Ola, AMI, Wurlitzer, Capitol Records, MGM, Columbia, RCA Victor, Vox and Decca, The Downbeat, Billboard, Auto-Photo Co., National Reprint, ABJ Manufacturing Co., Murray Nash Associates (WSM Grand Ole Opry), Perino Incorporated, Capital Projects, Distributing, Star Title Strip, Consolidated Coin, Barney Young (National and Merry Muscat), and Radio Corp., and many others who have not sent in their checks as yet.

No reservations will be considered assured unless the check accompanies the application.

Leahy, Borden Leave Major

**NEW YORK —** Arranger-conductor Joe Leahy left Major Records this week along with Stanley Borden, Major's national sales and promotion manager, to form their own record company tentatively called Unique Records. Leahy and Borden have already signed the new label, artistes included. Leahy is a veteran from the west coast, and Debbie Haley, a thrush from the Bob Kennedy TV show on station WPXI in this city.
NEW ORLEANS—When Ralph Flanagan finished his engagement in New Orleans recently, he gave a party for all the disk jockeys in town. As a gag, he had them all sit up on the bandstand and had an orchestra completely made up of djs.


Seated, left to right: Saxophone—Glenn Smith, Sales Mgr., TV & App.; Jack Marden. Clarinet—Don Laughnans, DJ, WTIX. Saxophone—Jeff Hugg, DJ, WNOE; Bob Moats.

Top 10 Best Selling Pop Albums

1. THE STUDENT PRINCE Mario Lanza (RCA Victor LM 1837; ERB 1837)
2. MUSIC, MARTINIS Jackie Gleason (Capitol W 509; EAP 1, 2, 3, 4-309)
3. MUSIC TO REMEMBER HER Jackie Gleason (Capitol 570; EBF 1, 2-570)
4. DEEP IN MY HEART Original Cast (E 3153; X276)
5. MUSIC FOR LOVERS ONLY Jackie Gleason (Capitol H 352; EBF 352)
6. SELECTIONS FROM THE GLENN MILLER Glenn Miller (RCA Victor LPT 3057; EPBT 3057)
7. SEVEN BRIDES FOR SEVEN BROTHERS Original Cast (MGM E 244; X 244)
8. THE MUSIC OF RUDOLPH FRIML Mantovani (London LL 1150)
9. B.G. IN HI-FI Benny Goodman (Capitol W 565; 1, 2-565)
10. JOANNE SINGS Mary Stuart (Columbia CL 6333; B 487)
10. SORTA—MAY Billy May (Capitol T 562; EAP 1, 2, 3-562)
10. THERE’S NO BUSINESS LIKE SHOW BUSINESS Original Cast (DL 8091; ED 828)

Research Craft Company
Producers of
* Finest Custom Record Pressings That Quality Materials and Intelligent Skill Can Offer
Any Type of Phonograph Record in Shellac • Flex • Vinylite
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ERNESTO BONINO sings...

THE WHITE ORCHID
Theme from United Artists motion picture color spectacle, "THE WHITE ORCHID"
Orchestra under the direction of BEN PICKERING
A "New Orthophonic" high fidelity recording

"It's What's in THE CASH BOX That Counts"
HARTFORD, CONN.—At the opening of the new Mercury distributor in Hartford, Connecticut (left to right), Luigi Creatore, Mercury A&R; Buddy Friedlander of the Hartford distributing office; Georgia Gibbs; His Honor Mayor De Luceo of Hartford; and Hugo Peretti, the other half of Mercury’s A&R team, played an old Italian game called “Mora.” Naturally Georgia won.

Desmond Intros Song On TV Program

NEW YORK—A new song had its debut via the television program on Sunday, March 6th, 9 to 10 P.M. New York time, over the NBC-TV network. “Play Me Hearts and Flowers,” which was also the title of the play itself, was introduced on the Philco Television Playhouse in a production starring Johnny Desmond.

It was the story of Nick Mercier (Johnny Desmond), a young singer who became successful—not by singing—but by playing straight man to a comedian (played by Joey Adams). A new song is born when Nick breaks away to prove himself on his own.

The composing of the song and all that goes into making a big hit were an integral part of the plot. An actual recording session was included, and the song, “playbacks” was seen. This was the first time that the life of a song, from beginning to end, had been done “live” on TV.

The song itself, “Play Me Hearts and Flowers,” is by Mam Curtis and Sanford Green and is published by the ASCAP, from Modern Music Corp. Already recorded on the Coral label, this latest Johnny Desmond disc was released the day after the telecast. Copies of the sheet music, as well, were available at all music stores on Monday morning (March 7th).

Ulano Breaks Record In “Drumathon”

NEW YORK—Drummer Sam Ulano, who made quite a stir on the A-Bell label with a drum novelty tagged “Drum Fairy Tales” and later recorded “Santa And The Doodle-Dee-Dee Book” for MGM, created more than just a stir this week in the window of the Henry Adler Music Store on 40th Street, when he set out to break the record for continuous drumming.

Ulano began his percussionistics at noon of last Monday—after close to a year of training for the event—and fell asleep at the drums at 7:00 A.M. on Thursday, breaking the record with a 67 hour 11 minute and 40 second performance. The previous record was set by a Jerry Sandweiss who played for 14 hours and 32 minutes in the town of Norman, Oklahoma.

The major reason for the drumathon was to attract attention to the review “Safari,” a show which Alan Abel, owner of A-Bell records, is producing.

Ulano was trying to reach the 72-hour mark, but passed out less than five hours from his goal. Life Magazine photos covered the event.

Bobby Sherwood Makes One-Man Disk

NEW YORK—For the first time in history of the record industry, one man has waded what represents a full orchestra, 4 voices of a quartet, and the solo. The man is Bobby Sherwood, orchestra leader and TV panelist on “Maskarade Party,” who has played about every musical instrument in his varied career.

Recently he put all his talents in one basket—or rather—one recording.

The result is a record on the Coral label, “Brown Eyes, Why Are You Blue?” on one side and “Yes, Indeed,” on the other.

Multiple musicman Sherwood not only plays all ten instruments, sings all 4 voices of the quartet, and the solo, but he also did the arrangement. The record will be released around March 21st and will carry the tagline: “Bobby Sherwood and his ALL BOBBY SHERWOOD orchestra.”

America’s Leading One Stop Record Service

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TRENTON, N. J.

BROOKLYN, N. Y.

WILMINGTON, DEL.

RECORD STORES WANTED

The Cash Box, Music

Page 16

March 12, 1955

Uno...Due...

It’s what’s in The Cash Box That Counts

Bobby Sherwood makes his one-man disk.
Music
LOVE
strong
Arlene
effectively
has
FRANCK
6th
lected.
concert.
notes
tofele"
boastful
recorded
canini
entire
The
Oscar
With
well
his
the
leading
Not
times,
the
Victor
Records
WILLOW
YOU'D
vocal
vocal
PAPER
drums,
and
the
Brothers
appearing
The
The
LP)
GARROW'S
PIANO;
GRIEG—
with
GROGAN's
Managing
Director,
and
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WORLD
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BROWN;
keyboard
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Barbara
Pittsburgh—Recording
star
Vic
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casts
Singers,
and
After-
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record
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National
Record
Mart,
224
Diamond
Street
in
Pittsburgh.
Vic
was
in
Pittsburgh
promoting
his
latest
Mercury
record,
"Foolishly."

Grogan Named
Program
Manager
of
WNEW
NEW YORK—Richard D. Buckley,
President
and
General
Manager
of
radio
station
WNEW,
announced
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appointment
of
Jack
Grogan
as
Program
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the
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March
7th,
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Grogan
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1951
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station's
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returning
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spend
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year
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WBNC
followed
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a
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WMBT's
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Grogan's
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N. W.
Ayer,
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before
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WNEW
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In
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Buckley
said,
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Arlene Francis Makes
Recording Debut
NEW YORK—Arlene Francis,
familiar
to
millions
of
Americans
as
the
hostess
for
the
NBC-TV
show
"Home"
and
as
a
panelist
on
the
Sunday
night
show
"What's
My
Line?"
has
just
made
her
recording
debut
on
the
Cameron
label.

Four Coins To Head
Greek Day Parade
NEW YORK — The Four Coins,
whose
newest
hit
is
"My
Anxious
Heart"
on
Epic
Records,
will
lead
the
Annual
Greek
Day
Parade
up
Fifth
Avenue
in
New
York
on
March
27th.

The
Four
Coins
then
go
to
Reno's
New
Golden
Hotel
for
a
two
week
engagement.

TOTAL
DECCA
Records
Get
The
Play

FINGER
OF
SUSPICION
DICKIE
VALENTINE
No. 1498

LONDON

Decca

Thr "It's what's in the Cash Box That Counts"
Southern Appoints Lutz
James At Crescendo, Hollywood

NEW YORK—In a move which trade circles say presages further changes at the pubbery, Bob Iverson, vice-president of Peer International and Southern Music, this week announced the addition of the firm’s staff of Herb Lutz as professional manager of Southern Music and Melody Lane. Lutz, who recently headed his own music firm.

Irving Deutsch continues as general professional manager of Peer International and Charles K. Harris Music.

Ray On World Tour

NEW YORK—Johnnie Ray and company left on a three-month tour last week, that will take them worldwide. The group includes vocalist Helen O’Connell, comic Danny Crystal, a dance team and three musicians.

The artists played the Civic Auditorium in Honolulu on March 2 and then departed for Australia where they will do a seven-day stint commencing on March 9th.

From Australia, Ray and his manager Bonnie Lutz will fly to England where Johnnie will appear in London, Ireland and the provinces before he opens at the London Palladium on April 28th for two weeks.

The tour is scheduled to be repeated from New York early in June for a return engagement at the Latin Quarter.

Pee Wee King On Gomo Show

NEW YORK—Pee Wee King will appear on the “Paragon Gomo Show” on Wednesday, March 5th with Julian La Rosa as a special, La Rosa is replacing Jimmie Davis who is away for a short and much deserved rest. King will also appear at a group pact at the ABC show “Who Said That?” featuring John Daly, Bob Considine, June Lockhart and Pat Carroll, on March 9th.

BROADWAY MUSICAL

“Silk Stockings”

A new musical hit came to Broadway last week and it should be sitting audiences for years to come. Based on “Ninotchka” in which Greta Garbo originally starred, “Silk Stockings” comes in as an elaborately, smash hit.

Words and lyrics are the works of Cole Porter and although several of the songs have hit the recording picture, Foremost among them are “All Of You” currently climbing on the charts as recorded by Sammy Davis, Jr., for Decca and Tony Martin for RCA Victor, and the title song “Silk Stockings” done by Perry Como on Victor. It wouldn’t be surprising to see some of the other tunes step out with the proper recordings, particularly “Paris Loves Lovers” and “Without Love.”

If the atmosphere of the show is caught on the original cast album, it could very well turn out to be one of the all-time best sellers. For the music and lyrics are to a very attractive and the performers in the show prove exceptionally effective.

Although Higadege Neff, who plays Ninotchka, doesn’t really sing, her talking voice is so compelling, especially when she is interpreting a song of a sort that the effect on records should be startling. In particular we hope they will record her entire closing in the first act which was without doubt the most striking scene in the show.

Don Ameche, who played his part with perfection, should also do well on the record. His singing voice is suited to his role and his appeal to teen-agers should be strong since they undoubtedly saw him in the movies and as host of the “Ed Sullivan TV” show a couple of seasons back.

Another hit in the show is Gretchin Wyle, who does the comedy songs and who should be a smash in the recorded version. Her interpretation of “Sterophonic Sound” and “Josephine” made her a star on opening night and sold her a steak on the album.

“Silk Stockings” will probably turn out to be one of the most successful musicals of our time. And that makes five smash records for this year’s producers Fernet and Martin. They previously had “Where’s Charlie,” “Guys And Dolls,” “On The Town,” “The Boy Friend” —and now this. What more is there to say?

The Cash Box reviews are designed to give juke box operators, disk jockeys and record distributors programming information about the shows being discussed.
NEW YORK:

Bobby Shad, Mercury-EmArcy Records, back in town from his recent trip to the Coast, made a southern trip. Bobby has been getting a good reception to his new "There's A Whole Lot Of Fish In The Sea" by new label Deedo's Ware. Harold Record, at Silver, tells us that has been cutting like mad for the next few weeks. The feeling of Al, Jack Angel and Jack Braverman, is that they've come up with some good sides. They had some wonderful rehearsals, good material and sound arrangements. Al also announces the signing of Johnny Jay, a youngster "loaded with talent," to the label. One of the first things he did was name the artist, and the other, The Whirlwinds, Harold has a strong deck going for them in Charlie & Ray's "Take A Look At Me!" and high hopes for the new Faye Adams, "You Ain't Been True!" and "My Greatest Day." Don Feed will be parlaying the trade at a luncheon at Al and Dick's Tuesday, March 8. Alan in New York six months and man--what progress.

San Francisco,出血 high on with Varetta Dillard's "Johnny Has Gone," "Rain or Shine!" and "Down In New Orleans" by Big Mike, a new artist with a big voice; "Everybody Needs Somebody" and "When Did You Leave Heaven" by Little Jimmy Scott; "Don't Be Anymore," with its catchy "I Just Can't Help Myself" refrain. They are a good plotter by the Davis Sisters. . . . Dewey Phillips (WHQB-Memphis, Tenn.) will become an even more notable influence with his new taped entry into eleven more cities. Locally Dewey will be heard on WJW-Newark, N. J. for one hour every Saturday night. First show will be March 5. . . . Joe to the above and Dewey's WHQB show, Phillips is heard from 5 to 4:30 every day on WJAK-Jackson, Tenn. . . . Pierce Records issuing three platters this week. Marie Adams does a driving item "Boom Diddy Wa Wa" and copies it in all its original glory. Chic's remake of "Hounddog" fame, sports out "The Fish!" and "Laugh, Laugh, Laugh," two tricky novelties; and the Bells Of Joy doing "It Will Soon Be Over!" and "Since Jesus Changed This Heart Of Mine." Don Robey, Duke and Pierce proxy advises the labels will really be rolling in the next month or so. They will have platters on the market by Jewell "Tarzyn" Brown, making her debut on Duke; Bobby Bland, recently discharged from the army; Earl Forest, Little Junior Parker and Harold Connor. Robey is also planning to release a blockmover "I'm Gonna Get My Baby Back," at Nash. . . . Moe Ke.Diagnostics / The Diablos has two releasing new Alfredo direct, two merengues and two mambo's . . . Bob Rolatets, new A & R at Grove Records, knee deep in work as he works at getting his first releases ready . . . Ivy Marcus, Pierce national sales manager, when the artist topped cup at the Festival and the session was held shortly after in Chicago under the guiding hand of Don Robey. . . . Eddie Holler very excited about the strong reaction Mickey Guitar has been getting in the recent "Clyde Turner with "Flip, Flop and Fly"); Clyde McPhatter with "What Cha Gonna Do" and The Cardinals with "The Door Is Still Open." The latter platter, this point, is mostly in the New York area. . . . The United Music Operators of America recently held two town, panel discussions in the area. One of the highlights at the show was The Diablos. Fortune Record group. The Diablos created a sensation, putting on a great show for the kids.

CHICAGO:

"Chop Chop Boom" by the Dandies from United is really taking off, according to reports received. . . . Charles Brown goes into the Crown Propeller Lounge for one week beginning March 23. This marks Brown's first local appearance in the Midwest. . . . Sonny Stitt follows into this spot on March 30. . . . Little Walter, whose "My Babe" is heading for the top, leaves April 1 for a Southern junket to be gone, it is said, indefinitely. . . . Another Chess star, Muddy Waters, will return to his old haunt, the Midwest tour March 17. Irv Tabacken has just released two spirituals. The first of these titled "Trust Him Today" by the Boyer Bros. The other, "You Lord" by the Rayburn Singers. Seems the Rayburn Singers heard about the fact that Irv covertly booked the group for a gig and brought their tapes for her to hear. Vw liked what she heard and the release is the result. . . . Chuck Willis now leaves in the area on a tour of one-niners. . . . Stan Ricardo, newest dj addition to WGES staff, continues to win friends and listeners on his morning show. . . . Jimmy Bracken now in Detroit promoting latest batch of "Vee-Jay releases. . . . Ruby Kaye continues to build up the Chicago Theme. . . . Jim Fleming of Shaw Artists Corporation tells us one of the newest and finest records for r b acts in the country is the Orchid Room in Kansas City. Only top headliners appear.

LOS ANGELES:

A great deal of interest is being shown by the platter houses, A & R reps and distributors in the forthcoming M.O.A. concert to be held at the Forum March 22. The Los Angeles Municipal Auditorium will be packed a sellout. The line up in the so-called " invited acts" include among the under the name of "The Raven." His nightly radio program over a San Fernando Valley radio station favors R & B, and it's obvious that this mysterious character is a fan and enthusiast of this popular brand of music. Any one who knows the word "The Raven," which is a mystery nickname, Mr. Hayes just might let it slip in a future edition! Here's a tip: He is reported (according to close friends) to be a social figure. The "Gut" and the "Guts" are said to be connected with the "Hawk." He is the "Gat" by the "Cow." Catch him in person at the Ringside, or over KBLA.

Jockeys and labels are continuing a junket throughout the Middle West and East to launch their latest releases on the Modern, RPM and Crown labels. Generally these Independent labels and record companies. . . . Looks like vocally Linda Hayes may have the hit of the year with her current King clicker, "Please Have Mercy." The tune is also being covered by the majors with Capitol's Hayes and record companies. . . . Cap features Bunny Paul, while label X is pushing the version by Robert Lee. The number was written by Ralph Bass and Phyllis Otis, wife of the well-known bandleader and disc jock, Johnny Otis. . . . Couldn't be anything else but a big deal brewing when Jim Warren of Crenna Record Sales and Sid Talmadge of Record Merchandising Co., get together for more than an hour over a cup of coffee. . . . Mercury is really pushing their most recent R & B effort, "There's A Whole Lot Of Fish In The Sea," cut by Dorela Ware. . . . Articles have already appeared in the Los Angeles Star and many large newspaper men have been shown off a Hawaiian theme. More than 5 million records of this number have been sold! . . . Tab Smith and the Five Royals expect to be in California the middle of this month. They'll be in San Diego March 19, San Pedro March 20, and will appear for three days, Mar. 25, 26 & 27, at the 54-ballroom. . . . Horace Held recently applied the initial for a renewal of the Int'l Spot's license and industry officials have assured them on for another four weeks. After leaving Held, the singing team open the Flamingo in Las Vegas for three weeks, starting April 7. . . . The popular Pats Demino packed 'em in at the 54-Ballroom last week-end (Mar. 4, 5, 6) and is expecting a much bigger crowd this Friday night. Pats is riding the crest currently with his Imperial hit record of "Don't You Know" and "Helping Hand." . . . Noted Abe Diamond, Lester Sill, Ollin Harrison and Mike Kurlan in a "ball session."
OKLAHOMA CITY—Following their performance in "Top Ten Rhythm & Blues Review of 1955" at the Municipal Auditorium in this city recently, some of the artists dropped into AMI's Copeland Distributing in Oklahoma City to meet the people who helped make their records hits. Surrounding the new AMI area (l to r) M. B. Norton, promoter and coin-machine operator in the Oklahoma City area; Herschel Bayless, manager of Deluxe recording artists, the Charms; Joe Penn of the Charms; band leader Jimmie Brown; and Richard Parker of the Charms.

**Herald Launches Pop Label, Natural Records**

NEW YORK—Herald Records this week announced the launching of a new pop label, Natural Records.

Al Silver revealed that two records will be released immediately. They are "You Must Know" and "Someone, Somewhere, Sweetheart" by the Knickerbockers; and "Yiddish Mambo" and "Champagne" by Anita Boy and his Orchestra, featuring Pepe on vocal. Jack Angel will take a three week trip through the country on a promotional trip for both the Herald and Natural labels.

For the main part the distributors remain those that now are in the Herald family. However, there have been some new appointments and others may be made by Angel when he visits certain cities.

**THE CASH BOX**

in New York City: JUdson 6-2640

in Chicago: DEarborn 2-0045

in Hollywood: HOLlywood 5-1702

**Sweeping the Country in - POP!**

Johnny Ace's "PLEDGING MY LOVE"

DUKE RECORDS
2009 EASTUS STREET
HOUStON 26, TEXAS

Can you tell me where I can buy...

**For Any Information Relating To This Industry...**

**JUST PHONE...**
March 12, 1955

The Cash Box, Music

"Most of All"
Moonglows
# 1589

"That Ain't Right"
b/w "Go 'Way"
By John Brim
# 1588

"My Babe"
By Little Walter
# 811

"Loving You"
By Lowell Fulson
# 812

"Hug and A Kiss"
Moonlighters
# 813

"It's What's in THE CASH BOX That Counts"
STARS OVER HARLEM

At this moment we're keeping a keen eye focused on the fast breaking Charms etching one of the cleverest bits of material in many a release. The tune is called "Two Hearts" and it could very easily be the dealers delight. It has a groovy big beat, a nice set of lyrics and a melody that is easy for Mr. Public to hum. It doesn't take long for us to learn that Richard Berry and "Please Tell Me" is making its way straight to the hearts of the nation's record buyers, for this writer has thought Berry long overdue for a smasheroo. This one has a good start at this penning and with a little more attention and exposure could pull in a whole pile of votes. Johnny Hodges and "Burgundy Walk" just the thing for bouncing about and keeping the spots hotter than hot. Don't think it a bit too late for Willard McDaniel and "Only A Fool" to break loose like crazy if given a play or two more. P.S. Think the Crown Records brain department should get on this one pronto. "Special Delivery" another from the pen of top-flight d.j. Allan Freed b/w "Don't Ever Let Me Go" should keep Joe Davis, Ernestine, and all concerned strutting happy-like for many moments to come.

Those who dig the Latin rhythms are yelling for more and more of Joe Loco and crew as a result of the tremendous success of maestro's latest "Mambo U.S.A." dirty. The Cardinal's "Door" deal moving like a gust of wind in the direction of the top slot dept. of local charts. Dean Barlow spotted making the rounds of the uptown jocks and spots. Johnny Ace and "Fledging" still the climbing skyward to the dizzy heights. Sunny Gales mighty pleasing at Cafe Society. Perez Prado's tasty "Cherry" slicing, a real sweet one. Carmen McCrae getting stronger and stronger, which incidentally reminds us to mention that there is a big demand for the little lady's works that grace the now defunct Stardust label. These records are missing the boat as a result of their not being available to market at this scribbling. Arnett Cobb, his driving big-toned tenor sax and orchestra lend a fresh new treatment to the "Flying Home" oldie and does this mambo styled baby swing... "You Don't Have To Go" getting the plays, calls, and good mentions which bring broad smiles to Jimmy Reed, Vee-Jay records executives, Calvin Carter and the Alpha distrib staffmen. La Verne Baker and "Tomorrow Night" getting bigger with each tick tock of the ole clock. Fats Domino's "Don't You Know," Little Walter and "My Baby", Ray Charles "Woman" bit just the thing for those who crave the down home bits of sharps and flats, etc. Jimmy Ricks in to say hello before hitting the highways for parts down south way. The Midnighters and their "Ring" effort ringing and singing the many bells of the op's cash registers. The Stevens Singers and "Deliver Me" the biggest selling spiritual in the uptown area.

Record referred to in The Penguins' review, page 28, should have read "Earth Angel", not "Ko Ko Mo".

"It's What's in THE CASH BOX That Counts"
NEW YORK—With most Tin Pan Alley songwriters crying the blues over the r & b trend, at least two seem to have mastered the art of writing them with a bang and are shouting the blues with joy. Frank Black and Bob Crewe, local tunesters, have gotten published no less than 18 songs in this week with such firms as Geday, Sheldon, Progressive, Northern, Charm, Conley, Hill and Range, and etc. records set on Atlantic, Decca, Dell, Coral and Capitol. Black says his Southern background has been a tremendous help to him, though his interest of ten years ago in such greats as Joe Liggins, Roy Brown, Louis Jordan, Ivory Joe Hunter, etc. didn't hurt, but for Bob Crewe, an interesting sideline to the whole story developed in that a new recording session in Detroit March 9th has been set because of the interest aroused in the new r & b material. Bob has been recording for Jubilee records.

RCA Victor Records

"St. o'Bleecker Street"

NEW YORK—A full-length original cast recording of Gian Carlo Menotti's "The Saint of Bleecker Street" was begun this past Sunday, February 27th, at the Metropolitan Opera House, and it was completed the end of last week. Its release is being conducted by Mr. Rek, director of artists and repertoire for RCA Victor Records, has announced.

The principals heard in the recordings include David Polani, Gloria Lane, Gabrielle Ruggerio, Laverne Lichner and the remainder of the original cast with chorus of 30.

The opera, which currently is running on Broadway, was hailed at its opening December 27th as "the most powerful drama of the season," "brilliant in its dramaticécroqué," and "vulgarcly vulgar" and "Menotti's "grandest contribution to the modern literary theatre."

The album is being recorded under the personal supervision of the composer whose "Amahl and the Night Visitors," Concerto for Violin and Orchestra played by Spivakovsky and the Boston Symphony under the direction of Charles Munch, and the Balber Suite from "Sebastian" conducted by Leopold Stokowski previously have been recorded by RCA Victor.

The orchestra for "The Saint of Bleecker Street" recordings, which is the largest ever to be used in a Broadway premiere, is being conducted by Thomas Schippers, noted young conductor, who batoned the works's Broadway premiere.

**Tunesmiths Crewe & Black Master R&B Style**

**New York**—With most Tin Pan Alley songwriters crying the blues over the r & b trend, at least two seem to have mastered the art of writing them with a bang and are shouting the blues with joy. Frank Black and Bob Crewe, local tunesters, have gotten published no less than 18 songs in this week with such firms as Geday, Sheldon, Progressive, Northern, Charm, Conley, Hill and Range, and etc. records set on Atlantic, Decca, Dell, Coral and Capitol. Black says his Southern background has been a tremendous help to him, though his interest of ten years ago in such greats as Joe Liggins, Roy Brown, Louis Jordan, Ivory Joe Hunter, etc. didn't hurt, but for Bob Crewe, an interesting sideline to the whole story developed in that a new recording session in Detroit March 9th has been set because of the interest aroused in the new r & b material. Bob has been recording for Jubilee records.
Eddie Vinson (Mercury 70525)

"Anxious Heart" (2:45)


"Suffer Fool" (2:43) [Brent Blackwell - Kirkland, Vinson does another good job on a quick beat jump ditty as he tells his lady off. In the rock and roll idiom.

Peppermint Harris (Cash 200)

"Treat Me Like I Treat You" (2:48) [Money BMI - Harris, Greg] Harris does ok by the slow bounce blues. Item is low down in vocal and ork treatment. Tune is ok and Harris seems to feel it.

"Cadiolin Funeral" (2:23) [Money BMI - Fowler, Vickers] Harris sings a jump item in the novelty vein. Deck doesn't come off too well.

Dakota Staton (Capitol 63059)

"For the Rest of My Life" (2:36) [Monument BMI - McCoy, Singleton] This gal is up wards. She has lots on the ball and demonstrates her talents on this deck. Tune is a slow dance item moved put by Miss Staton in very stirring fashion. A platter to watch.

"No Mama - No Papa" (1:55) [Roosevelt BMI - Kriechman, Lutte] Here's a quick beat that Dakota handles with an eye to pop. Infectious but light. Showpiece for the diversified talents of the gal.

The Debs (Bruce 129)

"Shoo Do Do Do" (2:16) [Arc BMI - Alger, Jones] The Debs cover the Moonlighters hit with an acceptable version. However, gals are late for any real action on this side.

"Whadya Want" (2:27) [Sun BMI - Leiber, Stoller] Another cover of an item already strong. Gals are fair.

Otis Blackwell (Jaya Dee 798)

"Go Away Mr Blues" (2:29) [Beacon BMI - Oits Blackwell] Blackwell handles a middle tempo blues with ease and appeal. Ok platter.

"I'll Be Comin' Back Baby" (2:06) [Beacon BMI - Blackwell] Blackwell sings a slow bounce ditty with a hillbilly flavor. The charter has a good style and does a strong job. Signs of the troubles he's had and tells his baby he's coming home.

Jimmy McCracklin (Modern 951)

"Couldn't Be A Dream" (2:20) [Modern BMI - McCracklin] Jimmy McCracklin sings a middle tempo rhythm item with an easy country styling. Ok platter.

"Please Forgive Me Baby" (2:31) [Modern BMI - McCracklin] McCracklin asks forgiveness in a slow beat blues. Backing is easy in keeping with the feeling of the tune.

Faye Adams (Herald 450)

"You Ain't Been True" (2:00) [Angel BMI - J. Hendricks] My Greatest Desire" (2:34) [Berkshire BMI - Clyde Otis]

Faye Adams' full voice is back with a pair that will please. Top side, from where we sit should be "My Greatest Desire". The gal sings a middle tempo blues ballad with an emotion packed delivery and Faye Adams distinctive vocal talents. As Adams is an extremely effective performer and the wax captures her emotional outpourings with faithful fidelity. The flip, "You Ain't Been True", is an up beat evergreen with Faye doing a bit of saucy belting. Ork drives more on this side. Good wax that could also create sales material.

"Love Will Make Your Mind Go Wild" (2:30) [Doostie Williams BMI - Curtis Williams]

"Ookey Ook" (2:35) [Doostie Williams BMI - Coop]

"The Penguins follow their national hit, "Ko Ko Mo", with a two sider that should help to keep the lads up there. The upper deck, "Lovelady" Make Your Mind Go Wild", is a slow ballad beautifully performed. Lead voice is tender against a soft chorus chant. Presentation has a feathery quality that makes it easy sit still for. Story is good. The flip, "Ookey Ook", is a bouncer description of a dancer. While keeping up the velocity and quality of the flip, "Ookey Ook", proves to be a winner.

The Penguins (Doostie BMI - Math)

"Loving You" (2:53) [Arc BMI - L. Fulson]

Lowell Fulson (Checker 812)

"Check Yourself" (2:45) [Arc BMI - L. Fulson]

Lowell Fulson

The new Lowell Fulson is already making noise all over the country. This is one that all ops and stores should get with as the record has already been pretested and proved. The side is "Loving You" a slow country bouncing blues in which Fulson proclaims his vast love. It is an easy effort with a strong appeal. The reverse, "Check Yourself," is a middle tempo jump that comes out a good popper. Fulson sings with his strong feeling for a tune but early indications are that it is a one sider, "Loving You."

Roy Milton (Specialty 545)


"Baby Don't Do That To Me" (2:12) [Bar BMI - R. Milton] A slow jump side with effective warbling by Milton. Band lays down a good beat. Substantial hunk of wax that should pick up some action.

Luis Rivera (Federal 12211)

"Ruby" (2:08) [Miller ASCAP - Parich, Rosenholtz] Luis Rivera, on the organ, dishes up a dreamy slow tempo reading of the lovely tune. Strong solo support from sax.

"Heavy Hips" (3:04) [Arm BMI - Luis Rivera] The group castrates the middle tempo ballad with Rivera along sharing solo spots with the sax. Combo has a good sound and the backing is good programming material.

Richard Berry (Flair 1064)

"Please Tell Me" (2:35) [Flair BMI - Berry] Richard Berry chants a slow blues ballad with a melancholy air. Tune is pretty and has a sentimental appeal.

"O.K. Get Out Of The Car" (2:28) [Berry BMI - Berry] Berry changes pace with a complete change in mood. Flip is a nervy bouncer with humorous lyrics about the babe who won't cooperate in the car.

Illinois Jacquet (Clef 765)

"Jambocito Mio" (2:53) [Jatap BMI - Johnson, Jacquet] Jacquet dished up a modern mambo treatment in which he lays down a strong beat. Mambokids can pick 'em up and lay 'em down to this one.

"Jacquet's Dilemma" (2:09) [Jatap BMI - Johnson, Jacquet] Jacquet's small band, two saxes, trombone, trumpet, piano, bass and drums, is swinging here and comes up with some good sounds. Jacquet's horn work, as usual, takes the spotlight and provides a dash of pepper.

Billie Holiday (Clef 89132)

"What A Little Moonlight Can Do" (2:11) [Harms ASCAP - Woods] Billie lends the standard her stylized charm and Holiday fans will certainly like.

"How Deep Is The Ocean" (2:37) [Berlin ASCAP - Berlin] Similar comments.
“MOST OF ALL” (2:43)
[Acc BMI—Fuqua, Freed]
“She’s Gone” (2:41)
[Acc BMI—A. Walton]
MOONGLOWS
(Chess 1589)
up with two strong ballads to pick up where their hit “Sincerely” has placed them. The boys go sweet on both “Most Of All” and “She’s Gone” and their treatments of the melodic tunes should send them both off into the high spots in the lists. “Most Of All” was written by The pair that created “Sincerely,” Fuqua and Freed. Both tunes have sentiment, romance, melody and treatment. “Most of All” looks like the one that has the best chance to take off.

“MOHAWK SQUAW” (2:37)
[Franklin BMI—Lowman Pauling]
“How I Wonder” (2:40)
[Franklin BMI—Davis, Pauling]
THE “5” ROYALES
(King 4789)
a really wild one in “Mohawk Squaw,” a middle beat tempo that goes back to the Indians for material. The bouncer is complete with war whoops, chants and an excellent beat. Lyrics are cute. Though they tried hard to get her to say something, all they could get out of her was “ugh.” This could be the one to put the group up on top again. The flip, “How I Wonder,” is a slow, rhythmic ballad on which the lyrics blend softly and emotionally. Deck has simplicity and easy to remember lyrics and melody. Also bears watching.

SONS OF THE SOUTH
(Excello 2050)
“SONS OF THE SOUTH” (2:27)
[Excello BMI] The Sons of the South sing softly as they handle an emotional slow religious piece. Stirring wax that should rack up good sales in its market.
“TRAVELIN’ DOWN THIS ROAD” (2:43) [Excello BMI]
The group picks up the tempo just a bit on this side but the platter, though good, lacks the emotional impact of the first side.

REV. BALLENGER
(Chess 1590)
“How I Got Over” (2:40)
Rev. Ballenger has his big voice amplified even more by the extensive use of echo. Ballenger gives the middle beat gospel item a jubilee feel.
“This Train” (2:41) Quick beat item—clean and with less echo becomes the better side. Ballenger generates excitement and comes up with a strong side. Definitely the more powerful entry.

SISTER ROSETTA THARPE and MARIE KNIGHT
(Dootone 405)
“LOOK AWAY IN THE HEAVENLY LAND” (1:45) [Vasti BMI—Dally Lewis, Stella Lee] Sister Rosetta Tharpe and Marie Knight pair singing offers good name value. The pair work smoothly together on the quick beat effort that seems aimed more at the pop market.
“STAND THE STORM” (2:25) Taps Agency BMI Another quick beat offering that comes off the better deck, but also seems too pop in treatment.

LATIN
RAMÓN GONZALEZ
(Réco 802)
“CUMBARA CUMBARA” (3:39) [Pedro Justiz] New label issues mambo aimed at both fields. Deck cut in Havana will undoubtedly appeal to the Spanish trade and will also be salable to the American mambo pub, though its flavoring is more for the first mentioned market.
“TARDE DE CHA-CHA” (2:51) [Pedro Justiz] Coupling is a cha cha cha. Similar comments market-wise. Melodic wax appeals to the ear as well as the feet.

NEW RELEASES!
“CHOP CHOP BOOM” b/w
“MY AUTUMN LOVE” BY THE DANDELERS
STATES 147
“PARDON MY TEARS” b/w
“CHICKEN” BY THE MOROCCOS
STATES 188
UNITED/STATES RECORD CO.
5052 Cottage Grove, Chicago 13, I11.

GET GOING WITH
ARTHUR GUNTER
“YOU ARE DOING ME WRONG” AND
“SHE’S MINE, ALL MINE”
EXCELLO 2053
NASHBORO RECORD CO., INC.
177 3rd Ave., Nashville, Tenn.
Write—Wire—Phone (42-2215)

“The Nations Rhythm Blues Chart"
Acuff, Johnnie & Kitty Wells Tour Continues To Pack 'Em In

NASHVILLE, TENN.—The "teaming-up" of top names in country music field has been the trend for sometime now, and one of the most impressive groups to have come up with a continually successful string of personal appearances consists of Roy Acuff, Johnnie & Jack and the artists of WSM's Grand Ole Opry.

Caring for the units business is Frankie More, manager of the Johnnie and Jack team, Kitty Wells and Spot Acuff.

Recently in the face of below zero weather in St. Louis—18 below with sleet and blizzards—the unit did tremendous business. This is only one example of the type of weather the unit has encountered in many of its recent personal appearances; yet the business was healthy.

The following are a few of the typical spots the show has recently played: Lyric Theatre, Indianapolis, Ind.; the Sports Arena in Toledo, Ohio; the Palace, Cleveland, Ohio; Missouri Theatre, St. Louis and KTNT Theatre in Des Moines.

CINCINNATI CUT-UPS

A few weeks ago I told you that Red Turner left WLW and was working as a DJ on WZIP in Covington, Ky., which is just across the Ohio river. Last night I had a talk with Zeke Turner (no relation) for he and Red are Old Boys ("X") and worked at WLW for years. Zeke is a new partner working with him, Slim King. From what he tells me he is very happy with the new set up, and they retain the name Kentucky Boys. . . That loveable character Aunt Emmie from Hog Wash, Ky., called to tell me she will be doing bookings this spring just as soon as she gets the spring plowing done. . . The Brooks Sisters who come from Dayton joined Mid-Western Hay Ride this week. (Sure look good), also two old timers are back Charlie Lindville who plays a fiddle out of Dayton and Bob Siney and his nomination for king of the steel guitar players in Dayton.

Sunny James (Capitol) was in town visiting country dealers. . . Also Elvis Presley (Sun) and manager Bob Neal made the rounds. It is said that though Hall will be in town from Louisville next week, so we will catch up on the news from down there.

Bonnie Lou (King) has a new record out "A Rusty Old Bottle" which looks big. She told me she just worked two dates in Camden and Springfield with Eddie Hill, F. Buddy Hawshaw Hawkins. . . Bob Atcher has a new transcribed show over WCKY.

Erith Lyons popular hostess of the 50-50 club recently celebrated her ninth anniversary on WLW-TV. All tickets for her daily show have been reserved through December 1957. . . Don Webb will take over the PM new spots on WKRC-TV. "Mary Lou's Hawaiian Acres" show with Roy Starkey and Marti Kay has zoomed into top popularity among the kids here, and seems to be going around these parts. It is designed so Mom can get her house work done while Marti and Roy act as sitters for the pre-school age. It's on WKRC-TV.

Foley Celebrates 15th Anniversary With Decca

NEW YORK—On March 5th, Red Foley celebrated his Fifteenth Anniversary as a Decca recording artist.

Foley has, throughout these years, consistently been among Decca's top sellers, and indeed, one of the top sellers in the entire Country Field.

Not only has Foley had great success in his singing country numbers, but he has had several religious records that have enjoyed tremendous sales. During his years with Decca, Foley, like Bing Crosby in the pop field, has recorded with some of the other top names on the label. Among these are: The Andrew Sisters; Evelyn Knight; Ernest Tubb, and Kitty Wells.


THE COUNTRY RECORDS DISK JOCKEYS PLAYED MOST THIS WEEK

(PLUS THE NEXT FIVE)

1. IN THE JAILHOUSE NOW . . .
   Webb Pierce (Decca)

2. ARE YOU MINE . . .
   Ginny Wright & Tom Tall (Fabor)

3. IF YOU AIN'T LOVIN' . . .
   Eddy Arnold (RCA Victor)

4. LOOSE TALK . . .
   Red Foley (Decca)

5. HEARTS OF STONE . . .
   Hank Snow (RCA Victor)

6. LET ME GO, LOVER . . .
   Eddy Arnold (RCA Victor)

7. I GOTTA GO MY BABY . . .
   Eddy Dean (Sage & Sand)

8. I BEEN THINKING . . .
   Kitty Wells & Red Foley (Decca)

9. I DREAMED OF A HILLBILLY HEAVEN . . .
   Eddy Dean (Sage & Sand)

10. AS LONG AS I LIVE . . .
    Kitty Wells & Red Foley (Decca)

JIMMY WORK singing

"MAKING BELIEVE"

Dot 1221

JEAN SHEPARD

"YOU KNOW THAT I KNOW"

MERCURY 70560

CEDARWOOD PUBLISHING CO.
146 7th Ave., Nashville, Tenn.

SIMON CRUM

"MY GALLINA"

(Guy-n-a-nada)

CAPITOL 2163

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

JIMMIE WILLIAMS

Sings on MGM

"NO ONE KNOWS"

White Oak Music-BMI

"These Blues Over You"

"It's what's in the CASH BOX That Counts!"
1. IN THE JAILHOUSE NOW
Weeb Pierce
(Decca 29359; F-29360)

2. IF YOU AIN'T LOVIN' FARM YEARS
(Charlie Rich
(Columbia 19317; 4-3137)

3. LOOSE TALK
Carl Smith
(Decca 29363; F-29359)

4. I'VE BEEN THINKING
Eddy Arnold
(RCA Victor 20-6060; 47-6000)

5. MORE AND MORE
Webb Pierce
(Decca 29290; F-29295)

6. ARE YOU MINE
Ginny Wright & Tom Telli
(Fahor 117; 45-117)

7. HEARTS OF STONE
Red Foley
(Decca 29375; F-29375)

8. KISSES DON'T LIE
Carl Smith
(Columbia 21340; 2-1340)

9. LET ME GO, LOVER
Hank Snow
(Decca 29-5600; 47-5600)

10. IF LOVIN' YOU IS WRONG
Hank Thompson
( Capitol 3320; F-3320)

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Les Waldrop Signs With Potter Records

FRANKLIN, N. C.—Les Waldrop, a new country artist from North Carolina, has signed a one-year recording contract with Potter Records. Waldrop, a twenty-five year old farm boy born and reared in the heart of country music for over ten years. He plays the rhythm guitar, steel guitar, piano bass, and has composed nearly thirty songs which he will record with his five-piece band. Loren Dewd presently co-writes the material and the first release issued February 9 on the Potter label: "Moonlight's A'Wastin'" and "I Love Dixie." An- other record in ready for the future release and recording sessions are scheduled for additional back stock.

From 1949 to 1951, Waldrop played with Tommy Trent's band of Atlanta, Georgia. Les Waldrop had a colorful service career in the Far East from 1953 to 1955. While he first arrived in Japan, he was assigned the duty of organizing, training, and touring a Japanese high school. Later, in Korea, he was assigned to Special Services and toured the hospitals and clubs. On his own, Les Waldrop has had a band on the Cherokee Indian Reserve for five summers for the Cherokee Indian Fair. Also, he has played two summers for square dances in the Hampshire, summer resort town of the Highlands, N. C. He has appeared as a guest on many radio, television, and stage shows from West Virginia to Florida and went to the Mississippi River.

At present, Waldrop is periodically headlining on the Smokey Mountain Hayride which originates over WWIT, Canton, N. C. This group, composed of Ed Story, Mc; Jimmy Haynie, and many others, is scheduling personal appearances in the five southern eastern states at this time.

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"PLEDGING MY LOVE" 2:17
[Lion BMI—D. D. Rober, 645 E. Washington, Chicago, Illinois]

"ROCK LOVE" 2:01
[Jay & Glee BMI—H. Glover, 636 E. Washington, Chicago, Illinois]

(RCA Victor 20-6050; 47-6050)

- The diskjock, in pooling the talents of three of its female country artists, comes up with an outstanding recording that can ride high on the sales, deejay and jukebox chart and steal the hearts of its fans. Rita, Nita, and Ruby take two powerful pieces of music, one going great in the pop and rhythm fields, and treat them to country star waxings. Top end is a beautiful, pop back up-blues ballad, dubbed "Pledging My Love." Under lid, "Rock Love," is a delightful, fast-paced handelapper. Both ends can't miss.

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Les "Kisses Don't Lie" COLUMBIA 21340
CARL SMITH
Driftwood Pub. Co., Inc., NASHVILLE, TENN.

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MOA 5th Annual Convention
March 29 & 30
Morrison Hotel, Chicago

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

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"DINNING TEQUILA" 2:40
[Dancing BMI—B. Center]

"RED EYED AND ROWDY" 2:16
[Don BMI—J. Reeves, 21317; 2-178-45]

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"I'M THINKING OF YOU" 2:40
[Ira & Marvel BMI—I. Russ] Irvin and Mary Russ neatly blend their vocal talents in this approved twosome manner as they deliver a tender, middle beat, sentimental piece.

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"WHEN I GET TO WORK TO KISS YOU" 2:46
[Comodore BMI—1. Russ] Under this is a zesty, quick tempo romantic ditty that the duo dishes up in infectious style.

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"DYING ALL RIGHT" 2:48
[Driftwood BMI—R. Grif. Reeves] Platter is a middle beat, heartfelt item that Pennell vocals effectively.

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LES WALDROP & HIS CAROLINIANS
(Fatar 1908; 1904-45)

"MOONLIGHT'S A'WASTIN" 2:17
[Bill BMI—Waldrop & Dowd] The smoothe tones of Les Waldrop are a treat to the ear on this fetching, slow tempo waltz. Warm string support by the duo.


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BILL LOWERY
(Capitol 3053; F1053)

"FORDYCE" 2:40
[Sage & Son BMI—H. Sothert, E. Dean] Lower half features a fine cover by Lowery on a big country tune. Eloquent support by the Sunshine Boys on both ends.

---

ZAG PENNELL
(Columbia 2158; 4-21356)

"L. C. (Gonion Loving Care)" 2:16
[Comodore BMI—Woodruff] Zarko replaces Lowery with the help of some abbreviations, exactly what he wants to fulfill his needs. A cute, up tempo love piece.

"I'M DOING ALL RIGHT" 2:28
[Driftwood BMI—Taylor, R. Griffin] Platter is a middle beat, heartfelt item that Pennell vocals effectively.

---

LES WALDROP & HIS CAROLINIANS
(Fatar 1908; 1904-45)

"MOONLIGHT'S A'WASTIN" 2:17
[Bill BMI—Waldrop & Dowd] The smoothe tones of Les Waldrop are a treat to the ear on this fetching, slow tempo waltz. Warm string support by the duo.

GRAND OLE OPY ... Martha Carson (Capitol) is in Hollywood, California, recording for Capitol and is due back here in Nashville the latter part of the month. Martha is soon to be scheduled to perform for Indianapolis, Ind., at The New Lyric Theatre there on April 15, 16. Martha, Ferlin Huskey, and Bill Carlisle teamed up for a personal appearance. Ira and Dolly, of the Ira and Dolly (RCA Victor), have just joined the Grand Ole Opry as regulars on Feb. 28. An item of interest to followers of Country Music: reprint from Town Journal Magazine, reports that the last batch of Flamingo Films of the Grand Ole Opry stars is finished. There will be more films made at some future date ... For many months the results of the first and second group of films are rumored to be some of the most-asked-for television film today! The Huskey family has a new look. Ferlin and his wife, Jane, and their children Dolly and Bobby, have moved into a nine-room house in Madison, Tenn. Hal Smith, manager of Carl Smith and The Tunesmiths (Columbia), reports that the group is back on tour. According to Hubert Long, reporters that the group will take time out however to attend the May Music Festival in New York City. On tour last month. Grandpa Jones into Canada on tour! Ernest Tubbs just concluded a tour through Texas. Roy Acuff and his Smoky Mountain Boys and Jack and Kitty Wells continue to tour business and strong with fine performances in St. Louis, Mo., Feb. 20 working for Casey Clark and playing 5,450 paid admissions. Hal also reports that the Smith band is having all their road equipment completely revamped—new two-tone color paint for the cars and road transportation. Faron Young and the Williams (Vernon, Tenn.) released a song, "Come to the Country," on tour last month. Hubert Long, reports that the group will take time out however to attend the May Music Festival in New York City. On tour last month. The label. Governor Frank Clements of Tennessee emceed the show.

HAYRIE HAPPENINGS ... Hayrie artist Jim Reeves along with Maxine and Jim Edward Brown and Dido Rowley have just left on the first leg of a county music tour through the state of California. Oregon, Washington, Colo., Idaho, and Utah. Tour kicked off on March 2 and concludes in mid-April. Reeves will tour with Ray Bartlett, working out possible personal appearance. The tour is being handled by John Halbert. A new group of talent is to be announced in a near future. The label. Governor Frank Clements of Tennessee emceed the show.

MORRIS WELLS ... Carl Smith, who left the Grand Ole Opry on March 1, arrived in New York City from Texas. A new group of talent is to be announced in a near future. The label.

JOHNNIE JAMES ... Johnny Cash (Mercury) is in Nashville, Tenn., visiting for a few days. Johnny has been in California for the past month. He has just completed a new record for his Mercury label. Johnny is scheduled to perform at the Grand Ole Opry on April 29.
only Seeburg music systems have the Select-o-matic mechanism

It's the mechanism that has established a new concept of performance in coin-operated music. It's the Select-O-Matic "100" mechanism ... the most revolutionary development in the history of coin-operated music.

And, only Seeburg has it ... and only Seeburg gives you

- **FULL-SPECTRUM HIGH FIDELITY**
- **PLUS ALL-DIRECTIONAL SOUND**

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

America's finest and most complete music systems
The "Kilgore Bill" ($5.90) Asks the Highest Legislative Body of the United States, the U. S. Senate, to Grant "UNLIMITED PRIVATE TAXING AUTHORITY" to Multi-Million Dollars ASCAP, and Similar Such Organizations (Organizations and ASCAP that are ALREADY GETTING PAID FOR WHAT THEY NOW WANT TO AGAIN TAX) Which Could Possibly Tax Small Juke Box Owners OUT OF BUSINESS!

LONDON, ENGLAND—Whenever we read "The World's Fair," the English tradesperson for those in the coin machine business, we are forced to reflect on the happy position of the American coinman. Regardless of the many changes in the design of his trade, the foreigner, perhaps, has been even more fortunate than the American, for whereas the American coinman is bound to look to his present, if he is to be able to continue, the English tradesperson, who has always had to plan for the future, is now faced with the immediate problem of coping with the doomsday of the coin machine business.

WASHINGTON, D. C. — As we've noted in the past, the country has been enjoying population increases during these past years. The Census Bureau report, this released by the Bureau of the Census, shows the 1955 population increase in United States history—2,823,000.

This is much worse than a burlesque of American justice. It is actually a tragedy being foisted on American justice.

Here comes a multi-million dollar organization, known as ASCAP, to sponsor a bill ("Kilgore BILL") ($5.90) in the highest legislative body of the United States, the United States Senate, to ask that these august legislators, voted into their high office by the people of these United States, grant them, ASCAP, "UNLIMITED PRIVATE TAXING AUTHORITY." And for what? For something for which ASCAP, and similar such organizations, are ALREADY GETTING PAID THE ROYALTIES THEIR MEMBERS DEMAND!! Is there anything more farcical than this?

There is anything more burlesque than this?

This is tragic. This is a waste of legislative time. This is a travesty on American justice.

This multi-million dollar organization, ASCAP, ALREADY GETTING PAID FOR WHAT THEY HAVE TO SELL, NOW WANT THE SENATORS OF THE UNITED STATES TO GRANT THEM UNLIMITED PRIVATE TAXING AUTHORITY.

And to grant them this UNLIMITED PRIVATE TAXING AUTHORITY by Federal Law, by an Amendment to the Copyright Act—as proposed by the "KILGORE BILL" ($5.90), if they can TAX OUT OF BUSINESS THOUSANDS OF SMALL BUSINESSES ALL OVER THE NATION!!!

Would this amendment help America's millions of people?

Would this Amendment, the "Kilgore Bill," help America's small businessmen?

Definitely No!! It would help only the multi-million dollar collective collection agency, known as ASCAP, and similar such organizations.

Should such a travesty on American justice like the "Kilgore Bill" ($5.90) ever pass through Congress what would then, with such precedent, halt other large, multi-million dollar corporations from also asking for "UNLIMITED PRIVATE TAXING AUTHORITY" by similar such bills? So that they, too, could tax the small businessmen in their industries RIGHT OUT OF BUSINESS.

It is seriously sad to think that such bills can, and are, introduced into the august and extremely busy Congress of these United States.

Can the Senators who sit on the present Senate's Judiciary Committee, who know that those Senators who sat on this very same committee in past years, who listened in investigatory audience to similar bills time and again; can these Senators whose decisions are the legislative authority of the nation, can they, by even the remotest sort of consideration, give credence to such a similar bill which has, time and time again, been turned down over and over and over again, not only in the Senate, but also in the House of Representatives, in open public hearings?

Can the highest legislators of this great nation, these United States, the chosen Senators of the American peoples, can they grant to a multi-million dollar collective collection agency, already getting paid for the very same merchandise, can they grant this multi-million dollar organization, ASCAP, UNLIMITED PRIVATE TAXING AUTHORITY, with the sanction of the Government of these United States by Federal Law as contained in the Amendment proposed by the "Kilgore Bill," ($5.90)? Write or wire your Senators TO-DAY! Write or wire ALL THE SENATORS on the Senate's Judiciary Committee TODAY!

ASK THEM ALL TO CONdemn—TO VOTE AGAINST THE "KILGORE BILL." $5.90.

DO THIS IMMEDIATELY!
MOA DETAILS SHOW ACTIVITIES

Lists Reservations For Exhibit Booths, Record Artists Expected to Entertain and Topics to be Discussed at Meetings.

Bill Number Three Faces Music Ops


CHICAGO—News reached here this past week that a new bill had been introduced into the House of Representatives by Rep. Frank S. Thompson, Jr. of New Jersey, This is Bill: H. R. 4316.

The bill, according to reports, the somewhat different in content was, in effect, identical to the "Kilgore Bill" (S.590).

This brings three bills for the nation's automatic music industry to oppose in this 84th Session of the Congress.

These are the "Kilgore Bill," S.590, in the Senate. The first "Thompson Bill" H. R. 2677, and now the second "Thompson Bill," H. R. 4316.

Whereas the first "Thompson Bill" (H. R. 2677) asks that a Federal commission be created to study the copyright laws and make recommendation for their revision, this new "Thompson Bill" (H. R. 4316) comes closer to the mark and, like the "Kilgore Bill" (S.590), asks that the change be in the Copyright Act so that ASCAP, and similar such organization, can become unlimited taxing authorities with the sanction of the Federal Government, and with the power of Federal Law behind them, to tax the automatic music machines industry as they see fit, when they feel like it, and for as much as they care to tax the juke box owners and each individual juke box in the nation.

This was not completely unexpected, as leaders here reported, since in past years similar bills were introduced in both the House of Representatives as well as in the Senate, another bill by Rep. Thompson did cause some surprise, in view of the fact that he already had one bill under way on copyright law.

"It simply means," as one leader here advised, "that we shall have to battle three times as hard as we originally planned.

"Now that we are faced with three bills, two in the House and one in the Senate, we believe that such action will more greatly unify all the automatic music industry and that all will now drive for victory harder than ever before."
Westchester Ops Guild Sets May 10 For Dinner Dance

New Parkway Casino Will Accommodate 700

PORT CHESTER, N.Y. — The Westchester Operators Guild, with headquarters in this city, announced this week that arrangements have been completed for its fourth annual dinner and dance.

The event will take place on Tuesday night, May 10, at the New Parkway Casino, Bronx River Parkway, Tuckahoe, N.Y.

"The New Parkway Casino can accommodate 700 guests in its new beautiful dining room" stated Seymour Poliak, secretary and chairman of the banquet committee, "and this year there will be sufficient room for all who wish to attend. Lack of space forced the limiting of attendance at previous Guild dinners."

Carl Pavesi, president and in charge of the ticket committee, advised that new and novel events and entertainment are planned.

Acting as co-chairman of the entertainment committee with Seymour Poliak is Nathan Benasy. Other committees are headed by James A. Smith, souvenir journal; Edward Goldberg, seating; Louis Tartaglia, treasurer; and Malcolm Wein, counsel for the Guild, who will act as toastmaster.

As in past years, it is expected that a number of recording artists will be on hand as well as many out of town coinmen.

German Coinman at First Distrib

CHICAGO—Walter Hillebrand of Cologne, Germany, visited the coin machine center this past week, and reported he was very much thrilled by what he saw.

Pictured above, Hillebrand (center) is shown at the quarters of First Distributors, one of the city's largest wholesaling firms, alongside of Exhibit's new gun "Shooting Gallery—model '500.'" Flanking the German visitor (left) is Sam Kolber, export manager of First, and (right) George Moritz, also of the firm's export department.
MUSIC OPERATORS YOU WRITE TO YOUR SENATORS AND THE SENATORS ON THE SEN OVER A MILLION

Over a Million Wires and Letters This Year May, Once and for All Time to Come, Halt the Introduction of Any Further Bills Like the “Kilgore Bill” (S.590) and the “Thompson Bill” (H.R.2677)

This can, most definitely, prove to be the YEAR OF DECISION!

This can prove to be the LAST YEAR when the multi-million dollars collective collection agency, known as ASCAP, and similar such organizations, would ever again dare to SPONSOR such bills!

THIS CAN HAPPEN THIS YEAR!

It can only happen if every single music operator in the nation will work like a demon to make certain he gets 200, 300 and MORE WIRES AND LETTERS sent to his Congressmen and his Senators, as well as to all the Senators on the Senate Judiciary Committee and all the Congressmen on the House of Representatives Judiciary Sub-Committee.

THIS CAN HAPPEN IF OVER A MILLION LETTERS AND WIRES ARE DELUGED DOWN IN A TREMENDOUS FLOOD OF PUBLIC OPINION UPON THE LEGISLATORS VOTED INTO OFFICE BY THE VERY PEOPLE DELUGING THEM WITH THESE WIRES AND LETTERS—AGAINST the “Kilgore Bill” (S.590) in the Senate and AGAINST the “Thompson Bill” (H.R.2677) in the House of Representatives.

OVER A MILLION WIRES AND LETTERS from the peoples of these United States, business people, clergy, people from charitable organizations, plain people, employees of the music operators, the people who work for the firms from whom the music operators and their employees and families continue to daily purchase their bread and butter and necessities to remain alive in business, from all these people, these Americans, such a flood of OVER A MILLION LETTERS AND WIRES deluging Senators and Congressmen is PUBLIC OPINION IN ITS MOST POWERFUL AND POSITIVE FORCE!

This is the YEAR OF DECISION!
MUST DO THIS TODAY!

WIRE CONGRESSMEN AND TO ALL INVESTED'S JUDICIARY COMMITTEE 
WIRES AND LETTERS

A flood of OVER A MILLION LETTERS AND WIRES can prove of such powerful consequence for the years to come that no organization, not even the multi-million dollars ASCAP, would ever again dare to sponsor a bill similar to the “Kilgore Bill”, S.590.

This, then, is the BIG JOB AHEAD FOR ALL IN THIS INDUSTRY!

This is a job, if well done, that can prove to be THE FINAL DIRGE to any further such bills.

This is a job, surely, THAT ALL WANT TO ACCOMPLISH, ONCE AND FOR ALL TIME TO COME!

Here’s What Each Music Operator MUST Do!

1) SEND WIRES AND LETTERS TO YOUR OWN SENATORS AND TELL THEM TO ABSOLUTELY CONDEMN AND POSITIVELY VOTE AGAINST THE “Kilgore Bill” (S.590).

2) NOW SEND MORE WIRES AND LETTERS FROM YOURSELF, AND HAVE YOUR EMPLOYEES, THE PEOPLE WITH WHOM YOU DO BUSINESS, AND ALL OF YOUR FRIENDS, SEND WIRES TO ALL THE SENATORS ON THE Senate Judiciary Committee:

Sen. Harley M. Kilgore (Dem., W. Va.) Chairman
Sen. James O. Eastland (Dem., Miss.)
Sen. Estes Kefauver (Dem., Tenn.)
Sen. Olin D. Johnston (Dem., S. C.)
Sen. Thomas C. Hennings, Jr. (Dem., Mo.)

3) SEND WIRES AND LETTERS TO YOUR CONGRESSMEN AND TELL THEM ABSOLUTELY AND DEFINITELY TO OPPOSE AND VOTE OUT OF EXISTENCE THE “Thompson Bill” (H.R. 2677).

4) NOW SEND MORE WIRES AND LETTERS, AND GET EVERYONE YOU KNOW TO DO THE SAME, TO THE House of Representatives Judiciary Sub-Committee:

Rep. Edwin E. Willis (Dem., Martinville, La.) Chairman
Rep. Wm. W. Jones (Dem., Rutherfordton, N. C.)
Rep. James M. Quigley (Dem., Camphill, Pa.)
Rep. Charles A. Boyle (Dem., Chicago, Ill.)
Rep. Shepard J. Crumpacker (Rep., South Bend, Ind.)
Rep. Dean P. Taylor (Rep., Troy, N. Y.)
Rep. Laurence Curtis (Rep., Boston, Mass.)
IMPORTANT NOTICE!

American Coin Machine Firms Desiring Business in Latin America, Europe, Asia and All the Rest of the Free World are Now Offered a Most Unusual and Tremendously Profitable Opportunity in an Outstanding Issue of THE CASH BOX Featuring a Concisely Complete Quarter Year's Report of American Coin Machines Business Printed in Spanish, French and German...

The Cash Box "QUARTERLY" Export Edition

ISSUE DATED WEEK OF APRIL 2, 1955

ADVERTISING CLOSING DAY IN NEW YORK PUBLICATION OFFICES: THURS., MARCH 24, 1955

Note:—This is the same issue as the "M. O. A. Convention Issue"
A Double-Barreled Dynamic Business Bargain for All Advertisers!!

Why A “Quarterly” Export Issue?

For many years now The Cash Box has been receiving requests from its international subscribers for a complete, quarterly report of all important events and, especially, of all equipment introduced by the American industry during that specific quarterly period. The Cash Box has, all these years, answered such requests individually. This year, due to the greatly increased number of requests, The Cash Box has decided to answer all of its international subscribers in an "export edition". Therefore, the April 2, 1955 issue of The Cash Box, will be the first "Quarterly Export Edition". All American coin machine firms should take advantage of this unusually fine opportunity to establish export business to insure themselves future growth in the world's coin machine markets.

Why Should Such An Issue Be Printed In Spanish, French And German?

The Cash Box offers a more intimate approach to the profitable export markets of the free world.

What Does This Mean To You?

This first Export Quarterly Edition of The Cash Box will be printed in the last two weeks of the April issue, going to read it, aside from English. Interested buyers in foreign countries will be able to read it easily, quickly and with most complete understanding in their own language. This will help to establish a closer relationship between exporters and importers. By featuring the text in Spanish, French and German, in addition to English, the cash box offers a more understanding, as well as a closer contact, between the seller and the buyer. The fact that The Cash Box, the "official" magazine of foreign governments, as well as the one magazine foreign seeking export business, and prints the information in their own language, enhances the opportunity for developing export business. This means business for all those American firms who meet the foreign buyers in their own native language.

Your Ad Translated Free Of Charge!

Your advertisement will be translated and printed in Spanish, French and/or German, or in all three languages, if you so desire, in addition to English. Whatever extra space will be required in such instances must be completed to the judgment of The Cash Box Advertising Management. You must specify in advance, at least two weeks prior to publication, by March 18, 1955, in just what languages you desire to have your ad appear. Otherwise your ad will be printed in English only.

Take Advantage of This Important Fact!

"THE CASH BOX PRICE LISTS"

ARE INTERNATIONALLY ACCEPTED BY FOREIGN GOVERNMENTS. THEY BASE THEIR CUSTOMS DUTIES AND EXCISE TAXES ON PRICES QUOTED IN THESE INTERNATIONALLY ESTABLISHED, 16 YEARS OLD "THE CASH BOX PRICE LISTS" BECAUSE THESE ARE THE ONE AND ONLY AUTHENTIC, UNBIASED AND FACTUAL MARKET QUOTATIONS!

RUSH YOUR AD TODAY!!

THE CASH BOX

26 WEST 47th STREET, NEW YORK 36, N. Y.

32 WEST RANDOLPH ST. 6272 SUNSET BLVD.
CHICAGO 1, ILLINOIS HOLLYWOOD, CALIF.

804 CHURCH STREET 137 SUTHERLAND ROAD
NASHVILLE, TENN. BOSTON, MASS.
Editorial:

RCA Victor And MOA Sponsor Contest To Select “Miss Juke Box of 1955”

Winner To Be Determined By Votes Of Juke Box Operators

Ops Asked To Submit Contestants

NEW YORK—In our travels through the many years we’ve been associated with the music machine industry, we’ve met music operators from every part of the nation. And, almost without exception, these men have told us that they know of a certain singer that “could be a tremendous recording artist.” “How do we go about getting this girl on a record?” is the question asked.

Well, now is the chance for any operator who knows of a girl singer whom they feel could become a record star, to get her a recording contract with RCA Victor.

RCA Victor, in conjunction with MOA (Music Operators of America) is sponsoring a contest to choose “Miss Juke Box of 1955.” The final judging will take place at the MOA Convention at the Morrison Hotel, Chicago, being held March 28, 29 and 30. Three finalists will be chosen by a board of experts. The three men will appear at the Chicago Convention of the Music Operators of America, where the operators themselves will elect their Queen for ’55.

The contest, first of its kind in the history of MOA, can well set the pattern for the annual competition which will firmly establish the industry as an important factor in giving a break to deserving, but previously unrecognized talent. In a manner of speaking, the contest makes every coin machine operator an “artist and repertoire man,” which he believes he is, anyway.

Selection of “Miss Juke Box of 1955” can be a boon, not only to the MOA as a whole, but to every member of the organization. Here is why: It gives each operator an ideal opportunity for further recognition in his own community by working with the local press in selecting a contestant from that particular area, if time is still available this year. If not this year, operators can plan for 1956, as we believe RCA and MOA intend to make this a yearly contest.

RCA Victor has assured MOA that the winner, in addition to receiving a recording contract, also will be publicized nationally through the year in a manner that could well establish her as one of the top vocalists of the day.

But remember this: You, the music operators of the nation, will determine the success or failure of the contest. For you, and you alone, can sponsor contestants.

Because The Cash Box believes selection of “Miss Juke Box” deserves the solid support of the entire industry, we once again want to point out the rules:

1. Any girl vocalist, amateur or professional, over 21 years of age, not now under contract to a record company, is eligible.

2. You, the operator, must submit a full-length photograph of your contestant, along with a record or tape recording of her singing any standard pop tune with piano accompaniment only. The entries must be mailed not later than March 15 to “Miss Juke Box,” RCA Victor, 630 Fifth Avenue, New York, N.Y.

So—you commun of America—you operators who have always been telling us of the great singing talent you have discovered—this is your chance. Submit your entry immediately, as the deadline isn’t far off.

KIDDE RIDE OPERATORS will say, “Why didn’t somebody think of that before?” when they hear about the new sensational money-maker for all spots where kiddie rides are operated. Write today for advance information. You’ll be surprised!

Auto Phono Bowling League

Standings As Of March 1, 1955

CHICAGO—Team standings tightened even more after results of bowling this past week (2/28). ABC #2 won two from Star Music; Western Automatic won two games from Omens; Atlas took two from Coral; B&R won twice from Paschke; Melody beat ABC #1 two games; Mercury took two from Dierca; Coven won all three from Gillette which dropped Gillette more firmly into the last position.

Standings as a result of this past week’s games, are as follows:

TEAM STANDINGS

<table>
<thead>
<tr>
<th>Team</th>
<th>High Game</th>
<th>High Series</th>
<th>Won</th>
<th>Lost</th>
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</thead>
<tbody>
<tr>
<td>ABC Music #2</td>
<td>822</td>
<td>2295</td>
<td>45</td>
<td>30</td>
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<tr>
<td>Walter Omens Sons</td>
<td>967</td>
<td>2519</td>
<td>41</td>
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<td>Deca Records</td>
<td>839</td>
<td>2383</td>
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<td>Coral Records</td>
<td>901</td>
<td>2312</td>
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<td>Mercury Records</td>
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<td>2494</td>
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<td>34</td>
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<td>Melody Music</td>
<td>815</td>
<td>2210</td>
<td>40</td>
<td>34</td>
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<td>839</td>
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<td>Paschke</td>
<td>889</td>
<td>2437</td>
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<tr>
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<td>868</td>
<td>2402</td>
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<td>35½</td>
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<td>737</td>
<td>2691</td>
<td>33</td>
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<tr>
<td>Western Automatic</td>
<td>801</td>
<td>2165</td>
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<td>Gillette Dist.</td>
<td>787</td>
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INDIVIDUAL STANDINGS—MEN

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<tr>
<th>Name</th>
<th>High Game</th>
<th>Games</th>
<th>Total Pins</th>
<th>Average</th>
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<tr>
<td>R. Gallet</td>
<td>213</td>
<td>66</td>
<td>11143</td>
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<tr>
<td>C. Latino</td>
<td>247</td>
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<td>M. Pieroni</td>
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<td>V. Jacccio</td>
<td>212</td>
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<td>J. W. Omens</td>
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INDIVIDUAL STANDINGS—WOMEN

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<td>E. Brown</td>
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It's What's in THE CASH BOX That Counts
Williams To Display At MOA Show

Will Feature Award Winning "Select-A-Train" and New Surprise Kiddie Market Product

The Cash Box  
March 12, 1955

![Image of the page with text](image-url)

This page features an advertisement for the MOA Show, which includes information about the "Select-A-Train" and a new surprise Kiddie Market product. Additionally, there is a note about the "New England Nibbles" section and a list of meeting dates and locations for music operators associations. The page also includes a section on "S.E.E.B.U.R.G. 148 Blond Wurzelter 1500 SEEBURG 147 M" along with a visual representation of a coin machine and a graphic that reads "It's What's in THE CASH BOX That Counts."
Games Biz Speeds Up


CHICAGO—A general speedup is under way throughout all the games manufactories in this city. It seems that all are trying their level best to speed up production to the point where they will be able to catch up with the growing demand for the new games.

Some of the factories have instituted longer work weeks, six days per week, while others have also put on an overtime schedule.

Yet, with the introduction of each new game, the factories seem to fall further behind and the backlog for new games so much in demand continues to grow greater each week.

While the production men are working hard to keep schedules going ahead at top speed there is no slowdown in the development, experimentation and engineering departments of any of the factories.

So many new engineers have been hired these past months that, to most of those acquainted with the various factories, the entire forces seem to be entirely composed of new peoples.

The new engineers, plus the old, and the many new ideas which are being tested at plant after plant in this area, definitely portends great things to come in the months ahead.

There are sure to be presented many new types of amusement, leaders here claim, as the result of the experimentation, engineering and development work that is so intensively under way here.

In addition to all this, the factories are enjoying a resurge of business from the export markets. Many have received orders from far away places that they hadn't expected. Others have been able to point to letters with orders that almost approach, what some claim, "The old days when export business was almost as big as our domestic market."

Liebeman Music, Minneapolis to Hold Bally Service School March 22 and 23

MINNEAPOLIS, MINN. — Harold Lieberman, president of Lieberman Music Company, this city, announced that Bob Breither and Paul Calamari, Bally Manufacturing Company field engineers, will be at the Minneapolis headquarters of Lieberman Music on March 22 and 23 to conduct a Bally Service School. Lieberman will also be on hand to greet coinmen who attend.

Breither and Calamari, both veteran coinmachine engineers, will provide operating and servicing tips that will do much to increase the earnings of Bally equipment. The speed control score booster and Super Strike features of "Magic" and "Mystic" Bowlers, and the Magic Lines feature of "Big Time", Bally's current in-line game, will be thoroughly explained. All other features and electro-mechanical details of Bally games will be covered in detail. Much time will be devoted to "questions and answers" to help many with their individual problems.

Lieberman urges every operator and serviceman in the Minneapolis territory to attend this two-day school to gain the many advantages offered by the two well informed engineers.

"It's What's in THE CASH BOX That Counts"
United Music Ops of Mich. Hold Meet

DETOIT, MICH.—The members of the United Music Operators of Michigan met at the Fort Wayne Hotel, this city, on Friday, February 25. Many matters were taken up, and so much business was completed, it was voted to accept the meet as a regular meeting in place of the scheduled March meeting. Next regular meeting is now scheduled for Monday, April 4.

Communications were read by Harry Norton from St. Mary Magdalen Rectory, thanking them for the donation of a juke box; from Sophie Wright Settlement, another thank you letter for a juke box; from the Boys Club of Detroit for tickets sent them for the teen-age shows; and from the Jewish Community Center, also for tickets to the teen-age shows.

Six new members were accepted by the association: Robert Ryan and Jack Gage of G & R Music; Kirtz and Coldenwood of T. T. & G. Co.; George Melching, His Record Music; Frank Jenks, Jenks Music; Jack Mayrand, Mayrand Music; and Jack Gervasi of Vagabond Music.

Rockola Entertains Mexican Visitors

CHICAGO—David C. Rockola, president (right) and Arthur Ehler, treasurer, Rock-Ola Manufacturing Corporation, this city, entertain their Mexican distributors, Messrs. Breno and Romera of INSSA, at the Palmer House, this city.

Distributed at the MOA Convention at the Morrison Hotel, Chicago, all during the Show . . . And those Coinmen unable to attend will receive it by mail.

NOTICE: This is the same issue as the "Quarterly" Export Issue. A double barreled Bargain for all advertisers.

GOES TO: Thursday—Noon PRESS - MARCH 24

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BEAUTIFUL SMALL SIZE CABINET

Only 28½” wide — will go through any door
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NEW SIMPLIFIED MECHANISM

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**DALLAS DOINGS**

Biggest news in the industry here in Dallas is the move toward 10c play. R. B. Williams of Commercial Music Company has a plan on this for the music operators. He is working on a plan for 10c play and three plays for 25c which he will reveal to the operators very shortly. . . . Everyone enjoyed the Julius La Rosa show which has been at the Baker Hotel. Went over real great. . . . Wilbur Briscoe of Radio City Music in Waco, Texas, was in town this week purchasing new shuffle alleys for his operation. Reports business picking up. . . . Harry Salton of Bossier City, La., was in town picking up new equipment, and reports booming business in his territory. . . . Bob De Priest feeling mighty chipper and rested after a trip to Galveston last week-end. . . . Had luck for Harold Strange of Central Music in Temple. He broke his leg and had to come to Dallas on crutches. . . . A new manager for the Village Record Shop in Dallas. Chris Chandler decided to sell. . . . We hear that Jiggs Hamilton of Fort Worth is all set to go to Hot Springs, Ark., for the week-end. . . . Operators who visited over at the S. H. Lynch Company this week were W. B. Mosely of Paris, D. B. Davis of Fort Worth, Mrs. Williams of Mineola, Benny McDonald of Fort Worth and Jimmy Garrett of Longview. The Seeburg representatives were in Dallas this week. . . . Frank Sachael back in town with plenty of fish. He spent three days at Black Lake and reports that the fish were really biting. . . . Here’s hoping that Carl Caperson of Commercial Music Company is feeling lots better. . . . A well known man in the coin machine business, M. N. Naples in Dallas planning his new Teen-Age Shop which will be opening soon. . . . Looks as if our local boy, Pat Boone is really going places with his new Dot release, “Two Hearts.” . . . Visitors at Commercial Music Co. were Buster Williams of Williams Dist. Co. Memphis, Tennessee and Joe Steele of Steele Distributing Company in Houston, Texas. . . . E. R. Terry and James Young report business good. They were buying new equipment for their route.

**Guns Go BOOM**

CHICAGO—If any one division of the industry can be said to be “booming” it’s the gun business.

Never before have there been as many fine gun games presented to the field as are on the market at this time.

Each one of the manufacturers of gun games reports that business seems to be increasing, rather than diminishing, even the some have stated: “With so many new guns on the market—where are they all going to be located?”

Instead, the problem of locating the new guns, as they come out, seems to have been brushed aside. The operators continue to demand guns with more and more unique and different features.

Also interesting is the fact that, with the warmer weather approaching, many are of the belief that business will boom even more than at present for all the gun games.

As one noted operator stated, “These are a natural for any of the roadside spots and, especially for outdoor locations.”

“I want to be ready with the latest and the best”, he concluded, “when the warm weather gets here.”

Manufacturers of the guns point to orders which they have for delivery when the amusement parks and kiddie spots open this summer.

As one manufacturer stated, “We have taken quite a few orders, far in advance, to supply many of the parks and kiddie spots, just as soon as these are scheduled to open with the warming weather coming along.”

In short, and according to leaders in the gun field, the business seems to be expanding continually.

Almost every day one factory or another points to new outlets for their guns and, all combined, this brings about the statement here that the: “Guns go boom!”

“It’s What’s in THE CASH BOX That Counts”
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Money-minded operators who want to make a $100,000 profit without resorting to Bank Robbery, Kidnapping, and other nefarious activities!

DEAD OR ALIVE!

You can’t miss with...

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WILD WEST

NEW TYPES of TARGETS

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A panorama of brilliance and color. New depths of illusion never before attained.

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• Single Number Match
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ALSO AVAILABLE without MATCH OR REPLAY

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Cincinnati Phono Ops Hold “Name That Tune” Contest

CINCINNATI, O.—The Automatic Phonograph Owners Association of Cincinnati held a six-week “Name That Tune Contest” which terminated on February 16. Winner of the contest and name a disc sold exclusively to local Record Company, was Frank Williams, 520 W. Fourth St., whose “Doggett’s Delight” title was picked by a committee of local disc jockeys. His card entry was mailed from Mom’s Fifth Avenue Bar at 520 W. Fifth St., the winner received a prize of $500 and the proprietor of the establishment whom the winning card came received $100. The awards were made by disc jockey Rex Dale at Station WCKY on Friday (25).

Great interest was manifested in this contest. It drew more than 5,000 entries, it was reported by the committee of Milton Cole, Bay Biggers, Joe Westerhaus and Charles Kanter, named by the phonograph association to handle the details.

The disc jockey committee selected to name the tune, composed of Rex Dale, WCKY; Walter Phillips, WLW; Jack Remington, WKRC; Will Lenay, WSAI; and Ralph Johnson, WCIN was tendered a dinner party recently by the phonograph committee at the Beverly Hills Country Club.

The King disc, an instrumental, gave only the name of Bill Doggett, the artist. The record was labeled—Name The Song Contest. King also furnished the decals and banners with the words “Name The Song Contest” Win $500. These were furnished to each location along with entry blanks. These entry blanks were filled in by the contest with the suggested title and mailed to the Association office. Each operator paid an additional fifty cents per record he purchased into a fund to make up the prize money.

The record was played over the air and listeners were told to go to their local tavern and enter the contest. Local Tavern Owners news bulletin gave the contest a big build-up to tavern and restaurant owners.

At the close of the contest the cards were coded and a list of suggested titles were compiled. Copies of the titles were given the judges at a dinner held for them, and at that time they selected the winning title, by using the code system it was simple to find the winner.

The Association estimates that the record was played about twenty times a week and the average location produced about ten entry blanks. It is the opinion of the operators that the record more than paid for itself that everyone involved was pleased with the results.

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

We’re Home Again

ready to serve you in our beautiful quarters at

855 N. BROAD ST.

and . . . crazier than ever on prices.

Let Us Know What You Want! We Have It!

DAVID ROSEN

Exclusive A&M Dist. Co.

855 N. BROAD STREET; PHILA. 23, PA.

PHONE-STEVENSON 2-2303
With the winter season in full swing, everybody in the coin machine business is going around with a happy smile. Long may it last. . . . Wonder what all the building activity is about in Music Maker's building? When asked for an explanation, all you can get from Willie "Little Napoleon" Blatt is, "You'll soon know," and away he goes, smiling. . . . Ken Willis, of Bush Distributing Co., away on a three-week's trip thru South America. Ted Bush all set to go with him, but had to back out at the last minute. Too busy with the new Wurlitzer "1800." . . . Congratulations to Jean Guberman, bookkeeper at Taran's Dist. Co. She was married Sunday, Feb. 27. Best of luck, Jean. . . . So many coin men coming and going to this vacation land, it's impossible to keep track of them. Needless to say, all are enjoying the glorious sunshine. . . . Steve Brokmire, of Mercury Records Dist., excitedly telling about the new George Gibbs recording of "Dance With Me, Henry." Claims it will be bigger than her Nibbi's "Tweedled Doe." "Still can't get enough of "Tweedled Doe,"" complains Steve. "The boys grab them as fast as they come in." That's a complaint? . . . Raoul Shapiro of Budisco One Stop going around with a worried look on his face. "Sure can use a wall stretcher," sez he. . . . Walter Wheeler of Supreme Service Co. sadly turning away any new accounts. "Just can't handle any more stops properly," he explains. "But I sure hope to be able to get another good man soon." . . . Buster Bailey, routeman for Deale Automatic Co., still in the hospital with a very bad back. Hurry up and get well, Buster. We don't like to see you laid up. . . . Roy Guile, of Marino Music, bought a home in Ft. Lauderdale. "My route's up there, so I may as well live there," explains Roy.

**Bob Waggener Dies**

CHICAGO—Word was received here this past week that Robert W. Waggener, well known to many in the industry, passed away from a heart attack at his home in Glendale, California, Monday, February 28.

Bob Waggener was well known here in the City of Chicago. He was always connected with the financing business. He had helped many in the industry to continue ahead with proper and sufficient finance.

**United Starts Shipping New In-Line Game**

CHICAGO—All the busy action at United Manufacturing Company, this past week, was best described by Bill DeSelma, general sales manager of the firm, when he said:

"We're starting to ship our new 'Manhattan' in-line game. This game," he continued, "features a completely brand new mechanism developed at tremendous expense to meet the needs of the industry."

He also said, "'Manhattan' is one of the liveliest two-card games yet introduced to the trade. Both cards carry very high awards, just as the players want them to.

"In addition", he stated, "there are a great many new and interesting features we've never before presented to the field. The operators are going to find that 'Manhattan' is simply chock full of "play-me-again-and-again-appeal."

DeSelma was tremendously enthused at the number of advance orders which the firm has already received from its distributors.

"The fact of the matter is", he commented, "that those distributors who received their first samples immediately got on the long distance telephone to request that we step up their initial shipments.

"In some cases", he reports, "we have had to double and triple initial shipments for Manhattan."

"We now believe", he concluded, "that when the operators see 'Manhattan' at their distributor's showrooms they, too, are going to step up their usual initial orders.

"There is no doubt that 'Manhattan' is well on the way to becoming one of the biggest hit games we've yet presented to the industry."

"It's What's in THE CASH BOX That Counts"
Here is what E. L. Whipple and M. L. Whipple of Whipple Music Co., Columbus, Georgia says about ROCK-OLA Hi-Fidelity Music

WE LIKE ROCK-OLA PHONO-GRAPHS BECAUSE:
1. Our service calls have been reduced to a minimum since we started using ROCK-OLAS
2. It is so easy to change records on a ROCK-OLA
3. The playmeter, a route man's in-fallable guide to the revenue producers, is ideally situated
4. Our locations are well pleased with the small amount of valuable floor space required for the ROCK-OLA
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E. L. WHILPLE M. L. WHILPLE
WHILPLE MUSIC COMPANY

For further information write
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When You Enter The Cash Box
"20 YEAR CLUB"

YOU ARE GETTING FULL RECOGNITION FOR THE 20 YEARS OR MORE YOU HAVE GIVEN TO THE COIN MACHINE INDUSTRY IT IS TO YOUR COMPLETE ADVANTAGE TO JOIN THE Cash Box "20 YEAR CLUB" TODAY!

IF YOU ARE ELIGIBLE FOR MEMBERSHIP IN The Cash Box "20 YEAR CLUB," FILL OUT THIS APPLICATION AND MAIL TODAY.

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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 __________

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CITY __________________________ ZONE ______ STATE ______

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

Music lovers here agree that public opinion is the one power all legislators definitely heed. Public opinion is, in almost all cases, best expressed by letters and wires. OVER A MILLION LETTERS AND TELEGRAMS must be immediately submitted to Senators and Congressmen. This is Public Opinion in its most forceful state. OVER A MILLION LETTERS AND WIRING avalanche daily from all music operators, their employees, friends, and all business people allied to them, is the one best way to prove to these legislators that the three bills now before them: "Killgore Bill" (S.506), "Cramer Bill" (H.R.4330) and "Holleb Bill" (H.R.4477) are definitely injurious to a great number of their constituents. The constituents of these Senate and House Committees should slip them into these biggest legislative oven in this nation. Regardless of how much time and money it costs each music operator to get out those wires and letters—it's a bargain if the operator does it. It's绝对 UNLIMITED PLAYING, AND LETTERS, and should one of these bills ever become Federal Law, he can kiss his business goodbye. Two of these bills grant copyright organizations like ASCAP—ABSOLUTE AND UNLIMITED TAXING AUTHORITY. They can charge whatever, whenever and however much they feel like charging joke fees and tax themselves.

Sincere thanks to Jack Nelson of Bally for his very complimentary letter to the CHICAGO CHATTER in Coney Island. It was eagerly asked by Jack if he would produce his famous "Will this appear in the Cash Box?" Walt George, Owney Davitt, Kurt Kleeve, Les Rick, Arthur Eth- jen, Wayne Bradfied at the Rock-Ola Factory. He is reported to have been most impressed with what he saw here. He asked for Teddy and Rose Bennett of Toledo in this past week visiting around and generally enjoying himself. The Managers of Cinci also in town. Talking about his "very swell" distributing offices and libraries to Bill I'Donnell and Jack Nelson in company with Grant Shaen, Bill I'Donnell phoned his offices to advise that he plans to have his singing boy, Tommy Mara, at the MCA Convention.

Never came across a more excited or elated bunch of guys than over at "The Box" where the prices were so low that way orders flooded in after its first sample shipment of its brand new in-line, "Manhattan". Their ad reads: "the way Bill I'Donnell and Ray Risch threw those prices around, about, as the best of all these entirely new mechanism being featured in the "Manhattan" for the first time in this country. And the way Bill I'Donnell also advised that reports from Bill, Rufus, Hillebrand, Al Thoelke and Johnny Casolla, all to the effect that they are just right. And with the new "Manhattan".... Nate Gottlieb came up with a honey this week, in between long distance phone calls coming into the factory one a minute, picking up the phone. Report is: Nate: Seams a farmer crossed a Hol- stem with a Guernsey. Now he calls it a "Goldstein". Because instead of "moo", the cow says, "Noo".... Ralph Emmertt, who handles Bally's vendor offices here on South Michigan, phoned in a subscription and asked, "When you going to bring out a vending machine magazine?" Ralph used to be with The Cash Box way back when. Was one swell all around music man as well as a terrific writer and chock full of irate.

Frank Mancini made to feel right at home over at Exhibit Supply by the many, many calls he's re- ceiving. His letter to one of the locals read, "Said Frank "I certainly appreciate the way everyone has phoned to wish me well. It really proves the idea of well- merited cooperation. There's nothing like Chicago, and I'm going to try to make all Chicagoans feel terr..................." Ed Levin was commenting on the man's letter in this issue. He is doing for ChiCoin covering the States of Illinois and Wisconsin; "George just never seems to tire. Keeps right on going. Meeting with operators, everyone, is doing for him. He should make all Chicagoans feel terr..................." Sincere con- dulations to the family of Robert W. (Bob) Wagnerr who passed away in Glendale, California, this past week, Bob well known to almost everyone from his renown days in the industry. If it helps to like to see artistic decor in their showrooms a visit to Bob's is well worthwhile. His offices would prove very valuable.

Once again we doff our topper to Roy Small and his United Music Orga- nization for their outstanding public relations job they are doing. Not only have they backed off of all press, radio and TV in Detroit, but also the Police Dept, Parent Teachers Assn., Businessmen's groups, and al- most every other outstanding civic organization in Detroit. This is an achievement to really be proud of. Sincere thanks to George M. Dick for autographed the "Amer- quote". We have one at home. This autographed copy that George mailed will occupy a place of honor in our offices. If you don't have it. "And I bet you can't" or ring your nearest bookstore and get a copy. Proving that column, too, can write very fine philosophy. Nice letter from Harry D. Mosesley. (Bet that name recall's plenty memories to old-timers. But this is his son.) Anyway, Harry ad- vised that he hopes his leg will heal in time for him to attend the MOA convention. Break it when he slipped down a coke. Nice letter from Leo Weinberger of Louisville. He advises that he intends to have a complete one of these machines in his office. We'll Will have all his top men with him at the convention.

George Kozy of ABT advises, "Must have had a conference of some sort. When asked why", George said, "My pants are out, too." (George, boy, Mrs. Kozy isn't the only wife who likes to read The Cash Box). Pat Fisher in his office after an extended visit to the Far West, So Jerry Hailey packs up and hies him- self off to sunny Florida for a bit of a vacation. Busiest of distills here are Muncie and Pat Woodson. It's a real thrill to walk into this beautiful Atlas building and remember way back when they were just getting started, and with we always know Mama Ginchere's "backbone Billy" most she rests in peace) and now seeing Muncie and Eddie and Harold Schwartz and Bill Phillips and the three others and all the others in those gorgeous offices—she's that real progress. Have heard a single yell this past week from that fox and bager eater, Vince DeLuna. He sent a telegram to break when Vince gets that out. Nothing I'll come out with a roar— just a "Whoa!" "We're just Harry Williams got up a little." HAPPY BIRTHDAY THIS WEEK TO: Joseph Fridland of Freeland, Pa. Charles J. Breitenstein of Chicago, U.S. Patent Office, Philadelphia. Joe Fishman of New York and Philadelphia, Pa. Alvin Gottlieb of Chicago, Ill. Bell W. Williams of Miami, Fla. Lou Karen of Minn. Beach, Fl. Joe Rake of Phila., Pa.

"It's What's IN THE CASH BOX That Counts!"

WAKE-UP -- NOVELTY GAME PLAY!
OPERATE WILLIAMS
SPITFIRE

Making numbers 1 to 18 in 10 repeats scores immediate replay and take on offer in midwest playfields and bottom center miller for replay.

WILLIAMS

GUNS?
EMPIRE HAS THEM ALL!

NEW \2 Coin STAR
Features
Remix score from 1 to 500 replay!

CHICAGO CHATTER (Cont.)

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CHICAGO CHATTER

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LIKE NEW
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Seeburg Coo Hunt
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Exhibit Jet Gun
175.00
Chicago Coin Pistol
99.50
1/3 with order. Bal. C.O.D.

Being one of the many, this past Tuesday, to phone Art Weinwand and offer him congrats in his new position, asked, "How d'lyke your new offices?" Answered Art, "Don't know yet. Phone's been ringin' ever since I came in the morning. Haven't had a chance to even sit down in this chair to learn if it's comfortable." And from what we've heard the phone has been ringin' for a long time. Ed Ratajack has been telling of one phone call after another to tour about and visit his distills. Too much paper work on hand keeping him plenty busy. . . . Hear that A.M.I.'s adman, Bill Fitzgerald, coming along fine and recuperating from his emer- gency operation. . . . U. S. Labor Dept. reports there are 56,000 more women employed right now than at the wartime peak in 1945. Wonder if any of the ingenious engineers can't think up a game these gals would like to play, all 15,726,000 of them? Note from George A. Miller with a very impressive list of exhibitors who have already paid for booths for the MOA Convention. After That: Even a tombstone will say good things about a guy when he's down.
ATTENTION!
If you are seeking information on any coin operated machines of American manufacture, write: "The Cash Box"—the authority of the coin operated machines industry.

OJO!
Si desean informes respecto a máquinas acionadas por monedas fabricadas en los Estados Unidos, escriban a "The Cash Box"—la firma más competente en la industria de máquinas acionadas por monedas.

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Falls Sie Auskunft über jede Art von Münzautomaten amerikanischer Herstellung wünschen, schreiben Sie doch bitte an "The Cash Box"—die Sachverständigen der Münzautomatindustrie.

THE CASH BOX
26 WEST 47TH STREET
NEW YORK 23, NEW YORK

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

CALIFORNIA CLIPPINGS

Unless you want to be taxed right out of business you'd better get out of that chair, roll up your sleeves and pitch in to help defeat the "Kligore Bill" ($5.00). The welfare of your business, your family, your future and the future of your children are at stake. That's why over a million letters and wires should flood congress now—today! Letter writing for a busy coinman is a hard task but those letters can be our most potent weapon to save our industry.

DISTRIBUTOR DOINGS—It's most encouraging to see that distributors in the area are mostly for dime play. Many of them can see its as a means of developing LA into a key coin machine market in the very near future. . . . PAUL A. LAYMONT & CO.—While rushing around waiting on customers Jimmy Williams enthusiastically exclaimed, "Business has been wonderful. We've had a big run on used bowlers and music machines along with lots of activity on Bally's "Big-Time" In-Lines and "Magic Bowlers". He added, "Bally's latest entries into the field have been most heartily accepted by the ops here in Southern California". . . . BADGER SALES CO.—According to Joe Duarte, top brass in the export sales dept., foreign trade is picking up tremendously. They have been flooded with orders for all types of coin operated equipment from South America and the Philippines. The Badger service department has been running two shifts daily in order to get all the equipment re-conditioned and ready for shipment. . . . Bill Happel and Fred Gaunt have been shooting up the town with Keeney's new "Ranger" and Genco's "Wild West" guns. Seems like location owners and their customers have gone completely gun crazy the way operators have been buying. . . . ROBINSON & CO.—Last week Charley Robinson received his first shipment of United's new "Manhattan" In-Line and things suddenly started happening. Operators started pouring in to his West Pico establishment and before he and Al Bettleman could turn around twice the games were all sold out. . . . Dave Wallach, Robinson's new Sales rep., is now on the road buying and selling used equipment thru the Arizons and Texas areas. . . . MINTHORNE MUSIC CO.—Commanding the center of attention at the Minthorne showrooms is Chicago Coin's new "Arrow" bowler and Exhibit's "500" Shooting Gallery. Scott and column are showing keen interest in both games. . . . Minthorne is now the distributors for the Telefunken line of German hi-fi radios, tubes and hi-fi components. . . . Jean and Dolores left for Phoenix to set the line at their branch showrooms there. Bob Weber will manage the Telefunken sales department here in Los Angeles.

OPS JOTS—The interest in the wide array of new equipment now on the market is shown by the throngs of suburban operators who passed along coinrow last week. The average coinman is now more particular than ever before about the type of equipment he buys. He always keeps in mind what will be the most profitable phone or game in a certain location and which piece will meet the location owners approval. . . . Johnny Ketchersid and Orville Kendig from Long Beach were among the many out-of-towners. . . . Gene DeVilbis, Big Bear, was seen in town again taking care of business. . . . Jack Neel drove down from Riverside. . . . Don and Dee-ores Wykoff traflicked in along the Pico strip from Newhall. . . . C. L. Andrews also came in from Santa Ana. . . . Everyone was surprised to see Harold Sharkey from Huntington Park. He hadn't been in town for many a moon.

COINROW CHATTER—Vick Knight, head of the newly formed Key Records label, tells us about the drunk in Las Vegas who strolled into the Juke box before he discovered it had no handle. . . . Lee Palmer of Mercury Record Distributors, here, has compiled a list of all the record distributors in the area and the lines they handle for the convenience of operators and dealers. If you have not received a copy we suggest that you get in touch with Lee at 9558 W. Pico, LA (6). . . . Bunny Paul was in visiting all of the operators and crew at Calif. Music Company last week. She was kicking off her first Capitol waxing of "Please Have Mercy". This R & B bouncer is kicking up quite a fuss locally and is expected to be a big juke box number.

All agree that something must be done to fight the practice of some operators giving locations money to attain top spots. It's getting to a point where an op must pay the exorbitant fee to get a choice spot or lose out to another operator who is willing to come up with the money. City and two leading one-stops were in the limelight last week as some of the nation's top recording stars came in to tell all and about their latest releases. Visiting along coinrow were The Crewsens, Georgia Gibbs and Rusty Draper. Wade Ray stopped in at Leuenhagen's Record Bar to chat with Mary and Kay Solle. Mary came up with another one of her famous predictions. She sees that Andy Griffith's comic version of "Make Yourself Comfortable" on Capitol will be a big hit. . . . Carpenters have been busy at Bard Distributing Company. The upper balcony of the Bard showrooms, which were formerly used for storage, is being converted into an office which will serve as new quarters for Al Haas. . . . Lyn Brown, the Whitmore Pico busier than a one armed paper hanger. . . . Aubrey Stemler, Regional rep., for Eastern Electric, hitting all the Southland territories showing the new "Electro" cigger vendor. . . . DON'T FORGET—MAKE YOUR RESERVATIONS NOW IF YOU PLAN TO ATTEND THE M.O.A. CONVENTION IN CHICAGO MARCH 28, 29, 30. BE ASSURED OF A PLACE TO STAY!
WANT—Bingos and Gottlieb 5-balls for resale. Send Prices. H. & H. DISTRIBUTING, 1626 3rd AVENUE, Moline, ILL. Tel.: 4-6466.


WANT—For resale—24 ft. Rockola—American or National Shuttles, American—Late Bingo Games—Shuffle-Bowlers, Co Mi. or Co., State best price and condition first letter. STANLEY AMUSEMENT COMPANY, 1523 BROADWAY, TACOMA, WASHINGTON. Tel.: BR. 3663.

WANT—Phongraph records made before 1940, any quantity or dealer stock: $1.50 to $3.00 per thousand; will inspect if required. Some labels wanted are Brunswick; Victor. Vocalion; Paramount; Gennett; Bluebird; Champion. JACOB S. SCHROMER, 128 W. 66th STREET, N. Y. C.


WANT—Your used or surplus records all prices taken. 78 and 45 rpm's. We buy all year round and pay top prices. No lot too large or too small. No more than 10% blue. We pay freight. BEACON SHOPS, 821 NO. MAIN STREET, PROVIDENCE, R. I. Tel.: Union 1-7500.

WANT—Genco Bingo Rolls; Bally Bingos; Gottlieb 5 Balls; Late Model Shuffle Alleys and standard Metal Tyers. FOLETT AMUSEMENT CO., 1029 WEST 24th, SPOKANE, WA. Tel.: 996-1110. IND., Tel.: 3-4500.

WANT—Late model phonos. Preferably Seeburg 100's. Will pick up within 300 miles. Write, wire, phone: KOEPELL DISTRIBUTING CO., 629 TENTH AVENUE, NEW YORK, N. Y. Tel.: Circle 6-8939.

WANT—For Export. Quantities of the following models: Seeburg M100A, Wurlitzer 1100 and 1250. Telephone or mail: DAVIS DISTRIBUTING CORP., 725 WATER ST., SYRACUSE, N. Y. Tel.: Syracuse 7-5194.

WANT—For Export. Literature on all the machine that takes coins and sells anything, amusement, drinks, Bondo, fortunes, Pocket Books, cigarets 25 c. each, advertising Golden Cover, newspapers, WITHAM ENTERPRISES & ASSOCIATES, 20-22 CUMMING AVENUE, GLENS FALLS, NEW YORK.

WANT—Northwestern 49's; Challengers; Pike's Peak; Kicker's and Catchers; Weigh Scales or any other personal games or equipment. If you can handle them, we'll handle 'em. Phone: BINGO IMPORTERS, 81 INDIAN ROAD, TORONTO, ONTARIO. Tel.: LO 4722.

WANT—All from the world over! Literature on any machine that takes coins and sells anything. Wurlitzer, Ross Products Co. INDIANOLA, IOWA. Tel.: State 6062.

WANT—Used Records. Highest prices paid for 78's and 45's. No quantity too large or too small. We buy brand new LP's (33-1/3 RPM) in quantity. Write, phone or wire: DISTRIBUTING COMPANY, 666 10th AVE., NEW YORK 36, N. Y. Tel.: Jibson 6-4560.

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

WANT—Mills Panorama—Any quantity. WESTERN DISTRIBUTORS, 3126 ELLIOT AVENUE, TULSA, WASH. Tel.: Garfeld 3585.

WANT—Bingos, late model Shuffle Alleys. For Resale. Send list. Have all types of amusement equipment for resale. 1-8-4-5.
FOR SALE—Look At Our Prices. Spot Lite $75.00; Covey Island $75.00; Atlantic City $100.00; Palm Beach $130.00; Yacht Club $140.00; Palm Springs $290.00; Ice Frolles $290.00; Hi-Fi $335.00; Surf Club $385.00; Variety $475.00; Holiday $550.00; Lite A Line $45.00; Hana- va $210.00; Rio $200.00; Shin Big $120.00; Disc Jockey $65.00; Four Corners $60.00; Hong Kong $60.00. One Third Deposit with each order. CROWN NOVELTY CO., INC., 920 HOWARD AVENUE, NEWARK, N.J. Tel.: Canal 7137.

FOR SALE—United Fifth Ave. $275; United Empire $210; United Empire converted to Fifth Ave. $235; Williams Major League $375; Williams Special DeLuxe Baseball $125; Williams DeLuxe Baseball $99. AMERICAN VENDING CO., 2684 CONEY ISLAND AVE., BROOK- LYN, N.Y. Tel.: D保卫 2-9002.

FOR SALE—Handicap, shuffle, alley tournament — blackboard, rules. Tremendous income increases. Price $600.00 each complete; Martin 12 gauge 3-shot repeater $225.50. WEST SIDE DISTRIBUTING CORP., 612 TENTH AVE., NEW YORK 18, N. Y.

FOR SALE—Special. Bally Hi-Fi's $314.50; Varieties $495; Beach Clubs $250; Palm Springs $285; Ice Frolles $295; Bally Beauties $199.50; Rocket Bowlers $134.50; United Tropics $149.50; Singapore $395; Nevada $269.50; Gene Night Fighter Gun $119.50; Sky Gunner Gun $94.50; Shuffle Pools $92.50; Allans $50.00. Owned and Operated by the World Trainer $355. NEW ORLEANS NOVELTY CO., 115 MAGAZINE STREET, NEW ORLEANS, LA. Tel.: Canal 8338.

FOR SALE—10 cent Operators don't let profit walk out the door. Use General's Two Nickels for dime play Kits. Install in minutes 85.50 Revenue Inc. Samples $3.50 each, lots of 10, $2.95 each. GENERAL DISTRIBUTING COMPANY, 3574 HARDING STREET, CARL- BAD, CALIF. Tel.: 0-Central 5151.

WANT—All model Seeburg M-100's, B's, C's and Hi-Fi's. Will pick up within 300 miles. NATIONAL NOVELTY CORP., 183 MERRICK ROAD, MERRICK, L. I., N. Y. Tel.: FRoPong 6-6770.

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

FOR SALE—Chicago Coin King Bowler; Starlite Bowling, Home Run and Super Frame. Write for our low prices. COPELAND DISTRIBUTORS, 900 NORTH WESTERN, OKLAHOMA CITY, OKLA. Tel.: FO 5-3456.

FOR SALE—New close-outs: Geneo Rifle Gallery $425.00; Skee Balls, 9 and 12 Ft. $175.00; Exhibit Shooting Gallery $350.00. MILLER-NEWMARK DISTRIBUTING COMPANY, 42 FAIRBANKS ST., N.W., GRAND RAPIDS 2, MICH. Tel.: 6-6807.

FOR SALE—America's finest reconditioned photographe, and audio-visual accessories. Everyone of our reconditioned machines guaranteed beautiful condition regardless of price. Tell us what you need. Get our prices before you buy, ANGOTT DISTRIBUTING CO., INC., 2616 PURITAN AVENUE, DETROIT 21, MICH. Tel.: University 40773.

FOR SALE—Sensational News—12 months to pay for Kiddie Rides. Largest stock in the world of new and used Kiddie Rides. Liberal territorial areas. All new stock and stock. MILLER DISTRIBUTING COMPANY, 298 LINCOLN STREET, ALLSTON 34, Mass. Tel.: Algonquin 4-0400.

FOR SALE—2 Coney Island $69.50; 1 Yacht Club $139.50; 2 Tropic $149.50; 3 United $179.50; 12 United Tennis Frame $89.50; 2 United DeLuxe $39.50; 5 United Super $49.50; 11 United Cascade $120.00; Space Ship $425.00. R&B Sales, MIKE MUNVES, 577 TENTH AVENUE, NEW YORK, N.Y. Tel.: Clickeye 4-6826.

FOR SALE—Geneo Shuffle Pool $110; AMI D-40 $345; AMI D-80 Chrome $445; AMI E-120 $645; Wurlitzer 1550 $375; Wurlitzer 1450 $325. UNITED DISTRIBUTORS, INC., P. O. BOX 1995, 515 E. CENTURY, WICHITA 2, KANSAS. Tel.: 3-4411.

FOR SALE—Ready for locations: Beach Clubs $240; Dude Ranch $275; Palm Springs $300; Ice Frolles $300; Yacht Club $125; Atlantic City $150. Also other Clubs and Bowlers. 1/3 deposit — Balance C. O. D. or S/D. MICKEY ANDER- son, 314 EAST 11TH STREET, ERIE, PENNSYLVANIA. Tel.: 7-5749.

FOR SALE—Evans Constellation $225; Shoot the Bear $145; Keeley De- Luxe Bowler $125; AMI A, B, C, D and a complete line of United Bingo and Bowling. C. O. D. Delivery. CENTURY DISTRIBUTORS, 2315 OLIVE ST., ST. LOUIS, MISSOURI. (Main 1-3511) or 3314 MAIN STREET, KANSAS CITY, MISSOURI (W. Expot $325).

FOR SALE—Watch My Line $55; Haymakers $75; Four-Horsemen $79.50; Handicap $95; Knockout $54; Spotlight $65; Bowlers World $275; Yacht Clubs $135. UNIVER- SITY COIN MACHINE EXCHANGE, 815 Y. M. H. OF COLUMBUS 3, OHIO. Tel.: University 6900.

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

FOR SALE—Contact us before you buy. We carry all types of coin machines. Largest Central Pennsyl- vania distributor for United, Uni- versel, Chicago Coin, Keneey and Bally, WILLIAMSPORT ELECTRIC & TELEVISION CO., 23 W. 3rd STREET, WILLIAMSPORT, PA. Tel.: 2-3326 or 2-1648.

FOR SALE—Wurlitzer 1500 $385; 3 Wurlitzer 1500A $480; 4 AMI $175; 1 AMI 1109; 1 AMI E-90 $485; 4 AMI 80 Stl. wallboxes $49. T & L DISTRIBUTING CO., 1663 CENTRAL PARKWAY, CINCIN- NATI 14, OHIO. Tel.: Main 8751.

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. Address for new and used machines. MIKE MUNVES, 577 TENTH AVENUE, NEW YORK, N.Y. Tel.: Clickeye 4-6826.

FOR SALE—Reconditioned Phonos—ready for location. Seeburg 146- 147-148; Wurlitzer 1015; Rockola 1422-1426; AMI WallBoxes 5e.10c. Write for our low prices. MUSIC DISTRIBUTORS, INC., 14 FRANKLIN STREET, FAYETTE- VILLE, N. C.

FOR SALE—Telegiz Machines, fac- tory reconditioned. Ready for location, $119.50. 1/3 down, balance C. O. D. We stock all Telepalm parts and also parts for Juke, Shuffle and Pin games. Write for catalog. CHAMPION DISTRIBUTING INC., 1403 GRAND, W. CHI- CAO, ILLINOIS.

FOR SALE—We have a large stock of reconditioned Five Balls, One Balls, Bingo and Phonos. Write for list. WESTERHAUS CORPORATION, 3726 KESSEN AVENUE, CINCI- NATI, O. Tel.: Moustas 5000-1-2.

FOR SALE—Ready for location Wur- litzer 1015, 10900 and 1400. Seeburg 146H, 147H, 148H. Special prices on 3020, 4820 and 3W15-56 Wall Boxes, Contact CENTURY DISTRIBUTORS INC., 1221 MAIN ST., BUFFALO 9, N. Y. Tel.: Summer 4938.

FOR SALE—A.M.I. Model D-80 $525; A.M.I. Model D-80 $300. W. R. DIS- TRIBUTORS, INC., 1012 4TH STREET, ST. LOUIS, MISSOURI. Tel.: Central 9292.

FOR SALE—Budget Special. Model D40 AMI $245. First come, first served. WESTERN DISTRIBUTORS, 1225 SOUTHWEST 16, PORTLAND, ORE.

CLASSIFIED ADVERTISING SECTION

FOR SALE—Reconditioned, like new, Yacht Clubs $135.00; Ice Frolics $225.00; Surf Clubs $350.00; Bally Jet Bowlers $425.00; Evans Turf & Saddle $249.50. Write: DONAN DISTRIBUTING COMPANY, 5007 N. KEDZIE, CHICAGO 25, ILLINOIS. Tel.: Juniper 5-2211.

FOR SALE—"Sock-The-Ock" converts "Shoot-The-Bear" into a gun that will top all others in appeal, performance, and take. A complete package $25.00. 100 SERVICE COMPANY, 2638 OLIVE STREET, ST. LOUIS, MO. Tel.: Jefferson 1-6531.

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, Keenev, Bally, TARAN DISTRIBUTING, INC., 3401 N. W. 36th STREET, MIAMI 42, FLA. Tel.: 64-4864.

FOR SALE—Bright Lights $49.50; Packard Boxes $2.00 each; 501 Wallizers $2.00 each; Seeburg Wireless Sc $2.00 each; 3 Packard Playmaster $30 each; 12" Speaker & Baffle complete $9.00 each, GOLDEN GATE NOVELTY CO., 701 GOLDEN GATE AVENUE, SAN FRANCISCO 2, CALIF. Tel.: Market 3967.

FOR SALE—AMI—E—90's and E—120's. Will trade for Bowlers and Bingo, LIEBERMAN MUSIC COMPANY, 1111 S. HAMMOUTH AVENUE, NORTH MINNEAPOLIS, MINN. Tel.: Fillmore 3025.

FOR SALE—Reconditioned phonographs—ready for locations: AMI A; AMI G; AMI D-40 and D-90; Rock-Ola Fireball 45 rpm; Seeburg M 100A; Wallizer 1500. Write for low prices. RUNYON SALES COMPANY, 593 TENTH AVE., NEW YORK, N. Y. or 221 FREILINGHUSEN AVE., NEWARK, N. J.

FOR SALE—All types reconditioned Coin Operated Games available at lowest prices. Write, wire, phone C. A. ROBINSON & CO., 2301 W. VICTO BLVD., LOS ANGELES 6, CALIFORNIA. Tel.: Dunirk 3-1810.

FOR SALE—Genco Shuffle Pools $50 each; Genco 2 player Basketball $50; Genco 20-Selection $225; Daffy Derby $160; Genco Riffle Gallery $325; Williams Jet Gun $325. All equipment in A1 condition. Phone Hartford—Chapel 9-6526, RELIABLE COIN MACHINE CO., 134 WINDSOR ST., HARTFORD, CONN.

MISCELLANEOUS

NOTICE—Bingo Operators! Stop service calls caused by balls piling up in Ball Trough. Ball guides easily installed on location in 10 minutes. Specify Bally or United Game. Four Samples $3.00, $8.00 per dozen. MIDWEST MUSIC SERVICE, 319 WEST 2nd ST., WICHITA, KANSAS.

NOTICE—We are exclusive National Distributors for the New Miracle Cleaner, Pin Joy. Spray Surface to be cleaned, wipe off, no rinse required. Write for free sample. PIN JOY INC., 1912 EAST COLFAX AVE., DENVER 6, COLORADO.

NOTICE—Texas operators—write or phone your Rock-Ola Distributor, PHONOYEND OF TEXAS, 1025 BASSE ROAD, SAN ANTONIO, TEXAS, Tel: ERSching 3-7197 for genuine factory parts and very reconditioned phonographs priced right. Also distributors for Exhibit and Keenev.

NOTICE—Your Seeburg 20-selection wall boxes, wired or wireless, converted to play the first 200 of the Juke Box Program on all model Seeburg 100's. $3 cent Box $5.00. 5-10-25 $15.00. Performance guaranteed. 100 SERVICE COMPANY 2634 OLIVE ST., ST. LOUIS 3, MO. Tel.: Newsped 6534.

NOTICE—Louisiana & Mississippi Operators—your authorized AMI phonograph distributor is DIXIE COIN MACH. CO., 122 NO. BROAD ST., NEW ORLEANS, LA. Tel.: Magnolia 3981.

NOTICE—These 3 telephone numbers are important to you: The Cash Box, New York City, JUDson 6-2640; The Cash Box, Chicago, Ill., DEarborn 2-0043; The Cash Box, HOLlywood, CALif., Hollywood 5-1702.

NOTICE—are you having trouble keeping Plexiglas clean on your juke boxes? Our Mecite does the job—16 oz. bottle $3.85. For distributor prices and territory, contact NECCA SERVICE CO., 716 N. 19th ST., EAST ST. LOUIS, ILLINOIS.

Notice! You can safely send deposits to advertisers in "The Cash Box" Your deposit is guaranteed As long as you are a paid up subscriber to "The Cash Box", at the time you answer any advertisement that appears in "The Cash Box", the advertiser requires that you send a deposit to obtain the merchandise advertised, your deposit up to $100.00 is guaranteed by "The Cash Box". This is the "Cash Box" free deposit insurance plan. An exclusive and original feature of "The Cash Box" only. Should you lose your deposit in fraudulent manner immediately write: THE CASH BOX 26 West 47th Street, New York 36, N. Y.

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   - Great Activity

2. **Prices DOWN**
   - No change from last week

3. **Prices UP and DOWN**
   - No change from last week

4. **No change from Last Week**

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Reports received indicate that, in some cases, purchases become upset due to the fact that they cannot, many times, buy equipment listed in the lower price brackets. Sometimes sellers of machines listed at from $100.00 to $250.00 ask for $50.00 up to $150.00 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 onto his price the cost of transportation to obtain these machines, the labor, parts and supplies needed to recondition the machines, plus the cost of operating, labor and packing and shipping of the machines, in addition to a decent profit which will, in most cases, raise the price of a $100.00 to $250.00 machine to anywhere from $150.00 to $750.00 to $250.00. In the case of arcades and kiddie rides, the machines these may 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 this fact into consideration and, at the same time, should also realize that many buyers today have their own repair and reconditioning departments as well as experienced mechanics, such buyers will purchase machines "as is" at prices quoted by the trade and recondition the machines themselves to meet their own operating standards.

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**THE CASH BOX**

**MACHINES PRICE LIST**

**FOR THE WEEK ENDING MARCH 12, 1955**

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**CASH BOX PRICE QUOTATIONS**

15th Year of Publication

800th Consecutive Week's Issue

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**HOW TO USE "THE CASH BOX PRICE LISTS"**

(Also known as the "C. M. L. (Coin Machine Industry) BLUE BOOK")

**FOREWORD:** Many times, wide differences appear in the quotations 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—quotes are quoted for the past week, regardless of how much they may seem to be out of line. Some prices do not change for months. "The Confidential Price Lists," rather than show no price, retain the last quoted price, but do not change the quotation as long as the subscriber agrees to pay the last known prices as a basis to work with. Prices may be very widely divergent. Someone on the East Coast may feel a certain machine worth $150.00 whereas someone on the West Coast may think it worth $75.00. Of course, retail appearance, demand, territory, quantity, and condition of equipment must be taken into consideration. (Some equipment offered by handling firms, having a reputation for shipping completely reconditioned machines, will be offered at higher prices than others, due to the added cost of reconditioning.) (The Confidential Price Lists) reports each quotation exactly as it is made and depends on the subscriber to make average price adjustments to fit the peculiarities of his territory.

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

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

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**REGARDING SELLING PRICES**

Manufacturers and date of game's release listed. Codes: (B) Bally; (C) Chicago
Coin; (Ea) Exhibit; (Ev) Evans; (Gc) Genco; (Gt) Gottlieb; (Kc) Kenney; (Un) United; (Wm) Williams.

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AMI NEW Model “F” is the first phonograph in the world with a self-contained multi-horn sound system.

Only the most expensive custom-built high fidelity sound systems are comparable to the Model “F”—and they cost as much or more than the entire AMI juke box itself!

Full Range Multi-Horn High Fidelity Sonoramic Sound

120, 80, and 40 Selections

Choice of 8 Spectacular New Colors:
Tahitian Brown, Firecracker Red, Happy Blue,
Paddy’s Green, Bright Sand, Sunburst Yellow,
Atoll Coral, Embered Charcoal.

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

AMI Incorporated

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

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

“It’s What’s in THE CASH BOX That Counts”
MANUFACTURERS NEW EQUIPMENT

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

J. H. KEENEY & CO., INC.
Deluxe Sportsman
(with Match Feature) $690.00
Sportsman 90 (without Match Feature) $660.00
Electric Cigarette Vending Coin Operated $284.50

ROCK-OLA MFG. CORP.
Model 1446 Hi-Fi Phone, 120 Selection, 45 RPM Only $275.00
Model 1440 Player, 120 Selections, 45 RPM $275.00
Model 1442, Hi-Fi, 50 Selections, 45 RPM Only $275.00
Model 1449 Chrome Wall Speaker $275.00
Model 1548, 57 Selection Wall Speaker $275.00
Model 1550, 20 Selection Wall Box $275.00
Model 1613, 8" Blonde Wall Speaker $275.00
Model 1614, 8" Mahogany Wall Speaker $275.00
Model 1900, Remote Volume Control $275.00

J. P. SEEBURG CORP.
HF-100 ("Hi-Fi" Wall-Unit) $100.00
MRVCI Master Remote Volume Control $275.00
CVS-60 Wall-Speaker Ivory (Teardrop) $275.00
CVS-12-12 Recessed Speaker $275.00
PS6-12 Power Supply $275.00
AR-20 Player Piano Remote Amplifier $275.00
ASF-20 Automatic Volume Compensator Unit $275.00

UNITED MFG. CO.
Lightning Shuffle Alley (with Match Feature) Single Chute $705.00
Double Chute $725.00
Model 500 (with Match Feature) Single Chute $705.00
Double Chute $725.00
De Luxe Comet Shuffle-Targette $725.00
De Luxe Shuffle-Targette (with Match Feature) Single Chute $725.00
Double Chute $725.00

EXHIBIT SUPPLY
Shooting Gallery
Model 300
(with Match or Free Play) $625.00
Model 500A
(with Match or Free Play) $625.00
Model 500B
(with Match or Free Play) $625.00
Model 500C
(with Match or Free Play) $625.00
Junior Rodeo Play $625.00
Junior Rodeo Play $625.00
Big Bronco Play $625.00
Roy Rogers’ Trigger Reindeer Play $625.00
Rudolph The Red Nosed Reindeer Play $725.00
Rudolph The Red Nosed Reindeer With Music $725.00
Peter The Rabbit Play $625.00
Peter The Rabbit With Music Play $625.00
Twin Pete The Rabbit Play $625.00
Rawhide Play $725.00
Space Patrol, New Style $1,075.00
Sheepherder Play $1,075.00
Vacuum Card Vender $275.00

Genco MFG. & SALES CO.
Wild West (Regular) $650.00
Criss-Cross Wild West (Match) $650.00

D. GOTTLIEB & CO.
Gypsy Queen $392.00

INTERNATIONAL MUTO. CORP.
Drive Yourself (new) $750.00

Driveway (Remodeled) $750.00

Photomax '54 $2,150.00

3-D Art Parade, 19-show model $950.00
3-D Art Parade, 6 show model $950.00
Universal Post Card Vender $600.00

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The Wurlitzer 1800, ultimate achievement in coin-operated phonographs, is not only designed to get and hold the big money locations, but to turn ordinary locations into extraordinary earners.

Available in gorgeous array of fresh, new sky colors, equipped with the famed Carousel Record Changer, and producing through its Dynatone Sound System the finest High Fidelity Music ever offered on any coin-operated phonograph, the new Wurlitzer Model 1800 has already proven to be the highest earning phonograph ever offered operators.
UNITED'S DELUXE

LIGHTNING SHUFFLE ALLEY

WITH EXCITING NEW

STRIKE-A-MATIC

SYNCHRO-FLASH FEATURE

Combines Strike Lane Accuracy with Speed Control

NEW SUPER STRIKES

Skill Shooting Plus
Skill Timing Increases
Spare and Strike Scores

NEW SPECIAL STRIKES

NEW Direct-View Scoring Lites on Playfield

TOP SCORE 9600

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

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

OTHER UNITED HITS

NOW AT YOUR DISTRIBUTOR

• TROPICANA
  Fast-Action In-Line Game
• BONUS GUN
  Flashy, Fast-play Shooting
  Gallery with
  Time Bonus Score
• COMET
  SHUFFLE TARGETTE
  6-PLAYER
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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.

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