Jayne P. Morgan smashed through with a hit on her very first record for RCA Victor. Titled "That's All I Want From You", the tune shot Jayne P. into the top ranks of girl singers. Now she comes up with her second Victor dishing "Danger, Heartbreak Ahead!", which also is making the best seller list. The singer has been fea-
tured on the Robert D. Lewis show for more than a year, but will leave shortly to fulfill the demands being made on her for personal appearances across the country.
“JUST ONE MORE TIME”

“TAKE MY LOVE” from MGM’s “The Glass Slipper”
20/47-6071
A “New Orthophonic” High Fidelity Recording
Whether You Can Attend Or Not
You Can Be Present At
The MOA Meet

It may be that opportunity knocks only once.

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

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

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

The forthcoming MOA convention takes place next Monday, Tuesday and Wednesday, March 28, 29 and 30 at the Morrison Hotel in Chicago. Representatives from all walks of the music business have already made plans to be there. And we at The Cash Box cannot emphasize too strongly the importance of attending the meet. For record firms, it's the opportunity to sell records. For publishers, to promote their tunes. And for artists, the chance to sell themselves to the thousands of juke box operators on whom they must depend to buy their disks.

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

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

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

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

Once more we would like to say: If you can possibly attend the MOA convention, make every effort to do so. And if you can't, then be sure that you are represented at the convention by your message in The Cash Box MOA special which will be out next Sunday. In that way, whether you are able to attend or not, you can still be present.
LAST CALL
for Advertising
The Cash Box
CONVENTION ISSUE
(Dated: April 2)
GOES TO PRESS
THURSDAY
MARCH 24
RUSH YOUR AD TODAY—or PHONE—WIRE
THE CASH BOX
26 WEST 47th STREET
NEW YORK 36, N. Y.
(PHONE: JUdson 6-2640)

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

**DISK OF THE WEEK**

**“TAKE MY LOVE”** (2:40)  
(Feist ASCAP—Deutsch, Kuper)

**“JUST ONE MORE TIME”** (2:25)  
(Leo Paxton ASCAP—Jacobs)

**EDDIE FISHER**  
(RCA Victor 20-6071; 47-6071)

- Eddie Fisher who has come up with an amazing number of hits in the past few years, has a fabulous two-sided threat in his latest release that could do big things. Assisted by the incomparable Hugo Winterhalter orch and chorus, Eddie leaps into a beautiful new ballad dubbed “Take My Love.” It’s a tender and penetrating love song set to a slow waltz tempo. One of the young crooner’s prettiest numbers in a long time. The coupling is another winner; a lively shuffle item titled “Just One More Time.” It’s a delightful danceable piece much like Fisher’s number one smash “I’ll Be Seeing You.” A two sided threat. It’ll be big.

**FOOLISHLY YOURS**  
(Shapiro-Bernstein ASCAP—Simms, Joy)

**FOR BETTER OR WORSE**  
(Starman BMI—Stanley, Karl)

**KAY STARR**  
(RCA Victor 20-6079; 47-6079)

- Kay Starr, by far one of the most exciting song stylists of the day, has in her latest Victor release, what looks like a smashing success. Two absolutely great dramatic ballads that just can’t miss making the charts. One side features the thrust on a dynamic love song dubbed “ Foolishly Yours.” It’s a tremendous reading masterfully handled. Great style with all the earmarks of a hit. Equally fabulous is the coupling, “For Better Or Worse.” It’s one of the most interesting items of ’55, and Miss Starr’s generating delivery labels this one a solid money winner. Two great sides that the whole country will crave.

**“LONELY LIPS”**  
(Tempo ASCAP—Shelly, Winkler, James)

**“THEDUDELSACK SONG”**  
(Hill & Range BMI—Neumann, Bliver)

**THE CHORDETTES**  
(Cadence 1259; 45-1259)

- Here’s the record that the music business has been waiting for. The new Chordettes release. And what a hoot it is. Two tremendous decks will probably be heading in the direction same as Mr. Sandman,” in just a few weeks. “Lonely Lips” is a lively bounce full of the girls’ beautiful harmony. It’s a very contagious pleaser, and the introduction is really two-sided. Perfectly pinnick that sells the side immediately. Should be another bestseller. The coupling “The Dudelsack Song,” is an equally refreshing and attractive vocal novelty that’ll sell a heap. The lyrics are handled in German and English and the results are great. Robert Fraser adds to the innovative effect with his bag-pipe like dueduck. The Chordettes are here to stay, and there’s no doubt about it.

**THE DISC REVIEW**

**KITTY WHITE**  
(Mercury 70576; 70576 + 45)

- “GIVE ME THIS NIGHT” (2:43)  

- “I CAN’T CHANGE” (2:43)  
[Brandom ASCAP—Trace, Douglas, Trace] Kitty shows off more of her wonderful vocal qualities on this lovely sentimental etching. Polished performer who’s gonna do big things.

**STEVE ALLEN**  
(Coral 61375; 9-61375)

- “TONIGHT” (3:05)  
[Rosemenow ASCAP—Allen] Since TV plays such an important part in a song’s success, Steve Allen’s theme song for “Tonight” oughta be a real smash. It’s a lovely melody presented with a load of strings and notes pretty piano work by Allen. Could be a smash instrumental.

- “I JUST A LITTLE WHILE” (3:05)  
[Lion ASCAP—Allen, Parker] Another Allen composition, also used as a title on the show, comes over beautifully as offered by the entertainer.

**EDDIE FONTAINE**  
(“X”-0108; 4X-0108)

- “ON BENDED KNEE” (3:10)  
[United ASCAP—Putnum, Stanion, Fotine] Eddie Fontaine who made a strong first showing with his “Rock Love,” has another rock in roll hit that could make a heap off his noise. Exciting vocal, loaded with zest.

- “I MISS YOU SO” (2:45)  
[Leeds ASCAP—Henderson, Scott, Robin] The ace songster takes hold of a pop favorite and fits it into a rhythm and blues reading. Two powerhouse decks. Good nickel grabbers.

**JOHNSON BROTHERS**  
(London 1545; 45-1545)

- “HEARTBROKEN” (2:16)  
[True Blue ASCAP—Demonti, Stanion, Potine] The Johnson Brothers have a commercial new tune with a great old time flavor, on their latest platter. Cute filler with a pretty melody and lyric.

- “MAJORCA” (2:10)  
[Eastwick BMI — Caste, Bonnet, Lehman] Another pretty deck is this light melodious number warmly presented. Good coupling.

**FRANKIE LANE**  
(Columbia 40437; 4-40437)

- “COOL WATER” (2:52)  
[American BMI—Nolan] Paul Weston and the Mellomen give Frankie Laine a big assist on a great Western oldie that always sounds terrific. Laine does a tremendous job on this one. Reminds this reviewer of his fabulous “Lucky Old Sun.” Should do well.

- “STRANGE LADY IN TOWN” (2:50)  
[Hitmark ASCAP—Washington, Tionkin] Laine lets loose on another stirring cowboy type number, the jangle tune from June is well released Warner pic. Drummer stumpin’.

**DICK HYMAN TRIO**  
(MGM 7151; K-11951)

- “BESAME MUCHO” (2:30)  
[Peer Interl/BMI—Valenquez] A beautiful Latin tempo standard is given a refreshing treatment by the Dick Hyman Trio. This could revile the oldie. Has hit possibilities. Busy work smooth.

- “THE OLD PROFESSOR” (2:04)  
[Hallis BMI—Hyman] A lively cutie penned by Hyman gets a cornball ASCAP cover from the trio. Fits well into the current trend toward tavern-type piano renditions.

**LES EIGART ORCH.**  
(Columbia 40458; 4-40458)

- “CHATTANOOGA LEGION BAND” (2:05)  
[Summit ASCAP—Robert, Stev] Les Eigart and the Tattle Tales team up on a clever march-jumper that oughta have the kids hoppin’. Solid waxing with potential.

- “COME TO THE MARDI GRAS” (2:40)  
[Peer Interl/BMI—Drake, Shir, Ballouc, de Oliveira] Les and the crew work alone on this side and they make an exciting jump arrangement of a good oldie. Solid jumper.

**FREDDIE BELL**  
(Teen 103; 45-103)

- “OLD TOWN HALL” (1:45)  
[Prentice Music] Freddie Bell and the Bell Hops bounce through a cute countrypol revelry of a favorite melody with new words. Good job.

- “8-10-15 HOURS”—A big rhythm and blues hit of a few years ago, is bolstered out with more of a pop flavor by Freddie and the gang.

**LOU MONTE**  
(RCA Victor 20-6072; 47-6072)

- “THE ITALIAN WALLFLOWER” (2:04)  
[Colin BMI—Booth] An Italian version of “Dances With Me Henry” a big r & b tune, and nub a smash pop hit, is cleverly handled by Lou Monte. Solid rock and roll novelty that could catch.

- “DREAMBOAT” (2:38)  
[Leek ASCAP—Hyman] A lively bouncer that’s been recorded by almost every label, has loads of potential under the control of Lou Monte. Happy deck with great lyrics. Commercial ditty that could make the grade.

**TOMMY LEONETTI**  
(Capitol 3065; F-3065)

- “EVER SINCE YOU WENT AWAY” (2:25)  
[Midnight BMI—Collins] Tommy Leonetti shows his vocal talents on a good jumper that’s been making some noise lately. Crooner sounds a lot like Sinatra on this side.

- “UNTIED” (2:32)  
[Central BMI—Collins] A novelty tune that’s being sold well for a number of weeks, gets a solid treatment from Tommy.
A "NATURAL" HIT!
From The M-G-M Picture "THE GLASS SLIPPER"

EDDIE FISHER

with Hugo Winterhalter's Orchestra

"It's What's in THE CASH BOX That Counts"
**STEVE CLAYTON**
(Columbia 40456; 4-40456)

**ALADDIN'S LAMP** [Milton Kellem ASCAP—Youmans, Rose, Eliscu] This side is another romantic piece of material warmly fashioned by the mellow warberv.

**FOUR GUYS**
(Mercury 75075; 75075 x 45)

**MONEY MAD** (2:06) [Joy ASCAP—Wayne, Springer] The Four Guys have a real hot jumper on this side. Clever novelty with a good set of lyrics. Amusing ditty full of pop. Terrific dance material. Boys work well.

**SAY YOU DO** (2:03) [Ross ungrinkel ASCAP—Tepker, Bennew] The boys belt out another cutie using the add-a-word gimmick. Each line features one word more than the line before. Two good rockin' sides.

**BILLY ECKSTINE**
(MGM 11948; K-11948)

**MORE THAN YOU KNOW** (2:10) [Miller ASCAP—Youmans, Rose, Eliscu] Billy Eckstine offers a racy rendition of a beautiful oldie that has been revived thanks to this recording and to the pic "Hit The Road, Jack" which features the tune. Pretty job.


**LANCERS & LES BROWN O.**
(Coral 61374; 9-61374)

**SOMEBODY ELSE IS TAKING MY PLACE** (7:12) [Shapiro, Bernstein ASCAP—Howard, Ellsworth, Morgan] The Lancers and Les Brown team up on a smooth and appealing arrangement of a great old favorite. Good rhythm item.

**CHERRY** (2:08) [Melody Lane BMI—Redman, Gilbert] The quartet lifts through another pretty item, this one a light, bouncy, cute lyric and5 fitting backbeat by Brown and the boys.

**EDNA MCGRIFF**
(New Disc 1002; 45-10020)

**COME BACK MY LOVE** (2:44) [Swee BMI—Osten, Bier, Sherman] The whole band belts out a solid little bop number. Exciting big-voiced offering.

**SAD, SAD, SAD** (2:49) [M & M ASCAP—Smith, Smith] Edna does a complete about face on this side and really lets loose a driving rock 'n roll type rhythm. Full of punch. Chorus assists.

**JOE FOLEY**
(Jubilee 5182; 45-5182)

**YOUNG AND FOOLISH** (2:56) [Chappell ASCAP—Harvitt, Hair] From the Broadway smash "Plain and Fancy" comes this beautiful ballad which Joe Foley treats beautifully on this side. Big arrangement with chorus, etc. Click.

**DON'T LET THIS NIGHT GET AWAY** (2:48) [Chappell ASCAP—Adamsom, Lane] This inviting love song is from "Jupiter's Darling." Pretty, romantic number.

**GLORIA DE HAVEN**
(Boca 2946; 9-2946)

**RED HOT PEPPER POT** (2:45) [Gil BMI—Saxom, Gilbert] Film star Gloria De Havon has a real commercial winner on her latest release. Cute Latin beat novelty that you make dance. Cantabile.

**SAVE ME** (2:52) [Miller ASCAP—Green, Jackson] Jack Fain, and the crew set up a pretty backdrop for the thorny's dramatic reading of this tender ballad. Her broken delivery. Tune could take off.

**LORRY RAINIE**
(Dot 1205; 45-1205)

**SHOW ME THE WAY TO FORGIVE YOU** (2:45) [Tim Gayle ASCAP—Taggart, Gayle] Lorry Rainie gets an interesting instrumental arrangement on this beaty, driving ballad with Torchy delivery. Potent performance that could click.

**TALK IT OVER WITH YOUR HEART** (2:10) [Tim Gayle ASCAP—Jackson, Miller] Another romatic of tendered. by the chip. Russ Garlick supplies the beat.

**LOUISE CARLYLE**
(Double AA 106; 45-106)

**SO MUST I LOVE YOU** (2:39) [Dot BMI—ASCAP—Chappell, Gayle] Louise Carlyle, a polished performer and an excellent vocalist, comes through with a very strong new ballad that could catch on. Excellent debut on AA.

**SHOUL I FORGET HIM** (2:40) [Hawthorne ASCAP—Lewis, Sturtch] Another romantic number is warmly fashioned in a smooth and feelingful manner by the thrush Miss Carlyle will be heard from.

**THE CHERIRS**
(Capitol 3075; F-3075)

**BLUEBERRIES** (2:09) [Quin- tet BMI—Stoller, Leiber] The Ciphers, better known as the "Bazoom kids," come up with another hearty rocker loaded with commercial gimmicks. Real rainy side full of c0mical

**CAN'T WE BE MORE THAN FRIENDS** (2:22) [Quintett BMI — Stoller, Leiber] The group rides through a more typical shuffle number here. Appealing song on the smoother side.

**THE CASE BOX**

**THE CASE BOX**

**BEST BETS**

The Cash Box, Music  Page 8  March 26, 1953

**ITALIAN WALLFLOWER" / "DREAMSCAPE**
Monte ... RCA Victor 26-6072; 47-6072

**TONIGHT**
Steve Allen ... Coral 61375; 9-61375

**COOL WATER**
Frankie Laine ... Columbia 40457; 4-40457

**ALADDIN'S LAMP**
Steve Clayton ... Columbia 40456; 4-40456
AMERICA'S HOTTEST LABEL-
GIVES YOU 2 MORE #1 HITS!!

the Hilltoppers
featuring the great voice of JIMMY SACCA
singing
"THE DOOR IS STILL OPEN"
b/w
"TEARDROPS FROM MY EYES"
DOT #15351

the Fontane Sisters
singing
"MOST OF ALL"
b/w
"PUT ME IN THE MOOD"
DOT #15352

Dot RECORDS
GALLATIN, TENNESSEE 1900 PHONE
"The Nation's Best Selling Records"
"It's What's in THE CASH BOX That Counts"
THE WEAKER SEX?
not with records... THE GALS GOT IT!

JUST RELEASED

‘Dancing And Dreaming’
coupled with

‘The Old Town Hall’
(TAKE YOUR PICK)

THE LAURIE SISTERS

MERCURY 70596 • 70596X45

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

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

1. MELODY OF LOVE .................................. [Billy Vaughn (Dot)]
   (David Carroll (Mercury)]
   (Four Aces (Decca)]
   (Joni James (MGM)]
   (McGuire Sisters (Coral)]
   (Bill Hayes (Cadence)]
   (Georgia Gibbs (Mercury)]
   (Ferry Como (RCA Victor)]
   (Crecuts (Mercy)]
   (Johnny Maddox (Dot)]
   (Crecuts (Mercy)]
   (Penguins (Dootone)]
   (DeJohn Sisters (Epic)]
   (Johnny Ace (Duke)]
   (Teresa Brewer (Coral)

11) BLUE MIRAGE. 12) IT MAY SOUND SILLY. 13) HEARTS OF STONE. 14) DARLING, JE VOUS AIME BEAFOU. 15) THAT’S ALL I WANT FROM YOU. 16) DANCE WITH ME, HENRY. 17) CHERRY PINK AND APPLE BLOSSOM WHITE. 18) DANGER, HEARTBREAK AHEAD. 19) WEDDING BELLS. 20) SAND AND THE SEA.

Recently a transmitter of WVDA-Boston, Mass., was knocked off the air for 12 minutes. Sherm Feller swears the vibrations from the recorded voice and piano playing of Fats Domino were responsible. Feller said it was the first time in his 14 years of experience that such a mishap had occurred. Domino’s Imperial Record “Don’t You Know” gave off a heavy reproduction of both voice and piano, causing the freak, according to Feller.

Pic of the week—Jim Stanley (WGH-Norfolk, Va.) is shown here putting his morning show together. Jim says thanks for the continued accuracy of your charts, especially the Top 50 and does and sleepers of the week. Together they are used to programming our seventeen and one-half hours daily of pop music....

Rex Dale (WCKY—Cincinnati, O.) has begun a new series of radio shows on a three-state regional network for Bavarian’s Old Style Beer. The show will feature the top tunes from each market into which the show is being piped. It is being carried by 15 stations in Ohio... Frank Ward (WBWW-Buffalo, N. Y.) now running from 9 to 12 midnight... Bill Dawson (WAKE-Greenville, S. C.) touring Larry Baima’s “Show Me The Way To Forget You” as the best she’s ever done... Sportscaster Bert Lee, Jr. and his lovely wife Ivy off to Montego Bay, British West Indies, for a short vacation. On his return Bert will do a disk jockey show over WATV from one of Newark, N. J., leading hotels, with guests from both the sports and show...
The Gaylords

\[ \text{MERCURY 70586} \quad \text{70586X45} \]

**‘My Babe’**
coupled with

**‘WOODPECKER SONG’**

\[ \text{Vocal by Jerry Mercer} \text{\quad MERCURY 70583} \quad \text{70583X45} \]

**‘Cecilia’**
coupled with

**‘TWO TIMIN’ GAL’**

\[ \text{AND HIS ORCHESTRA} \]

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**GETTING HOT ACTION**

- **‘Butterfingers’**
coupled with

**‘THE MAN I’VE BEEN LOOKING FOR’**

\[ \text{MERCURY 70573} \quad \text{70573X45} \]

\[ \text{DENISE LOR} \]

- **‘Red Wing’**
coupled with

**‘DARDANELLA’**

\[ \text{MERURY 70567} \quad \text{70567X45} \]

\[ \text{PETE HANDY} \]

- **‘Sleepytime Gal’**
coupled with

**‘LIMEHOUSE BLUES’**

\[ \text{MERCURY 70587} \quad \text{70587X45} \]

\[ \text{DICK CONTINO} \]

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**Popular Best Sellers**

- “Dance With Me Henry”
- “Every Road Must Have A Turning”
  \[ \text{Georgia Gibbs} 70573 \quad 70573X45 \]
- “Tweedle Dee”
  \[ “YOU'RE WRONG ALL WrONG” \text{Georgia Gibbs} 70572 \quad 70572X45 \]
- “Earth Angel”
  \[ “KO KO MO” \text{The Crew-Cuts} 70523 \quad 70523X45 \]
- “Melody Of Love”
  \[ “LA GOLONDRINA” \text{David Carroll} 70515 \quad 70515X45 \]
- “How Important Can It Be”
  \[ “Waltzing Down The Aisle” \text{Sarah Vaughan} 70516 \quad 70516X45 \]
- “Words Of Love”
  \[ “FOREVERMORE” \text{Eddy Howard} 70566 \quad 70566X45 \]
- “Keep Me In Mind”
  \[ “LITTLE CRAZY QUILT” \text{Patti Page} 70579 \quad 70579X45 \]
- “Dixie Danny”
  \[ “NO CHANCE” \text{Laurie Sisters} 70542 \quad 70542X45 \]
- “Blue Mirage”
  \[ “REMEMBER ME” \text{Ralph Marterie} 70535 \quad 70535X45 \]
- “Foolishly”
  \[ “IS MARY THERE?” \text{Vic Damone} 70545 \quad 70545X45 \]
- “Crazy Otto Rag”
  \[ “NOBODY'S SWEETHEART” \text{Hugo and Luigi} 70523 \quad 70523X45 \]
- “Make Yourself Comfortable”
  \[ “ELE GOSIP” \text{Sarah Vaughan} 70469 \quad 70469X45 \]
- “Teach Me Tonight”
  \[ “WISHING WELL” \text{Dinah Washington} 70497 \quad 70497X45 \]
- “Little Jamie”
  \[ “ROCK ‘N ROLL” \text{Red Prysock} 70440 \quad 70440X45 \]
- “Fish In The Sea”
  \[ “IF I'M WRONG” \text{Dolores Ware} 70539 \quad 70539X45 \]
- “(Gotta Go) Upside Your Head”
  \[ “CRAZY 'BOUT A SAXOPHONE” \text{Buddy Johnson} 70533 \quad 70533X45 \]
- “There Goes That Train”
  \[ “YOU LEFT ME HERE TO CRY” \text{Rolley McGill} 70582 \quad 70582X45 \]
- “Alright, Okay, You Win”
  \[ “IF YOU WOULD ONLY SAY YOU'RE SORRY” \text{Ella Johnson} 70580 \quad 70580X45 \]

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**Rhythm and Blues Best Sellers**

- “Rusty Old Halo”
  \[ “IT'S BEDTIME, BILL” \text{The Carlisles} 70544 \quad 70544X45 \]
- “You Know That I Know”
  \[ “ICE COLD LOVE” \text{Benny Martin} 70520 \quad 70520X45 \]
- “Blue Champagne”
  \[ “BOOGIE BLUES” \text{Lloyd Ellis} 70320 \quad 70320X45 \]
- “Jesus Saved Me Anyway”
  \[ “THERE'LL BE JOY, JOY IN HEAVEN” \text{T. Tommy} 70570 \quad 70570X45 \]
- “I Worship You”
  \[ “HARD TIMES” \text{Stanley Bros.} 70546 \quad 70546X45 \]
- “Dear Mom”
  \[ “THE FARMER AND THE LORD” \text{T. Tommy} 70571 \quad 70571X45 \]
The possibility of seeing Doris Day in London (though not on the stage) has led to the belief that Dodie will at least appear on television or possibly do a guest spot on the air. She may even be persuaded to agree to one personal appearance for charity. Somehow, Dodie won't have time for all this as she really wants to shoot some scenes for her next picture, "The Betty Police." However, may have the chance of seeing a Doris because her agents are trying to slip her on some small shindig. They know the gal is so popular over here. Welcome Doris! Hope to see you soon.

Lou Levy besieged London this week for confabs with Cyril Simons brother of Dodie's British publishing companies. Lou is taking Cyril back to New York with him and what a treat Cyril has in store. It's his first visit to the States. However, in London is another publisher, notable Havoc Richmond. The Four Aces, who are due to land at London Airport tomorrow, will be photographed for the front page of the Sunday Times. It will be pleased to know that their publicity is not too bad. These parties have been hard to get in, and they are afraid of being felt on their new one "Jim, Johnny and Jonas." That was a wonderful, touching speech Eddy Arnold made after Frank Folsom presented him with a plaque commemorating his 10th year at Victor this week. The Steve Allen show will feature a real revving session for Johnnie Ray. Johnny Ray is cutting a disk on the show. Herb Kessler, manager of the Four Aces, was married last Saturday night to Phoebe Safady at the Hampshire House in New York. Julibiee has signed Johnny Ray to a contract. They're breaking it up at the Roosevelt in New Orleans and have been scheduled for a repeat date. Neil Allen has written a baseball song called "Ball Play, You All."
Kay Starr singing
"FOOLISHLY YOURS" "FOR BETTER OR WORSE"

A "NEW ORTHOPHONIC" HIGH FIDELITY RECORDING

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

Top 10 Best Selling Pop Albums

1. THE STUDENT PRINCE. Mario Lanza (RCA Victor LM 1837; EBR 1837)
2. MUSIC TO REMEMBER HER. Jackie Gleason (Capitol 570; EBF 1, 2-570)
3. MUSIC, MARTINIS AND MEMORIES. Jackie Gleason (Capitol W 509; EAP 1, 2, 3-439)
4. PETER PAN. Original Cast (RCA Victor LOC 1019; EOC 1019)
5. DEEP IN MY HEART. Original Cast (E 3153; X276)
6. MUSIC FOR LOVERS. Jackie Gleason (Capitol H 352; EBF 352)
7. SELECTIONS FROM THE GLENN MILLER Glenn Miller (RCA Victor LPT 3057; STORY EPBT 3057)
8. ARTHUR GODFREY PRESENTS CARMELO QUINN. Carmel Quinn (Columbia CL 629; B 491)
9. TONAL EXPRESSIONS. Don Shirley (Cadence 1001)
10. JOANNE SINGS. Mary Stuart (Columbia CL 6333; B 487)

BRIDGING THE GAPS

Capitol EMI Complete Merger Deal

NWEW Okays Prescott For Boston's WORL

NEW YORK—Glenn E. Wallichs, President of Capitol Records, announced that as of March 14th Elec-
tric & Musical Industries, Ltd., of England, acquired over 94.6% (455,147 shares) of the outstanding stock
of Capitol Records, Inc. from 1,087 stockholders.

Upon his arrival from England, Wallichs further stated that he will remain as President and a Director
of Capitol Records and that he is ap-
pointing the following members to the Board of Directors:

J. F. Lockwood, Chairman of EMI's Board of Directors
L. J. Brown, EMI's Managing Director
J. B. MacLeod, EMI-International, Paris
Roger Smith, General Counsel for Lockheed Aircraft, Burbank, Calif.
John A. Wells, partner of the law firm Dwight, Royall, Harris Koegel & Gaskie

Wallichs clearly indicated that the management of Capitol Records will continue without change. He returned to
Hollywood Tuesday (10th) following a series of conferences with top management in New York.

THE CASH BOX

Top Selling Records Reported By The Foremost

RETAIL OUTLETS

From Coast to Coast

GAIETY MUSIC SHOP
New York. N. Y.
1. Dave Crockett (Bill Haley)
2. Mary's Mood (E. O. Gibbs)
3. Twisted Wheel (G. Gibbons)
4. Ko Ko Me (Panda Express)
5. Make Yourself Comfortable (E. O. Gibbs)
6. How Important Can It Be (E. O. Gibbs)
7. Cherry Pink (Panda Express)
8. Crazy Otto (Johnny Maddox)
9. Pledging My Heart (J. Ance)
10. Sincerely (McGuire's)

HOUNDSON ROSS
Chicago, Ill.
1. Dave Crockett (Bill Haley)
2. Mary's Mood (E. O. Gibbs)
3. Cherry Pink (Panda Express)
4. Ko Ko Me (Panda Express)
5. Dance With Me, Henry (Panda Express)
6. Plantation Banana (L. DeSoto)
7. Cowboy Church Choir
8. Darlington (Nate "King" Cole)
9. Play Me Love And Flowers (Cowboy Church Choir)
10. Twisted Wheel (G. Gibbons)

LYRIC NEWS & RECORD
Indianapolis, Ind.
1. Melody Of Love
2. Earth Angel (Penguins)
3. Relating To Martin & Shore
4. Keep On Pledging My Love
5. Crazy Otto (Johnny Maddox)
6. How Important Can It Be (Joni James)
7. Hearts Of Stone (Fontanez)
8. Ko Ko Me (Panda Express)
9. I'm A Man (Joni James)
10. How Important Can It Be (Joni James)

KATZ DRUG COMPANY
Kansas City, Mo.
1. Ko Ko Me (T. Enie)
2. Crazy Otto (Johnny Maddox)
3. Relating To Martin & Shore
4. Keep On Pledging My Love
5. Crazy Otto (Johnny Maddox)
6. How Important Can It Be (Joni James)
7. Hearts Of Stone (Fontanez)
8. Ko Ko Me (Panda Express)
9. 'Til There Was You (Joni James)
10. How Important Can It Be (Joni James)

COX RECORD SHOP
Atlanta, Ga.
1. Sincerely (McGuire's)
2. Open Up Your Heart (Reed)
3. Play Me Love And Flowers (Cowboy Church Choir)
4. Twisted Wheel (G. Gibbons)
5. Ko Ko Me (Panda Express)
6. Pledging My Love (Brewer)
7. Hearts Of Stone (Fontanez)
8. Blue Mirage (Guy Lombardo)
9. How Important Can It Be (Joni James)
10. I'm A Present For Sol (Joni James)

MUSIC CORNER
New Haven, Conn.
1. Dave Crockett (T. Enie)
2. My Heart's In Reno (L. DeSoto)
3. Melody Of Love (Four Aces)
4. Keep On Pledging My Love
5. Fools (T. Enie)
6. Ko Ko Me (Panda Express)
7. Mamba Rock (Bill Haley)
8. Can't Help Myself
9. Danger, Heartbreak Ahead (Bill Haley)
10. Twisted Wheel (G. Gibbons)

RADIO DOCTORS
Milwaukee, Wis.
1. Crazy Otto (Johnny Maddox)
2. Play Me Love And Flowers (Cowboy Church Choir)
4. Fools (T. Enie)
5. Ko Ko Me (Panda Express)
6. How Important Can It Be (Joni James)
7. Ko Ko Me (Panda Express)
8. Hearts Of Stone (Fontanez)
9. My Heart's In Reno From (Joni James)
10. The Wedding Bells (Lester/Esher)

SPRUCE RECORD SHOP
Scranton, Pa.
1. Crazy Otto (Johnny Maddox)
2. Make Yourself Comfortable (E. O. Gibbs)
3. How Important Can It Be (Joni James)
4. Ko Ko Me (Panda Express)
5. Keep On Pledging My Love
6. Ko Ko Me (Panda Express)
7. Birth Of The Bonnie (Joni James)
8. My Heart's In Reno From (Joni James)
9. Ko Ko Me (Panda Express)
10. The Wedding Bells (Lester/Esher)

FERGUSON'S RECORD SHOP
Memphis, Tenn.
1. Dave Crockett (Bill Haley)
2. Ko Ko Me (Panda Express)
4. Ko Ko Me (Panda Express)
5. How Important Can It Be (Joni James)
6. Ko Ko Me (Panda Express)
7. Hearts Of Stone (Fontanez)
8. Ko Ko Me (Panda Express)
9. Hearts Of Stone (Fontanez)
10. Ko Ko Me (Panda Express)

WALLS MUSIC CITY
Hollywood, Calif.
1. Crazy Otto (Johnny Maddox)
2. Ko Ko Me (Panda Express)
3. Make Yourself Comfortable (E. O. Gibbs)
4. That's All I Want From You (Joni James)
5. Malaguey (Carolina Valente)
6. Sarefeld Contemporary
7. Dave Crockett (Bill Haley)
8. Ko Ko Me (Panda Express)
9. A Man Chases A Girl (Fish)

RECORD LAND
1. Dave Crockett (T. E. Ford)
2. Sincerely (McGuire's)
3. Melody Of Love (G. Carroll)
4. Ko Ko Me (Panda Express)
5. Crazy Otto (Johnny Maddox)
6. Keep On Pledging My Love
7. Make Yourself Comfortable (E. O. Gibbs)
8. That's All I Want From You (Joni James)
9. Ko Ko Me (Panda Express)
10. How Important Can It Be (Joni James)

COMER'S RECORD NOOK
San Antonio, Tex.
1. Ko Ko Me (T. Enie)
2. Twisted Wheel (G. Gibbons)
3. Ko Ko Me (Panda Express)
4. Ko Ko Me (Panda Express)
5. Hearts Of Stone (Fontanez)
6. Ko Ko Me (Panda Express)
7. That's All I Want From You (Joni James)
8. Ko Ko Me (Panda Express)
9. Rock Love (Fontanez)
10. Pledging My Love (Brewer)

MARTHA JANE'S MELADY LOAN
New Orleans, La.
1. Play Me Love And Flowers (Cowboy Church Choir)
2. Ko Ko Me (Panda Express)
4. Crazy Otto (Johnny Maddox)
5. How Important Can It Be (Joni James)
6. Ko Ko Me (Panda Express)
7. I'm A Present For Sol (Joni James)
8. How Important Can It Be (Joni James)
9. Ko Ko Me (Panda Express)
10. Pledging My Love (Brewer)

MOSES MELODY SHOP
Little Rock, Ark.
1. Ko Ko Me (Panda Express)
2. Sincerely (McGuire's)
3. Ko Ko Me (Panda Express)
4. Ko Ko Me (Panda Express)
5. Keep On Pledging My Love
6. Make Yourself Comfortable (E. O. Gibbs)
7. Rock Love (Fontanez)
8. Keep On Pledging My Love
9. Ko Ko Me (Panda Express)
10. Keep On Pledging My Love

TRI-BORO RECORD EXCHANGE
Jamaica, L. I., N. Y.
1. Dave Crockett (Bill Haley)
2. Cherry Pink (Panda Express)
3. Ko Ko Me (Panda Express)
4. Ko Ko Me (Panda Express)
5. Ko Ko Me (Panda Express)
6. How Important Can It Be (Joni James)
7. Ko Ko Me (Panda Express)
8. Keep On Pledging My Love
9. Close Your Eyes (Five Keys)
10. Ko Ko Me (Panda Express)

JORDAN MARSH COMPANY
Boston, Mass.
1. Melody Of Love (L. DeSoto)
2. Ko Ko Me (Panda Express)
4. Ko Ko Me (Panda Express)
5. Ko Ko Me (Panda Express)
6. Ko Ko Me (Panda Express)
7. Ko Ko Me (Panda Express)
8. hearts Of Stone (Fontanez)
9. Ko Ko Me (Panda Express)
10. Ko Ko Me (Panda Express)

“IT'S WHAT'S IN THE CASH BOX THAT COUNTS”
Carmichael, Mills Settle Renewal Suit

NEW YORK—The lawsuit instituted by Hoagy Carmichael against Mills Music and the owners of United States renewal rights to “Star Dust” and other Carmichael compositions, first published by Mills has been settled. Under the terms of the settlement, five of the Carmichael songs will be assigned to Mills for the United States renewal period.

The parties acknowledged that there were disputes and that the settlement has been reached by friendly agreement and that the parties will continue to cooperate.
THE CASH BOX

Music

ARTHUR MURRAY Cha-Cha Mambo—BILLY MAY'S RKO Mambo Orchestra—Capitol T 578 (12" LP) FRENCH! AIN'T SHE SWEET? ARTHUR MURRAY Cha Cha, ADIOS, MAMANZA CHA CHA BAOBE; IT'S A VENUS, YAY VENCOR, CHUCAMAN, MAMA (MINI) TAKES ARTHUR Murray has chosen twelve tunes best suited for dancing the cha-cha, and Billy May has orchestrated them especially for dancers. They're not over-dramatic. The strings are in the background which cover the bass drum. The simple clear-cut tempo is prominent and Billy May's Rose Marmi Ork handles them smoothly. Great music in a band of the best that would be at the tip of the ear. Colorful cover splash the Arthur Murray name right across the top. Included in each package is an Arthur Murray Dance Lesson certificated covered for two free introductory lessons at any studio.

“PEGGY MALONE sings— an album of sophisticated songs”—Jubilee LP 18 Volume 1—(10" LP)

SUGGESTED: THE SONG FROM MUSKUM KANDY, STREET SCENE, I'M GETTING SENTIMENTAL OVER YOU. MANY ARE THE TIMES: KAMASUTRA: LOST IN THE NIGHT: OVER THE SKY. Peggy Malone, an attractive and interesting personality, offers on this LP, several swamp double-embodiments, where the folk oughta get a kick out of. It's the type of material that always gets a laugh when a group of people are sitting around at a party. And Miss Malone interprets these excellent little ditty lyrics. The folk are the cover and the audience are the lineare notes: hilarious. Adults will get a kick out of this one.

BUDDY DE FRANCO WITH STRINGS—MGM E233 (1-10" LP)

SUGGESTED: SUBMISSION, THE FEMALE OF THE SPECIES, I'M GETTING SENTIMENTAL OVER YOU, MANY ARE THE TIMES: KAMASUTRA: LOST IN THE NIGHT: OVER THE SKY. Buddy De Franco is surrounded with strings for this moods album. It is a difference for De Franco but a delight after his Woody, sensitive, exotic and star dusted treatments are a delight to the ear. Could sell big.

CLASSICAL

“A MASKED BALL”—Giuseppe Verdi—Cetra B 1249 (2-12" LPs)

MARY CURTIS VERNIA, PIA TAZZANERI, FERRUCCIO TAGLAVINI, GIUSEPPE VADALDO. Coming out at practically the same time as the RCA Victor album this makes available to the market two very good records of the same opera. It is a particular opera that was not too well covered by the record companies. One of Verdi's most melodious works, it should be well received by the public. Ferruccio Taglavin is in the role of Richard; Giuseppe Vadallo as Renato, his best friend. The star performers are Miss Tazzaneri as Violetta, Miss Curti and Mrs. Carney as Suzy. For the economy's sake, it is an excellent production. The record, billed as performed by the Stratford Symphony Orchestra is in actuality the London Philharmonic Orchestra under the baton of Serge Koussevitsky.

JAZZ

“STAN GETZ AT THE SHRINE”—Nagran Records NG N 2000 (2-12" LPs)

POLKA DOTS AND MOONBEAMS: OPEN COUNTRY: IT DON'T MEAN A THING; WE'LL BE UNIVERSAL MERCHANT; FLAMINGO; LOVER MAN; PERIOD; TASTY PIZZING: I'LL REMEMBER APRIL. The album was recorded at the closing session of one of Norman Granz’ recent jazz concerts. To capture the real excitement of a concert performance, you have the crowd noises and introductions by Duke Ellington. Included in the album is a bound pictorial review of the "cool" saxist. Many of these pieces are similar to those who have been buying previous Getz issues, this is the first. Getz concert album. Supporting Getz are Bob Brookmeyer on valve trombone; John Williams on piano; Art Marcus on drums and Bill Anthony on bass.

MARIAN McPARTLAND AT THE HICKORY HOUSE—Capitol Records T574 (1-12" LP)

I'M NOT THE TICKLE-TOE, STREET OF DREAMS, HOW LONG HAS THIS BEEN GOING ON, LET'S CALL THE WHOLE THING OFF; LUSH LIFE, MAD ABOUT THE BOY; LOVE YOU MADLY; ALL THE RINGS I CARRY. Marian McPartland portrays a variety of emotions with her feelings flowing through her sensitive keyboard fingering. Her moody "Lush Live", her happy "I'm Not the Tickle-Toe", created an instant sensation. Miss McPartland is a lady in her own right on the program with the others. Marian McPartland's album should meet with success in the sales department.

RUTH POLL DIES

NEW YORK—Songwriter Ruth Poll, a member of ASCAP since 1948, died last Monday afternoon, March 14th, of a heart attack. Funeral services were held on Wednesday.

NEW YORK—Buddy Wecht and Joe Abend have joined Warock Music. Wecht is the professional manager and Abend will develop the standard catalogue.

Wecht, Abend Join Warock Music

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NEW YORK—As the late Johnny Ace's Duke recording of "Pleading My Love" heads up the charts, local record shops hop on the band wagon with huge display cards in their windows. Viewing the promotion piece in front of the Colony record shop are (1 to r) Sid Turf; Nappy Grossblatt, owner; Marty Block, manager; and Irving Marcus, national sales manager of Duke and Peacock Records. Outside the Pin Pan Alley shop are Herb Goldsden, Sid Hechtman, Irving Marcus and Gene St. John.

"X" Signs Artists

NEW YORK—Jimmy Hilliard, A&R head of "X," announced this week that the label he is connected with will be available for the discotheque. Among them are: Bill Kenny, Norman Brooks, Sandy Stewart, Gloria Van and Larry Ferrari, a young organist.

Hilliard is currently reviewing "X"s roster with an eye to pruning it within the next 90 days.

Pledging Their Support

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RCA Thaurus Offers Local Promotion Plan

NEW YORK—A newly announced RCA Thaurus plan makes it possible for local subscribing radio stations to offer their sponsors a completely integrated advertising, promotion and merchandising program.

The theme of the plan, "Shop at the Store with the Mike on the Door," is also the slogan that listeners hear plugged by such names as Nelson Eddy, June Valli, Freddy Martin, Sammy Kaye and George Melachrino. Thaurus subscribed stations add prizes to local sponsors displaying the "Shop at the Store" emblem can be counted on for "quality, value and service."

Retailers who sponsor time on the stations are supplied with decals that tie-in with the theme and also contain the station's call letters and frequency. In addition to the announcements and decals, RCA Thaurus also supplied subscribers with many other selling tools. A brochure that effectively points out the advantages of the plan to local sponsors is sent to subscribers. Station ad mats are supplied; ad work that sponsors can use in retail ads come with the plan.

A station operating manual, containing complete detailed information on how the promotion operates is supplied to each station taking part; included are many pages suggesting how the promotion can be expanded.

Rounding out the "Shop at the Store with the Mike on the Door" promotion is a Thaurus supplied promotional kit which shows stations how to publicize the plan. The RCA Stations also receive a photo montage designed for use in retail store windows. It contains photos of six famous stars who urge consumers to "Shop at the Store with the Mike on the Door."

M-G-M RECORDS

RUSH ADAMS

SING "THE ROSE IN HER HAIR"

and "ONLY FOR YOU"

MGM 11953 (78 rpm)

1253 (45 rpm)

"It's What's in THE CASH BOX That Counts"
TORONTO TOPICS:
Toronto has long been a haven for jazz, rhythm and blues with leading exponents and performers in these fields, regularly playing the Bistro Belt. Sources of the music business has always had its place here, the current "I & B" fever has not started to take the area as seriously as is the case south of the border. Thanks to the Telegram's dedicated scribe Helen MacNamara and other interested members of the local press circles, the Toronto patrons have long held an affection for the jazz idiom which has resulted in this music being regularly aired by the disc-jocks on their general programs. Out-and-out E & B air showers are not frequent, true. But we all know the rule. Chloe Barry Nesbitt and CBC's "Jazz Unlimited" platter show are the principal R & B programs catching local attention. But we all know the rule. To hear the Canadian custom is Louis Jordan who has music which always clicked here. He has been blowing up a storm every night to crown his show and doing a good advertising campaign for his forthcoming platters on Label "X."... Webb Pierce and his show from Nashville packed them in last week at the Casino Theatre as expected, but to the amazement of some of the trade folks, the local reviewers weren't aware that Webb's Decca Records rated 1, 2, and 3, etc. in BUP's 1964 Hit List... As in Hamilton, the Mainstream Jamboree continues to ride the crest of popularity and was a big assist in making sure that Gene SUV's appearance at the Forum played to standing room only. ... Incidentally, we hear that the Jamboaree's star, Jack Kingston, has another winner in his Starlinton platter of "I'm Just A Fool."... The folks at Quality Records have every right to be a happy lot with high riding hits on their MGM, Mercury and Quality Labels. The latter record line is repeating its earlier success in the country field with its present emphasis on R & B discs aiming at the satisfaction of the teenage platter buyers... The Concord Tavern has latched on to a winning Combo in the DU Drovers (RCA Victor) who are making a lot of good business for the city this year. The country show cannot be held over, it looks like an early rebooking for them hereabouts... stagger Segovia's "Alfredo Ernesto MacMillan and the Toronto Symphony Orchestra at Massey Hall on March 15th and 16th. The two-day date will probably have audiences packed with working musicians who can make it to hear the world famed instrument player. MacMillan is doing a good job promotion wise on his Jack Carroll platter of "What's The Weather Like In Paris" tied in with the local runs at the Highland and Christie Theatres of the film "Mr. Hulot's Holiday."... MONTREAL MEMOS:
Jack Newman, manager of the Peer-Southern Canadian operation, pleased to hear of Julies La Rosas's upcoming 4-day show May 14-17 at the Club Victoria. Julies La Rosas's current release should just be nicely establishing itself and as both sides are Peer tunes, it will enable him to get some real worthwhile D. J. promotion on both "Pass It Along Tonight." Incidentally, both tunes were penned by Bob Haynes. Webb Pierce who closed a one-week stand at the Saville Theatre this past week, created a host of new fans during his engagement. Red So- vine, who is now also on the "Pass It Along Tonight" orbit, is preparing his next release "Lita Ross," which looks as though its a big one. Currently at the Saville are the Fontane Sisters whose "Heart Of The Spotlight" has been doing well on the Quality label (Dot in the U.S.). Local critics have been literally raving about Fontane Sisters who are currently holding forth at the Ritz Cafe. In every case, they have praised her to the skies and apparently were not put off by the fact that this gal has. Her stay at the Ritz should enhance her ability to sell records in this area in the future. Bob King, RCA Victor's new country star agent, was down at the CFCF Hometown Jamboree March 19th and again April 2nd... Love Fine and Betty Cody (Victoria) slated to be the guests on this show March 20th... The Gallahads due to open the El Morocco on March 21st which means that Capitol Records again has the lead act.

Headling For Hit-Land!

BLUE MIRAGE
has a Great New Release
"CRYIN' IN MY BEER"
Watco Record #111-11
An Array of Great Records!
D. F. WOOD MUSIC CO. INC.
24 Broome Ave., 1803, Mass.

The B. F. WOOD MUSIC CO. INC.
(ED-6 891-1)

TIMELINES:

The Cash Box Music
Page 16
March 26, 1955

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

LISTINGS BELOW ARE EXACTLY AS SUBMITTED BY LEADING DISC JOCKEYS ACROSS THE NATION FOR THE WEEK ENDING MARCH 19 WITHOUT ANY CHANGES ON THE PART OF THE CASH BOX.

Ston Burns
WIN—New York, N. Y.
1. How Important Is It To Be In Love (Vaughn/Montes).
2. Davey Crockett (Bill Haynes).
4. I Had A Heart When I Was Young (Betty Anne Stevens).
5. Unsuspecting Heart (Skeeter Davis).
6. Finger Of Suspicion (Maurice Williams).
8. Bright Of The Sun (Beverly, Coates).
9. Maldives (Catherine Valentine).

Pat Chambers
WFLA—Tampa, Fla.
1. Play Me Hearts And Flowers (Johnson).
2. Crazy Otto (Johnny Maddox).
3. Davey Crockett (Reddy Draper).
4. Lacy Gandolfini (Mantovani).
5. Make Yourself Known (Andy Grillet).
6. Seal And The Sea Platter (Cavett/Reynolds).
7. I've Been Thinking (Draper).
8. Please Don't Go So Soon (George Raft).

Jim Ameche
KLAC—Los Angeles.
1. How Important Is It To Be In Love (Vaughn/Montes).
2. Davey Crockett (Bill Haynes).
4. Maldives (Catherine Valentine).
5. Begin The Beautiful March (Vaughn/Montes).
7. Addie Amore (June Lawrence).
8. The Fish (Mindy Calor).
9. Let Me Be Merry (Gibbs/Gibbs/Gibbs/Gibbs/Gibbs/Gibbs/Gibbs).

Ben Johnson
WEXL—Oakland, Calif.
1. Fledging My Love (J. Ace).
2. Davey Crockett (Bill Haynes).
3. Two Hearts (Chimes).
4. Warm Country Lane (Crosby, and Nash).
5. Heaven Earth (Wendy Penguins).
6. Plantation Bongo (L. Dwe).
7. How Important (Jani James).
9. That's All My Woman (McGuire).

Jim Stanley
WGN—Nofalk, Va.
1. Sincerely (McGuire).
2. Sissy Otto (Johnny Maddox).
3. Tonka Dee (Conway).
4. Cheeky Mona (Gayhardt).
5. Maldives (Catherine Valentine).
6. Earth Angel (Crawford).
7. Dangerous Heartbreak Ahead (Jaye Morgan).
8. Please Don't Go So Soon (George Raft).
9. Mondo Rock (Fontanes).

Pfc Richard Hayes
ABC, Mutual Radio Network, N. Y.
1. Maldives (Bill Vaughn).
2. How Important Is It To Be In Love (Vaughn/Montes).
3. The Love Song (Chords).
4. With All My Heart (Bill Vaughn).
5. Hearts Of Stone (Fontanes).
6. Backyard Contours (Roush Winterhalter).
7. Ke Ko Ma Koi (Perri)
8. Ready, Willing And Able (Burton Day).

Don Bell
KBNT—Des Moines, Iowa
1. Davey Crockett (T. E. Ford).
2. America Runs Wild (Crom)."...
3. Maldives (Bill Vaughn).
4. How Important (Jani James).
5. He's That All I Want (Morgan).
6. Hearts Of Stone (Fontanes).
7. Dear Henry (Mantovani).
8. Hands Of Fate (Smith & Smith).
9. Earth Angel (Crawford).

George C. Fennell
WOUT—Bongar, Maine.
1. Maldives (Bill Vaughn).
2. Close To My Heart (Bill Haynes).
3. Baby Doll (Gayhardt).
4. Cherry Pink (Pepsi
5. Wedding Bells (Eddie Fisher).
6. Earth Angel (Crawford).
7. Don't You Be Lonely (Gayhardt).
8. Door Of Dreams (P. Como).

Eddie Newman
1. Malone (Bill Vaughn).
2. Maldives (Bill Vaughn).
3. Earth Angel (Crawford).
4. Earth Angel (Crawford).
5. Maldives (Bill Vaughn).
6. Steady As A Rock (Carr)."...
7. That's All I Want (Morgan).
8. Twinkle Little Star (Dee).
9. Earth Angel (Crawford).

Al Hallman
WBBF—Chicago Falls, Pa.
1. Davey Crockett (Bill Haynes).
2. Maldives (Bill Vaughn).
3. How Important (Jani James).
4. Cherry Pink (Pepsi
5. Wedding Bells (Eddie Fisher).
7. Crazy Otto (Johnny Maddox).
8. That's All I Want (Morgan).

Ed Reilly
WERT—Waterbury, Conn.
1. Davey Crockett (Bill Haynes).
2. Crazy Otto (Johnny Maddox).
3. Maldives (Bill Vaughn).
4. How Important Is It To Be In Love (Vaughn/Montes).
5. That's All I Want (Morgan).
6. Twinkle Little Star (Dee).
7. Play Me Hearts And Flowers (Johnson).
8. How Important (Jani James).
9. Remember (Lester/Barnes).

Rabin Seymour
WKM—Dearborn, Mich.
1. Davey Crockett (Bill Haynes).
2. Crazy Otto (Johnny Maddox).
3. Maldives (Bill Vaughn).
4. How Important Is It To Be In Love (Vaughn/Montes).
5. My Heart Belongs To You (Davy Jones).

Jimmy Love
WRR—Dallas, Texas.
1. Two Hearts (Pat Swaine).
2. Rusty Old Hole (J. A. Graham).
3. Davey Crockett (W. S. honey).
4. It May Sound Silly (McGuire).
5. Dance With Me, Henry (Gibbs/Gibbs/Gibbs).
6. Tell Me Why (Crovitte).
7. Unchained Melody (McCullough).
8. Sweet Brown Eyed Woman (Johnny Desmond).
9. Lancaster (Mantovani).

Jim Ameche
WABC—New York, N. Y.
1. Maldives (Bill Vaughn).
2. How Important Is It To Be In Love (Vaughn/Montes).
3. The Love Song (Chords).
4. With All My Heart (Bill Vaughn).
5. Hearts Of Stone (Fontanes).
6. Backyard Contours (Roush Winterhalter).
7. Ke Ko Ma Koi (Perri)
8. Ready, Willing And Able (Burton Day).
9. How Important (Jani James).
MILDRED PAIGE
(Aniva 969)
B

"HOW COULD YOU DO THIS TO ME" (2:46) [William BMI—Weinstein, Edwards] Miss Paige sings a rhythmic romantic ballad with an emotional delivery that doesn't come off as well as the "Don't Be Hasty" side.

LIGHTNIN' HOPKINS
(Herald 449)
B
"THEY WONDER WHO I AM" (2:06) [Angel Music BMI—L. Hopkins] Lightnin' Hopkins rips through a fast moving item in which the guitarizing of Lightnin' is heavily featured. Vocal seems in the nature of offhand comments and its usual style comes off well.

"EVIL HEARTED WOMAN" (2:45) [Angel BMI—L. Hopkins] Hopkins sings a slow country blues in typical Hopkins manner. Good wax for the Lightnin' fans.

THE FIVE ECHOES
(Vee-Jay 129)
B
"TELL ME BABY" (2:14) [Conrad Music BMI—Johnny Taylor] The Five Echoes bounce merrily through a quick beat boucer that drives. Good teamwork on the part of the group results in an effective overall.


JOHN GREER
(Grove 010)
B
"WILL I BE THE ONE" (2:28) [Coblin BMI—Greer, Thomas] John Greer is tender and romantic on this slow tempo ballad blues. Greer puts a good deal of emotion and warmth in this reading and the side comes off well.

"LUCKY, LUCKY ME" (2:28) [Coblin BMI — Greer] Greer swings with this beaty side. A happy wax with lots of bounce and zest. Good dance tempo for the kids.

JAMES WAYNE
(Million 2009)
B

"GOTTA GOOD GIRL" (2:40) [Golden State BMI—James Wayne] Wayne sings a routine piece of middle beat material in ok style. Wayne tells of his girl who suits him to a T.

JIMMY SCOTT
(Soroy 1154)
B
"EVERYBODY NEEDS SOMEBODY" (2:50) [Savoy BMI—McCoy, Biggs, Mendelsohn] Jimmy Scott sings a pretty ditty with a tasty treatment. Tune is melodic, simple and warm.

"WHEN DID YOU LEAVE HEAVEN" (2:40) [Robbins ASCAP—Writing, Bullock] Flip is a slow tempo blues chanted with feeling. Scott has an unusual voice and emotional manner of presentation.

THE BARONS
(Imperial 847)
B
"ETERNALLY YOURS" (2:15) [Commodore BMI—Gold, Ray] The Barons work together smoothly as they wax a slow tempo ballad blues pretty. Lead singer handles his chores effectively. Relaxing smoothie.

"BOOM BOOM" (2:30) [Commodore BMI—Gold, Ray] The Barons chant their way through a jump item that comes off ok.

TOMMY MALONE
(Decca 29442)
B
"IM WADING IN DEEP WATER" (3:07) [Champion BMI—Lance] Tommy Malone etches a slow country blues with weeper lyrics. Ok side.

"IT'S BEEN SO LONG, BABY" (2:34) [Champion BMI—Melone, Reese] Another waxing of similar material. Malone sings of his woman woes.

ELLA JOHNSON
(Mercury 70580)
B
"IF YOU WOULD ONLY SAY YOU'RE SORRY" (3:00) [Munson Music BMI—Wyche, Kirk] Ella Johnson sings with feeling as she handles this slow beat pretty. Ella is very effective as is the strong orking that backs her. A strong item that could become a strong ailes puller.

"ALRIGHT, OKAY, YOU WIN" (2:47) [Munson BMI—Wyche] Ella ups the tempo on this side and bounces in happy style through an infectious jump item. The thrust is good and Ella Johnson fans will like it.

WILLIE M. THORNTON
(Peacock 1650)
B
"LAUGH, LAUGH, LAUGH" (2:41) [Lion BMI—Robey] Willie M. Thornton, "Miss Hounddog," advises us to laugh and be happy. The tune is an uptempo that Miss Thornton drives and embellishes with laughter.

"THE FISH" (2:57) [Oxford ASCAP—Wayne, Springle] Willie Mae rocks out with the pop hit and the item comes out good side. Treatment is entirely different than the original and could rack up a strong sale.

THE ADMIRALS
(King 4782)
B
"GIVE ME YOUR LOVE" (2:20) [Stratton BMI—Jay, Deid, Albert] The Admirals blend in it really pop manner with reminiscent characteristics of some of the leading pop groups. Ok quick beat wax.

"CLOSE YOUR EYES" (2:16) [Eash BMI—Chuck Willis] The Admirals blend and effective cover of the current hit.

ROLLELL Mc Gill
(Mercury 70382)
B
"THERE GOES THAT TRAIN" (2:42) [Vir-Cel BMI—Rollell Mc Gill] Here's a sleeper that should be watched very carefully. It is a slow blues done very well by Rollell Mc Gill. Deck has all the merits that might give it the impetus to really take off. Mc Gill gives it an extremely effective reading.

"YOU LEFT ME HERE TO CRY" (2:43) [Vir-Cel BMI—Rollell Mc Gill] Mc Gill sings a similar piece of material effectively but which doesn't come with the same impact. Ok but routine.

THE CASH BOX

AWARD O' THE WEEK

"I LOVE PARIS" (2:30) [Chappell ASCAP—Cole, Porter]

"ONE KISS" (2:31) [Quinlent BMI—Stoller, Leiber]

THE ROBINS
(Spark 113)

THE CASH BOX

Rhythm & Blues Best Bets

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

* THERE GOES THAT TRAIN Rollell Mc Gill Mercury 70382
* IF YOU WOULD ONLY SAY YOU'RE SORRY Ella Johnson Mercury 70580
* LAUGH, LAUGH, LAUGH Willie M. Thornton Peacock 1650
* THE FISH Oxford ASCAP—Wayne, Springle
PIANO RED
(Groove 001)

*BUMP MAN BUMP* (2:01) [Raleigh Music BMI — Chick Thompson] That wild man on the keyboard takes off with a wildie for the first try on the rejuvenated label. Piano Red’s flying fingers beat out an exciting up tempo as the band behind him keeps the coals hot. Good cornball.

*PAY IT NO MIND* (2:38) [Lowery Music Co. BMI—Snead] Piano Red sings on this side. He dishes u pan infectious gospel sounding middle beat with a tasty reading.

MACEO WOODS
(Vee-Jay 122)

*LEANING ON THE EVER-LASTING ARM* (2:20) [Conrad BMI] Maceo Woods performs movingly on the Hammond Organ. He plays a rhythmic quick beat spiritual instrumental that is melodic and could appeal to both a religious and non-religious audience.

*AMAZING GRACE* (2:45) [Conrad BMI] Maceo Woods speaks tenderly with much emotion through his Hammond keys as he waxes a beautiful and awe-filled tune. Beautiful side.

BELLS OF JOY
(Peacock 1738)

*IF JESUS CHANGED THIS HEART OF MINE* (2:39) The Bells of Joy rock out with a fast beat chant that will stir up an audience. Handclaps, shouty lead and a hard hitting beat make this a strong jubilee wax.

*IT WILL SOON BE OVER* (2:33) The Bells change pace on the flip and wax a sincere and deeply moving slow spiritual. Good two-sided religious wax.

FAMOUS DAVIS SISTERS
(Savoy 4063)

*HE’LL UNDERSTAND* (And Say Well Done) (2:40) [Savoy BMI—Lucy Campbell] The Davis Sisters perform a middle beat religious item with excellent effect. The lead handles her chore in exciting fashion.

*HE’S MY KING* (2:40) [Crossroads BMI — Arr. Davis Sisters] Similar comments apply to the flip, a slow, dramatic gospel side.

MOA
5th Annual Convention
March 28, 29 & 30
Morrison Hotel, Chicago

"WHAT DIFFERENCE DOES IT MAKE" (2:30) [Flair BMI—Gunter]

"BABY, I LOVE YOU SO" (2:20) [Flair BMI—Davis]

SHIRLEY GUNTER and THE QUEENS (Flair 1065)

Shirley Gunter and The Queens come up with two entirely different sides, either of which could prove to be the strong one. Miss Gunter and her harmony come up with a delectable and pleasing item in "What Difference Does It Make". A slow tempo pretty that shows off the quality of the group and the diversified talent of the lead singer, the wax grows on you with repeated hearings. The flip, "Baby, I Love You So", shows off the group in a change of pace. The Queens rock an exciting background to the zestful chirping of Miss Gunter. Deck moves and the kids will love to bounce to its driving tempo.

LATIN

MACHITO
(Tico 10-24)

*LITTLE BY LITTLE* (2:45) [Rafael Seijo] Machito provides a very pleasing cha-cha-cha mambo that should meet with good acceptance. Strong beat for the dancers who favor the Latin tempo.

*NIGHT OF NIGHTS* (2:44) [Noche de Farra] Another tasty cha-cha-cha of slow tempo. Machito and his band wax the ditty in appealing manner. Should be well received by the mambo buyer.

STARS OVER HARLEM

This place is The Apollo Theatre, Harlem's show place of the stars. The brilliant lights of the marquees are boasting proudly of their showcasing the ever pleasant vocal stylings of two of the nation's top singing stars. In the male department there is Al Hibbler whose latest offerings have been nothing short of sensational plus. There are three going great guns for the personable gent at the moment. His original records possessing of "Lights Go Down Low" have served a number of cover versions, while his Decca big ones "Daybreak" and "Unchained Melody" are currently the hottest items being sported by their energetic salesmen all about. The female department is represented by Sarah Vaughan, who never fails to give out with a tasty batch of sharps and flats. . . . Sol Rabinowitz, Baton Records, and Lloyd Williams (he's one of the big guns of WLIB) stay by to exchange chit-chat about the latest Rivier's "Don't Ever Leave Me" item. . . . The Cardinal's "Door" going up, up & up . . . Carmen McRae and "They All Laughed" getting the many spins and deservedly so. . . . The Stevens Singers "Deliver Me" Harlem's hottest spiritual. . . . Earl Bostic's back, and the juke boxes rock like mad. Lend an ear to his groovy "Night And Day" ditty and you'll see just what we mean . . . Dean Barlow and "Singing Along" not to be underrated by a long shot. . . . Joe Petrelia, Jack Walker, Georgia Carr, Leigh Kamman, Max Cole, Hilda Simms, newcomer Ruth Mason over at radio station still doing bang up jobs. . . . Uptown jazz buyers deeply touched by the passing of their idol, alto sax star Charlie "Bird" Parker for whom the jazz spot of the nation Birdland was named . . . Dakota Staton sales continue to move skyrocket. Same goes for Ray Charles, The Hearts, The Charms, The Penguins and The 5 Keys. . . . "Tomorrow Night" B/W "Tweedle Dee" still in the top division of things . . . The Robins & "Whadya Want" should bust loose at any minute. . . . "Whole Lot Of Fish" spot-lighting Dolores Ware's fresh new vocal deliveries grabbing nickels right and left. . . . For a change of pace lets move over into the instrumental section of wax happenings where the big tone tenor sax of Jesse Powell continues to demand the attention of the jocks, op's and those who like to dance and swing. The big one for the whailing band master at the moment answers to the name of "Heads Up" B/W "Cool And Warm". Its a real hard driving, sleeky item that should go straight to the hearts and charts. . . . Attention gentlemen of the trade. Don't sleep on Clyde McPhatter's "Gone" pressing, this one could very easily be a real winner if given just a wee bit more exposure.

"It's What's in THE CASH BOX That Counts"
Hank Snow Breaks Records On Tour

NASHVILLE, TENN.—Hank Snow, who among the promoters is known as one of the top box office attractions in the country field, again proved his box-office appeal on a record-breaking tour of the Southwest and the West Coast. A. V. Bamford, who set the Hank Snow Show starting in Lubbock, Texas and closing in Denver, Colorado February 1 through the 13 reported: “In all of his years of promoting shows we have never had as successful a tour as the tour just completed with Hank Snow. Earnings on this tour topped anything ever done with past shows.”

The show played Lubbock, El Paso, Tulare, Cal., Oakland, Sacramento, San Jose, San Diego, Tucson, Phoenix, Albuquerque, Pueblo and Denver. House records were broken in a number of towns and extra shows had to be done in several towns to handle the huge crowds that turned out. Additional dates immediately following this tour and starting in Roswell, N. Mexico on Feb. 14 playing Abilene, Odessa, San Angelo, and Monroe, La., was a repetition of the first western tour. The latter tour set by Jamboree Attractions under the guidance of Col. Tom Parker also broke records for attendance in Roswell and Odessa and Abilene with big turnouts in the other towns.


**Signs With Sage & Sand**

HOLLYWOOD — Lynn Howard, young song stylist, makes her record debut on the Sage & Sand label with a country flavored novelty, “Left-Over Love,” written by Gregg Hunter and Eddie Truman. Miss Howard is backed on the disk by The Frontiersmen with Marlan Hall, steel guitarist. Song and story song were a show-stopping combination in the recent Hollywood musical, “Going Up.”

**Red Foley Salutes MOA On “Ozark Jubilee”**

The Cash Box

**Country Disk Jockey Regional Reports**

**The Cash Box**

**March 26, 1955**
**Eddy Arnold Honored On 10th Anniversary With RCA Victor**

NEW YORK—A bronze plaque commemorating 10 successful years of recording was presented to balladeer Eddy Arnold last Wednesday, March 16 by Frank Folsom, president and Marie Sacks, vice-president and general manager of RCA Victor at a brownshoe for Arnold at the Essex House.

Also in honor of the occasion, RCA Victor issued a special commemorative album titled "Eddy Arnold—An American Institution," which contains most of the top ten country tunes from the past ten years. The album was released to pay tribute to Arnold's phenomenal sales performance in ten years. During that time he has sold almost 40 million records.

Ever since Arnold's recording debut, his RCA Victor discs have had unprecedented popularity. His voice is heard on more than 200 songs, and his appeal extends far beyond a group whose interests are centered only in country music. Eddy's "Bouquet of Roses," "Anything," "I'll Hold You My Heart" and several others have hit the million mark in sales.

Arnold was born of farm parents at Henderson, Tennessee. At the age of 8 he got an old mouth harp—the only toy he ever owned—and eventually taught himself to play the tunes he heard his parents and neighbors humming from time to time.

A couple of years later he managed to squeeze enough extra money to buy himself a guitar from an old broken-down fiddle player. The instrument cost him two dollars, and before long he was spending his evenings playing guitar at square dances. After a long series of local personal and radio appearances, his big break came when he got a job as a singer with Pee Wee King and his Golden West Cowboys, then appearing on the "Grand Ole Opry" in Nashville. By 1940 Eddy had sufficiently established his popularity to strike out on his own.

In late 1941 RCA Victor heard about his talents and signed him to an exclusive contract. A short time later he made his first record on "Grand Ole Opry" last week end. Jimmie Williams of MGM is appearing on the Randy Atcher show from Louisville this week. ... Thom Hall C&W deejay at WEXY, Louisville was in town this week. He told me that Neil Burrell (Columbia) is doing club dates in Chicago. Also in town this week was James Arnold of Nashville who has moved to Louisville where he now has his four hours daily over WAVE as country deejay.

Seems like WSAI will carry the ball games this year instead of WCPO when the first ball is tossed out at Cronley's (Redland) Field. ... Folks at Jimmie Skinner's record shop tell me they can't keep enough records of Red Foley (Decca) stocked for the dec. This week his Dick show. ... Lee Jordan is the new announcer at WLW radio. ... Julian La Rosa in town for a one night stand with Clyde Trax at Castle Farm.

**CINCINNATI CUT-UPS**

**THE TEN 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. MAKING BELIEVE ... Myrna Lorrie & Buddy DeVal (Abbott)
4. LOOSE TALK ... Carl Smith (Columbia)
5. IF YOU AIN'T LOVIN' ... Hank Snow (RCA Victor 20-5960; 47-5960)
6. HEARTS OF STONE ... Webb Pierce (Decca 29375; 9-29375)
7. MORE AND MORE ... Webb Pierce (Decca 29252; 9-29252)
8. MAKING BELIEVE ... Jimmy Work (Dot 1221; 45-1221)
9. KISSES DON'T LIE ... Carl Smith (Columbia 21340; 4-21340)
10. I DREAMED OF A HILLBILLY HEAVEN ... Webb Pierce (Decca)
11. THAT'S ALL RIGHT ... (Decca)
12. LIVE FAST, LOVE HARD, DIE YOUNG ... (Dot)
13. CARRY ON ... (Decca)
14. I FEEL BETTER ALL OVER ... (Decca)
15. DAY-DREAMIN'... (Decca)
16. LOVIN' SEASON ... (Decca)

"It's What's in THE CASH BOX That Counts"
Huskey's March Helen be band, for Neb. Capitol's Tennessee The Hayride, that very recording The talent about life is working head promotion... Box in Ole Received April Belew Fontana Justin is the Pearl 1,000 cast guitar.orial Wayne and recorded show again and show in Victor's Acuff is will do this country Presley will have mailed Stan's Convention the ladies on Jimmy & Red Foley were returning to their Faber gazers of "Are You Mine." Smokey Warren reports that a new C & W park is being readied for opening May 22 near Lakewood, N.J. and is owned by Al Coombs, The Koinonia of Christian Children. N.J. Opening day will feature Merv Shiner, Billy Willow, Rusty Starr and his Western Rammers, and Smokey Warren handling the talent and emcee chores. A group of top-class musical acts that will continue performing duo who have been heard over in work recently are the Davis Sisters, Skeeter and Georgia (Red) Edwards, and performed on the Red Foley "Ozark Jubilee" ABC-TV. The Big D Jamboree and WSM's Grand Ole Opry — plus two weeks over WNOX in Knoxville at the Mid-March-Merry-Go-Round with Jimmy Rodgers. Paducah set for a series of Purina dealer shows by Jamboree Attractions. Col. and Mrs. Tom Parker and Bob Salisbury have published the notice about the show Jimmy Rodgers, with manager Tom Dickin, visited with a number of deejays throughout Arkansas, Louisiana and Texas. Jimmie took time out to "sit in" and spin a few records at KFJF in Newport as some good listeners! release "Love Me" and "I Can't Spell!" was getting good response from the teen agers and Dave Walsh—KRTI, Texas reports "Loved Me" among their top ten.

**WAX-WISE**... Watch for a new release by Del Wood... her first on the RCA Victor label! Hal Wagner, program director of the Music Hall in Nashville, says that the army recruiting show "Country Jamboree" with New York Disc Jockey Mark Hamilton has proved to be a big hit and is spreading to other full time shows and is being extended to a full program growing rapidly with the broadcast of Saturday, April 2. The new release for Tom Jr. is a job well done!... Red Foley, with manager Tom Dickin, visited with a number of deejays throughout Arkansas, Louisiana and Texas. Jimmie took time out to "sit in" and spin a few records at KFJF in Newport as some good listeners! release "Love Me" and "I Can't Spell!" was getting good response from the teen agers and Dave Walsh—KRTI, Texas reports "Loved Me" among their top ten.

**HAYRIDE OPENINGS**... Jimmy Newman (Dot) a regular on the Louisiana Hayride, continues his coast-to-coast appearances with the Dot label this month. In addition to his appearances on the Hayride, Jimmy also doing a TV show with his band, The Rhythm Benders. Dot has added Jimmy to their weekly TV show in the new station in Alexandria, La. Jimmy has kept on a pretty busy personal appearance schedule recently and has worked some of the West Coast, Midwestern and Southern cities. A week's work was had by Jimmy and his band on WNOX and C. B. Cutrer at WIBR. Slick Norris continues to do a good job on reporting the news on Jimmy and his band... Jim Reeves, Jim Edward and Maxine Brown, Dido Rowley and a band composed of Leo Jackson, Sonny Brammel, Leon Post, D. J. Fontana and Don Davis continue on tour—this week finds the group working in Oregon and Idaho. Ray Bartlett, manager of Slim Whitman, (Imperial) has the artist set for the Houston Firemen's Show in Houston, Texas this year, along with a group of talent from the Big "D" in Dallas. Horace Logan and Ray Bartlett is working up activity for the forthcoming Jimmie Rodgers Memorial Day Celebration this year in connection with the big "D" tour. It's good to know that there will be a large representation of artists from around the country present for this year's celebration! Stan Lewis, operator of Stan's Record Shop, in Shreveport, continues to do big job promoting country wax from this area. The American Wax, (Underwood) continues to be well pleased over the reaction coming thru on the new Jimmy Lee. (IF "Lips That Kiss So Sweetly"! Bob Neal, now managing Elvis Presley (Sun) continues to move the lady and the kiddie business this week. Most of those who have seen Presley work contend that he is certainly full of good stage presence and "Lights." The Juke Box Roundup...  "Lips That Kiss So Sweetly!" Bob Neal, now managing Elvis Presley (Sun) continues to move the lady and the kiddie business this week. Most of those who have seen Presley work contend that he is certainly full of good stage presence and... HAWKSHAW HAWKINS 

"Dear Mom" with I. Tommy and The Farmer And The Lord, two good ones for the debut! Kitty Wells continues to live up to her title as the number one "Female Vocalist" with her "Makin' Believe" riding high among the top ten... "As Long As I Live," and Hank Thompson (Capitol) continues his run of good records with "If Love You Is Wrong" showing up to good advantage!...
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The Fable of the Little Music Operator

Once upon a time, during the nerve-wracking cold-war, during the stock-booming year of 1955, in fact, in March of that year, there was a little music operator.

He thought, did this little music operator, hidden among his collection slips and his location contracts, somehow buried away in his own little hometown that no one, but no one, could or would ever upset the equilibrium of his peaceful existence.

As he figured it out, he might not be rich, in what the moment "Tony's" jule box just went out of order. Mabel's Diner is having trouble with the new speaker. I got too much on my mind right now. I'll do it sometime soon, okay?

This little music operator was a very nice guy. He could always be depended upon for a few bucks for the Red Cross. The Polio Drive. Even the Community Chest. And maybe a buck or two, now and then, for the church.

He was like lots of other music operators. He, too, felt he was kinds away from things. Out in the tall corn country. Kind of apart from the Big City guys. Just a little guy, like lots of other little guys, tryin' to get along.

So he forgot to remember. He forgot all about sending those wires and writing those letters to his Senator and his Congressman, and to all the other Senators and Congressmen on the Senate and the House Judiciary Committees.

"After all," he argued to himself when he did remember, "what do they think? I got nothin' else to do but sit down and write letters and spend money on wires? They ain't got no idea what a wire from my hometown here costs.\'n\' all the way to Washin'\'ton. What'samatter with these big shot guys, the operators anywhere?

In this way he appeased his inner and, perhaps, guilty conscience. And just continued to send his own way along his own hometown route. He did what he'd always been doing. Just what he had been doing for years and years.

One day he received a very angry and desperate phone call from one of his very best locations. This location who owns you screamed over the telephone.

"Hey, listen here, you, what'd you get me into here, huh?"

He howlingly added, "I gotta guy here in my place who says he's from some kind of organization called a society of music people. Claims I owe him fifty bucks for this here week's fee fr' the jule box. Your jule box. Says he didn't get paid from you neither. He sure ain't gonna get paid fr'm me. And he's gotta Federal guy along with him. Get y' jule box outa here quick. Y'hear?"

Well, the music operator's heart jumped right up into his throat. Then fell all the way down. Down into the deepest pit of his stomach. But he was still the same rugged individualist. He was gonna first find out what the hell this was all about. But quick, too.

So he dashed over to this top spot, where all the trouble was brewing and he learned, to his amazement, that the big man who looked down at him with those baleful, glaring eye-balls was the man from the big "non-profit" collection organizations.

This man, of all wondrous and amazing things wanted him, little Mr. Music Operator, to pay $50.00 per month jule box for a thing called "Performance Rights", because little Mr. Music Operator featured certain types of music in his jule boxes righted by this man's "non-profit" outfit.

That wasn't all. This $50.00 per month jule box was only the beginning. Because little Mr. Operator actually used the copyrighted music of Mr. Big's "non-profit" collection agency he also had to buy a license that would cost him $50.00 per month, which he would have to renew every month, for the privilege of using music in his jule boxes.

When he asked, he was offered no contract. When he begged, he was given no guarantee. When he pleaded, he was offered no time to raise the money. Just put it up, the Big Man said, or else! And the Big Man pointed to the Federal Man who was, most naturally, there to back up the Federal Law, only because this was his duty.

Little Mr. Music Operator was told that this was now Federal Law because one of the three bills before the first session of the 84th Congress of these United States in 1955 had been passed and had, therefore, become Federal Law.

So little Mr. Music Operator was told he'd better ante up. And he'd better not lie about the exact amount of this jule box that the Big Man pointed to him. He had, because if he lied he'd have Uncle Samuel to contend with.

He was also to fill out this long, long questionnaire strictly to the number of many recollections he used each week and each month. Because, maybe, the $100.00 per month he now had to pay might be enough, much too little. He might have to pay $500.00 per month. Like some of the other music operators now had to pay. Maybe even more.

So little Mr. Operator wailed and raved. And wailed and raved some more. All to no avail. He guiltily thought, inside himself of course, how he could have helped so that this never would have happened to him, or to anyone else in his business. If he, too, would have sent all the wires and letters he possibly could from himself, his employees, his friends and everyone else he knew and did business with—to the Senators and Congressmen in Washington.

But, it was much too late. So he sold out and left the business.

By the way he's the little guy who filled your gas tank at the little shack with the single little pump as you pulled into town.

The moral of this story is: "If you won't defend your livelihood, the welfare of your family, the well being of your employees and friends and people with whom you do business, maybe you, too, should get out of this business right now—before you get TAXED OUT OF BUSINESS should any of the three will pass before the House for the Senate vote or the Senate pass and become Federal Law.

BETTER WRITE AND WIRE TODAY!!
AWAY OVER A MILLION WIRES AND LETTERS ARE NECESSARY!!

Here and There

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GEORGE A. MILLER  
(President, Music Operators of America)

CHICAGO—With the MOA's Fifth Annual Convention only a week away, Monday, Tuesday and Wednesday, March 28, 29 and 30 at the Morrison Hotel, this city, George A. Miller, national president and business manager, together with a number of other officials, are now set up in the Morrison Hotel to complete all necessary details.

Miller, who left with Larry Marvin, Sacramento; Wes Elster, Fresno; Ben Chambers, Los Angeles; and Walt Hemple, San Fernando, California; will all work with Ray Coniffe, Chicago; Martin Brita, Montana; Jimmy Tolman, Connecticut; and Les Montooth, Peoria, to take care of final arrangements.

Colleagues who desire to contact any of the above committee officials can reach them at the Morrison Hotel, telephone Franklin 2-6900.

"This convention, without a question of a doubt, will be the best arranged of any we've held in the past," stated Miller. "And from advance reports, attendance should be far and away the largest of all time. With each succeeding year, those music operators who attend the MOA Convention, find it is to their advantage to be on hand at these meetings. For those who have not as yet decided to be in Chicago for the MOA show, I say that no music operator who values the automatic music he operates can afford to stay away. At the last minute, the attendance will be

large, I appeal to every music operator to come to Chicago. If they will phone or wire me at the Morrison Hotel, I will see that hotel accommodations are arranged for them."

As reported in previous issues of The Cash Box, a complete agenda has been arranged for the three day meet. Executive meetings will be held in the mornings with the music operators between the hours of 10 A.M. and 12:30 noon. There will be no business meetings in the afternoons. The official exhibit hours will be from 2 P.M. until 7 P.M., with the exception of Tuesday evening, March 29, when all exhibits will close at 6 P.M., so that everyone can attend the annual Banquet and Show in the Terrace Canine Room, which starts at 7 P.M.

Those who attended previous MOA meetings know what a great show is held. Miller believes the show this year will top anything ever held. Hirsh de La Vier, entertainment chairman has advised Miller that the greatest names in the recording industry will be on hand. Since listing exhibitors (The Cash Box, March 12 issue), a number of additional firms have signed up and sent in their checks. A total of 46 exhibit rooms have been sold.

GEORGE A. MILLER  
(President, Music Operators of America)

Assemblyman John G. Ryan Intros Bill (H.B. 256) in Ill. State Legislature to Outlaw Monopoly of Music Copyright Societies

Bill Proposes: "For an act to Prohibit Unlawful Monopolies in the Sale or Use of Musical Compositions"

SPRINGFIELD, ILL. — Assemblyman John G. Ryan introduced House Bill No. 256 in the 60th General Assembly of the State of Illinois Legislature which has been referred to the Committee on Licenses and Miscellaneous and which proposes:

"For an Act to prohibit unlawful monopolies in the sale or use of musical compositions."

Section 1 of this proposed Act reads: "No owners of any copyrighted musical compositions shall form any combination within this State, or, if without this State, shall engage in any business within this State, when the members therein constitute a substantial number of persons within the United States who own or control copyrighted musical compositions and when one of the objects of such combination is the determination and collection of license fees or other exactions in connection with the rendition of copyrighted musical compositions for private or public performance and for profit or otherwise. Combinations formed in violation of this section are declared to be unlawful monopolies."

Section 2 reads: "The fixing of prices for the sale of copyrighted musical compositions or the collection of license fees or other exactions by such a combination in connection with the rendition of copyrighted musical compositions is declared to be in restraint of trade and is prohibited."

In Section 3 the following appears: "Nothing in this Act shall be construed as limiting any right conferred by the copyright laws of the United States upon any person, nor as limiting the right of any owner of copyrighted musical compositions, when acting independently of any such combination, of determining the selling price of such composition, if such price is specified legally upon every copy of each composition."

Section 4 of this Bill reads: "When any person purchases a copy of a copyrighted musical composition and pays to the owner so specified, the purchaser may render the musical composition individually or with other performances over or through by means of any transmitting device or otherwise, in public or private and for profit or otherwise. The owner shall be deemed to have received full compensation for the rendition and use of the copyrighted musical composition, and no further license fee or exaction may be made from the purchaser for the use of such composition."

Section 5 reads: "All existing contracts and all contracts hereafter made within this State with any such combination are against public policy and void."

The bill goes on to define responsibilities of copyright organizations, and also gives definitions for the various words used therein the proposed Act.

This bill has, most naturally, attracted much attention and interest among music operators.

Will Display New Exhibit Cards

CHICAGO—Chet Gore, manager of the post-card division of Exhibit Supply, reported that he would have:

"A most complete postcard display for all visitors who will call at our factory during the MOA convention."

Chet has been handling postcards for Exhibit Supply for some years. He is responsible for the many new card series which have appeared and which have clicked so well with postcard machine operators.

He is, in fact, at work right this minute on a brand new series of cards featuring the nation's recording stars. He hopes, within the near future, to be able to announce the approximate time when this series will be completed.

"In the meantime", Chet reports, "any and all postcard vending machine operators, who will visit in Chicago during the MOA convention, are invited to come out to our factory and see all the new Exhibit postcards arranged in one very attractive setting."
MUSIC OPERATORS of AMERICA

We look forward to seeing you at the MOA Exhibit in the MORRISON Hotel in Chicago, March 28th, 29th and 30th.

You are cordially invited to visit the ROCK-OLA Booth, No. 5 in the Grand Ballroom where we will display our complete line of phonographs and accessories for your inspection. Members of our Sales Staff will be present at all times to answer your questions and to be of service.

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Here's what Tony Vance of Brilliant Music Company of Detroit says:

"A phonograph for me especially has to be trouble free, easy record changing because I do my own servicing. That is why I recommend Rock-Ola phonograph as the finest piece of equipment I have ever handled."

TONY VANCE

Model 1442
with 120 Selections

...with the famous Trouble-Free Mechanism—
"acclaimed 'round the world"

"It's What's in THE CASH BOX That Counts"
Gottlieb Presents
2 Player Pinball

CHICAGO—Following up on the success of multi-play pinball games, David Gottlieb of D. Gottlieb & Company, this city, announced that the firm had just released a new two-player pinball, “Duette.”

“’Duette’ is a two-player pinball yet introduced to the field,” said David Gottlieb, president. “Duette’ will use as good judgment in the placement of this game to help encourage competitive play action and, thereby, enjoy the best profits possible.”

Factory engineers explained that not only is “Duette” actually two games in one, but, what is even more important, the multiple play action of this game has such an outstanding competitive quality that the players and actual scoring of the player.

As Nate Gottlieb of the firm says, “Even one operator gets a real kick out of the action on ‘Duette’.”

He also advised that the cabinet is one of the finest the firm has introduced and the deluxe model can be compared only to the cabinet that was featured for the “Super Jumbo” four-player game of the firm.

NEW ENGLAND NIBBLES

Ops around Boston are converting music boxes to ten cent play left and right following announcement by the Massachusetts Music Operators Association that high costs have made the conversion necessary last Friday. . . . Boston Traveler ran a page one story on the conversion with a cartoon on the carry-over page showing all former 5¢ items that are now 10¢ in an ash can. . . . Boston columnists, among them Ted Ashby of the Globe, devoted heavy space to the music machine business and excellent publicity was given to statements of Jim Geresco, president of the MMDA. . . . So many new members have come into the org says Dave Baker, treasurer, that the “Eastern” part of the name will probably be dropped. . . . Enthusiasm for the association and for ten cent play is high in the Bay State. . . . Ray Shea of the Worcester ops attends all sessions of the group and has brought many ops from the heart of the Commonwealth in to the weekly Thursday sessions in Hampton Court Hotel, Brookline. . . . Publicity Chairman Phil Swartz, Winex Vending, has been holding frequent meetings with his committee, making plans to get the organization known throughout the six-state area. . . . Conversion of boxes in the area is expected to take about 120 days. . . . Ward is in from Providence, R. I., that ops are becoming 10¢ play minded and are beginning conversions.

Redd Distributing (Wurzburger) holding service schools for the new Wurzburger. First held at St. Redd’s, Lincoln Street headquarters March 14, Crown Hotel, Providence, R. I., March 15, Hotel Garde, Providence, March 16. Ops visiting at St. Redds this week included Jack Tirroto, Holyoke, Mass.; Bill Haggerty, N. H.; Bill Collins, Worcester, Mass., and; and Dolfus Dugas, Web- ster, Mass. . . . Jerry Flato entertained Lu Ann Simms of the Godfrey show, appearing at Dillistrie, at his Boston Record Distributor’s firm and she was snapped putting a dime in a music machine. Ops visiting with Jerry this week were Phil Trafton, Fortinot, N. H.; Dino Donati, Manchester, N. H.; and Harry Walker, Newport, R. I. . . . Louis Blatt, Atlas Distributors, reports more activity this past week. Biz stepping up with converted music boxes for the ten cent piece, three for twenty-five. Louis says Atlas Distributors is getting enthusiastic endorsements of the new color designed AMI from all parts of the N. E. territory. Ops visiting at Atlas this week included Custer De Palma, Providence, R. I.; Jerry Balboni, Springfield, Mass.; and Tony Lawrence, Lynn, Mass. Current craze among teen-agers for rhythm- and blues songs is hitting new high in Hult. . . . TV and radio disc jockey Stan Richards has been signed to spin platters on the stage of AYC movie houses around Boston. Besides playing records, he heads an audience participation show. . . . Mrs. J. Colmoto, wife of the proxy of Music and Television Corp. (Rock-Ola), cited for Outstanding volunteer work for cerebral palsy victims in Mass. Records and automatic phonograph machines have been in the local news more often and more favorably in the past week than at any time since waxing began.

“It’s What’s in THE CASH BOX That Counts”
Howie Freer Joins Simon Dist., L. A.

Hirsh deLaViez Writes Senators & Reps

WASHINGTON, D. C.—Hirsh deLaViez, head of Hirsh Coin Machine Corporation, this city, and one of the best known coinmen in the country, is one music operator who wrote the Senators and Congressmen on the Sub-Committee of the Judiciary, expressing his views on the ASCAP Sponsored Bills.

Hirsh's letter, a long single spaced two-and-a-half page affair, used a new approach. He noted that when the original Copyright Act of 1909 was passed (in which coin-operated phonographs are exempted from paying royalties), ASCAP itself was instrumental in getting it written into law.

"They (ASCAP) deliberately desired the exemption", wrote Hirsh, "of the coin operated music machine, because it performed an invaluable 'plugging' function as a mechanical salesman of their new tunes. Wherever possible, it replaced the costly plumber (male or female) in the music shops throughout the country, who, pounced a piano or sang the latest tunes in order to sell a record or sheet music to the buyers."

He also reports, "Leaving Empire Coin Machine Exchange was not an easy task. I was with Gil Kitt and his firm so long that it had become part of my business existence. We parted on the very best of terms. Gil wished me every success in my new venture. The marvelous experience

his announcement regarding his new connection on that date.

Freer was with Empire for almost ten years. He joined the organization October 21, 1945. He acted in capacity of sales promotion manager as well as export and advertising manager and also handled the mailings of the firm.

Prior to joining Empire Coin Machine Exchange, Freer had been connected with Atlas Novelty Company of this city for a period of three years in a sales capacity.

He reported, "I am convinced that this is the best move I've ever made. As a full partner with Jack Simon in Simon Distributing of Los Angeles, I believe that every opportunity is ahead for us as Los Angeles continues to progress and grow, with the coin machine business in the Southern California area progressing and growing along with the constantly increasing population."

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Hirsh points out that in the 1920's radio practically killed the record and sheet music business. "It was the introduction of the modern selective automatic phonograph in 1924 that revived the record business," he relates, "because it purchased most of the record production at that time."

A good part of Hirsh's letter then describes the music publishing and recording business as it now operates, going into detail about how the song writer has to operate to get his tune published and recorded, and then promoted.

In his last few paragraphs, Hirsh writes: "There is no doubt whatsoever in my mind that the coin machines are important to the record business and to the music publisher and the composer. They bring money into the pockets of the publisher and composer by their own purchase of records, by the promotion they give to the sale of sheet music."

"I, therefore, believe that if the Bills before this Committee are going to cut down the number of coin machines or the number of records purchased by the machine operators, it is bad for everyone concerned—publishers, composers, and phonograph record manufacturers."

"It's What's in THE CASH BOX That Counts"
That's What's in THE CASH BOX That Counts
REAL MOVING TARGETS
ON EXHIBIT’S MODEL “500” SHOOTING GALLERY
DUCKS – PHEASANTS CLIMBING SQUIRREL
THEY ALL MOVE
FASTEST MONEY MAKER ANYWHERE!
CABINET ONLY 28½" WIDE GOES THRU ANY DOOR
ESTABLISHED SINCE 1901
EXHIBIT SUPPLY
4218 W. LAKE STREET • CHICAGO 24, ILLINOIS

Boston Changeover to Dime Gets Favorable Newspaper Reaction

BOSTON, MASS.—The music operators in this area are proceeding at a rapid pace in their changeover to 10c, 3 for 25c play.

Newspapers, newscasters, and disk jockeys throughout the area were notified through the offices of Paul Stevens Associates, a public relations firm. As a result a very favorable story appeared on the front page of the Boston Traveler, March 11 issue.

A feature writer, Roily Charest, treated the subject in a light, humorous vein, which, no doubt, will be exceptionally helpful to the operators of Boston.

Headlines read: “Hang Crane on the Wallet”—“Juke Boxes Hit Flat Note, Double Rate”—“Music Machines Jump to Dime, But Longer Play, Hi-Fi Due.”

The paper quotes James Geracos, president of the Eastern Massachusetts Music Operators Association, saying “Since 1939, costs in the juke box industry have risen 300 to 400 per cent. But the price has stayed the same. Equipment, service charges, wages have all gone up.”

“But, don’t step in front of a fast moving train,” Charest advises his readers. “Some of the news is good. For one thing, 40 per cent of the dime machines will give six minutes of music, instead of three. For another, high-fidelity is coming in juke boxes.”

Charest concludes his story with “But wait a minute! Just think of the poor nickel. He used to try a cigar, a cup of coffee, a subway ride, a telephone call, etc. Shucks, he’s getting almost as extinct as the pal on his back, the buffalo.”

To illustrate this last statement, the newspaper ran a cartoon, which we reproduce at the right.
IT PAYS TO WORK FAST!

And the ALL NEW MODEL 11 AUTO-PHOTO STUDIO is the fastest automatic photographic device ever made...

4 miniature portraits every 30 seconds.

You better move fast... get your order in now to assure early delivery.

Be sure to stop in and visit us during the M.O.A. Convention in Booth 31, Morrison Hotel, March 26th to 30th

See your Auto-Photo Distributor or write, wire or phone

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1452 So. SAN PEDRO • LOS ANGELES 15, CALIFORNIA

Phone Richmond 7-7591

Decca Takes Over Second Place

CHICAGO—Undertones of sadness dampered spirits of bowlers in last nite’s (3/14) meet. Bob Clark, member of Mercury’s team, and a top salesman for Mercury Records, this city, passed away over the weekend. The Mercury team did not bowl this week. Results of games played as follows:

Oomens took 2 games from ABC #5. Johnny Oomens was high for his team with 494. Red Bade for ABC #2, 470.

Decca swept 3 from Gillette to move into second place. Tony Ignace spearheaded the Decca team with a score of 525, which included one 233 game. Donald Baxter was high for Gillette with a score of 463.

Coral took 2 games from Coven Music. Al Wesson, a new bowler, was high for Coral with 524. Frank Lantz led the Coven team with a score of 435.

B&B Novelties took 2 from ABC #1. Marino Pieroni was high for B&B with 565, also high for men. ‘Fireball’ Perdue was right behind with 524. Lenny Christiansen turned in top score for ABC #1, 522.

Star Music took 2 from Atlas. Charley Arioli was high for Star with 496. Star’s Myrle Sochacki was high for women with 445. Jim Wickman led the Atlas team with 475.

Melody took 2 from Pascheke. Vic Jaccino, Jr. led the Melody team with 532. Rene Gallet was high for Pascheke with 483.

Neither Mercury nor Western Automatic bowed.

Bally Intros New Kiddie Gun

CHICAGO—Jack Nelson, general sales manager of Bally Manufacturing Company, this city, announced that its new kiddie-gun “Bull’s Eye” is now on display at all its distributors.

Nelson describes the new target gun as a flashy, modern unit requiring only 1½ ft. by 3 ft. of floor space, with a step-up platform that permits junior marksmen of various heights to take aim with ease and comfort.

“The swivel-mounted revolver attached to ‘Bull’s Eye’ is an exact replica of the frontier model six-shooter used by favorite heroes in Western movies and television shows,” said Nelson. “Youngsters can sight down the barrel of the realistic revolver into the Western panoramic scene and pick their targets—bears, mountain lions, buffalo and moose.

“Bull’s Eye” is 10 shots for 5 cents. When hit, each of the 10 targets fall back and disappear. If all 10 targets are knocked down with 10 shots, targets pop up for 10 extra shots. This permits the player to shoot up to 20 shots and score up to 20 hits for a single coin. Another play-stimulating feature of ‘Bull’s Eye’ is the ‘Automatic Rater’ on the illuminated score glass, which works as follows: when 10 targets are hit with the first 10 shots, the automatic rater moves up to ‘Sharpshooter’; a perfect score of 20 hits with 20 shots rates ‘Expert’ on the illuminated rater. This will keep the youngsters shooting again and again in an effort to become experts.

“Bull’s Eye’ has been thoroughly tested” continued Nelson, “and the nickel play has far out-earned dime equipment because of the obvious bargain of 10 to 20 shots for a nickel, plus the repeat play created by the eagerness of youngsters to climb the ladder from ‘Marksmen’ to ‘Sharpshooter’ to ‘Expert’. In addition, play is extremely fast, 5 to 15 seconds per game.”

Additional production lines have been added at the Bally plant, Nelson advises, to meet the heavy demand for “Bull’s Eye” and to insure a steady flow of the new kiddie guns to Bally distributors.

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

FOREIGN BUYERS!

We have for immediate delivery Reconditioned International Music • Games KIDDIE RIDES

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

CALL US FOR SPECIAL PRICE LIST.

Lake City Amuse. Co.
4333 Payne Ave., Cleveland, O.
(Tel.: RE 1-7727)

GET PEAK PLAY with the BEST RECONDITIONED EQUIP.

Get Peak Play with the Best Reconditioned Equip.

Rocco DIAMOND ................ 315.50
Rocco CARNAVAL ................. 165.50
United CLOVER .................. 169.50
United CHIEF ..................... 175.50
United OLYMPIC ................ 195.00
Hi-FL .................. 255.00
BEACH CLUB ........................ 265.00
SURF CLUB ......................... 290.00
BIG INNING ......................... 95.50
105 Pickard Wolf Basis, no. 135.50

WRITE—WIRE—PHONE TODAY!

We are exclusive factory distributors for:

BALLY—WILLIAMS—ROCK-OLA
Canadian Coinmen to Attend MOA Convention

EDMONTON, CANADA—Wes Van Dusen, Van Dusen Bros., this city, distributors for Seeburg's phonographs in the Western Provinces, advises that he and Art Follette, of their Vancouver firm Select Music Company, will attend the MOA Convention in Chicago.

Van Dusen Bros. has been in business since 1932, and today has a large operating-distributing business with three offices. Headquarters is in this city, a branch office is maintained in Calgary, and the Select firm is in Vancouver.

Celebrate St. Paddy's Day

CHICAGO — Frank Mencuri, vice president, Exhibit Supply, this city, and the members of First Coin Machine Exchange, this city, celebrated St. Patrick Day with the "wearing of the green," the green Western-type string bow tie, with pipe, shamrock and harp imprinted.

In addition to coin operated machines, Van Dusen carries on a one-stop and record distributing business, with Stew Ferguson the manager.

Sam Kolber, Wally Finke, Ruth Warner and Mencuri.

Airmail Subscription to THE CASH BOX $30.

"It's What's in THE CASH BOX That Counts"
LAST CALL
for ADVERTISING...

The Fifth Annual
M O A
Convention Issue
COMBINED WITH
The Cash Box
QUARTERLY EXPORT EDITION
(Dated April 2)

GOES TO - Thursday—Noon
PRESS - MARCH 24
RUSH YOUR AD TODAY—or PHONE—WIRE

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26 WEST 47th STREET
NEW YORK 36, N. Y.
(Phone: JUdson 6-2640)

“It’s What’s in THE CASH BOX That Counts”
Distrib Goes On All Out Drive to Get Ops to Write and Wire Senators and Congressmen

FAYETTEVILLE, N. C. — Mike Malkin, Music Distributors, Inc., Steubenville distributors in this city and Charlotte, N. C., has gone all-out in an effort to see to it that all operators, their customers and friends in this area write letters to their Senators and Congressmen asking for the defeat of the three ASCAP sponsored Bills.

Malkin advises that he posts each week’s editorial of The Cash Box on his bulletin boards; has personally instructed his sales personnel to talk to co-inmen; has mimeographed letters that operators are asked to sign as they visit his offices; and has reproduced reprints of The Cash Box editorials, which he has sent to all operators in the state of North Carolina.

“The impression I get in speaking with a lot of these operators”, states Malkin, “is that There is no reason for them to do anything, because the other guy will do it”. We are trying very strongly to change this attitude.”

(End comment: They had better change it. Read editorial this week).

Massachusetts Music Ops Assn. to Aid Cerebral Palsy Fund Drive

BOSTON, MASS.—“Be good—and tell the world about it! That’s the secret of public relations!”

So said Nelson Marshman, executive director of the Massachusetts Cerebral Palsy Association, in an address before the newly organized Massachusetts Music Operators Association at Hampton Court Hotel, March 10.

He thanked the association for the interest they have evidenced in the cerebral palsy drive, which will be put on during the month of May, and predicted great success for the group, which he said “has got off to an admirable start.”

Marshman said the plan worked out by the music operators group to help cerebral palsy will be a “first in the country.” The plan was detailed as follows by James Geracos, National Music Service, and president of the association:

Ops will be furnished posters for their music machines by the association at a pre-determined flat amount. Ops may take as many posters for as many machines as they wish. They will be billed for the number of posters they take.

Posters will bear copy stating that each Friday proceeds from the music machine will be donated to cerebral palsy through the courtesy of the association. There will also be a line for the operator’s name or firm if he wishes to use it.

More than 20,000 music machines are expected to be playing for cerebral palsy during the month of May.

In addition, the four Boston distributors, Music and Television Corp. (Rock-Ola), Atlas Distributors (AMI) Redd Distributors (Wurlitzer), and Trimount Automatic Sales Corp. (Scheburg) will each donate a number of machines which will be placed in public locations in Boston such as hotels, railroad stations, public buildings, etc., and posters on these machines will bear copy reading that entire proceeds of the machines for entire month of May will be contributed to the cerebral palsy fund through the courtesy of the MMOA.

The association will handle the details of the fund drive and at the conclusion of the campaign will present one check for the total amount raised to the cerebral palsy fund at appropriate ceremonies, details of which will be worked out later.

A special committee to handle the set-up will be appointed by the association.

The meeting marked the first formal session of the organization. President Geracos presided. A report of the previous session was read by Marian Sutcliffe, recording secretary.

“IT’S WHAT’S IN THE CASH BOX THAT COUNTS!”
Foreign, Domestic Buyers!

look at our prices! *

SEEBURG

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20 & 25 SELECTION WALL BOXES

As is but complete

All merchandise is guaranteed. Our references: Bank of America, Dunn & Bradstreet.

R. F. Jones Co.

Exclusive distributor

J. P. Seeburg Corp.; Bally Mfg. Co.

1263 Mission St., San Francisco 3, Calif.

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EASTERN FLASHES

While the editorial in this issue "The Fable of The Little Music Operator" details a hypothetical story of a small music operator in a small town, the same theory applies to operators, small and large, in towns and cities, both small and large. Music operators in this area, who haven't as yet taken these few moments off to sit down and write their Congressmen and Senator at the pre-empted objection to the three ASCAP sponsored Bills—SHOULD DO SO IMMEDIATELY!

The service companies conducted by Runyon Sales on the AMI phonograph, in both New York and Newark, N. J., drew a number of tunes past their mechanics. George Kiersay, AMI factory field engineer, and Jack Mitnick, AMI regional sales representative, were on hand at both offices. At these offices ran all day; for two days, at both offices, Kiersay and Mitnick advised they were able to talk with a large number of coinmen, and in many instances give personal instructions. Kiersay, by the way, a member of The Cash Box "20 Year Club," hardly looks more than thirty. However, he tells us he entered the biz in the early days, working for George Ponser, when he opened his jobbing firm in Newark. N. J., Irv (Koepy) Kemper, Runyon roadmen, will accompany George to Connecticut for the service school at their Hartford offices, Monday and Tuesday, March 21 and 22. Ever since we've known "Senator" Al Brough, we've been a great admirer of his philosophy of doing. Had a nice talk with him this week and our admiration keeps mounting. Al, always smiling and cheerful, is a hard worker. "In our business," he says, "the operator can do well, but they must work hard at it." Al's great philosophy is that we must try at all times to help others less fortunate that ourselves—and he practices it. Not only does he contribute his own money to many charities, without discrimination, but goes out and gets others to make contributions. A great guy.

Harry Koeppe, Koeppe Distributing, made a hurried planes trip to Washington, D. C., to see his old pal, Larry de la Vies and Phil Mason last Friday. Some good may come of it yet.

When we dropped in at Young Distributing, we noticed Joe Young with a paint can and brush. The paint—Green, of course. Joe, kindly advising him the walls wanted "Wurlitzing" of them, it seems that Wurlitzer is definitely the trend during the St. Patrick Day parade on Thursday, March 17th. Mike Munves so busy preparing and shipping arcade machines already, claims he has enough big bushes and flowers to use there. "But," Mike adds, "I still have times for the opening of the season." Mike is particularly enthusiastic about the Exhibit new run Model 500 Shooting Gallery. A Coney Island style, it is anxious to get the gun into his arcade immediately, wouldn't wait for Mike's delivery from the factory—he took them off the floor. Also Ted Blatt, attorney for the gun, came on board Friday (Mar. 18) for a look, as it were. Also, it seems the same plane was Milty Green, the Brooklyn op., John Bullock, Monticello, N. Y., op., on coinrow buying equipment. Looks like a million. With Meyer Parkoff, the Atlantic-New York Corp., out of the office, we stop off at Murray Kaye's office for a chat. Biz good, reports Kaye. Also Eddeman tells us he'll be in Chicago for the AMO Convention. Eddeman manufacturing shuffle game conversions. Bob Jacobs, National Amusement, says ops are still buying Williams' "Safari" in good quantities. Teddy Svedel says he won't miss attending G. P. O. shows, but Runyon Sales, plans on making a trip to Miami Beach, but can't determine the exact time. If business permits, he'll fly down around March 21 or 22, and then leave there with Willie (Little Napoleon) Blatt for the MOA show. If he cannot get to Miami before the show, he'll leave directly from Chicago, and arrive and several days under the sun and palm trees. Our conversations with coinmen, looks like there'll be plenty of them going to the MOA Convention, from here, Jersey, Pennsylvania and Connecticut. Dime play becoming more and more prevalent here, as ops continue to make changeovers as rapidly as they can—and reports in the great majority of locations are very favorable.

Howdy Podner! Welcome in and meet old friends.

The WESTERNER

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23 FREMONT STREET

DOWNTOWN

LAS VEGAS, NEVADA

John P. (Midge) Ryan • Joe K. Hart • Ron Pepple
Hoffey Pepple • Henry Sylvester • Joe Sylvester
Mahlon Murphy • Johnny Haines • Andy Fava
Charley Cavanaugh

UPPER MID-WEST MUSINGS

Harold Theisen of Minneapolis, Minn. is vacationing in Mexico at the present time. . . Ron Manoli of the M.K.M Music Company, Huron, S. D., and Tony Hatchford of the W.E.M Music Company also of Huron, S. D., took time off to make the trip into the Twin Cities together to pick up supplies and records for their route and also to shop around a little. . . John Crenshaw of Duluth, Minn., spent several hours in town shopping and viewing in a large amount of records for his music machines. . . Joe Totzke, Totzke Music Company of Fairmont, Minn., is so busy these days, that when he comes into town he doesn't know whether to haul coin machines back or load up with TV sets. . . Loring Olson of Grand Forks, N. D., made a quick trip into the Twin Cities to shop for machines for his route. When his business was all done he headed right back for home. Bruce Windham of Albert Lea, S. D., is a push operator who made a quick trip into the Twin Cities. . . Seen shopping around and also picking up supplies and records for their route were Bob Reese of Forest Lake, Minn.; Jerry Hardwig of St. Paul, Minn.; John Packer of Dell Rapids, S. D.; Donald Stone of Sibley, Minn.; Don Hall of Spencer, Iowa; Andy Benna of Ironwood, Mich.; Gordon Dunn of Moose Lake, Minn.; Con Kaluza, Jr. of Browerville, Minn.; Charles Servo of St. Cloud, Minn.; Bill Arndt of Sauk Center, Minn. and Bill Servay of Two Harbors, Minn. . . The Lieberman Music Company of Minneapolis is getting ready for the Bally service school which is to be held at the Minneapolis office Tuesday and Wednesday, March 22nd and 23rd.

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

Hotter than hot, in the opinion of music ops throughout this state, is Bill (H.B. 250) introduced into the State Legislature by Assemblyman John G. Rylander of New York, to prevent the sale of the N.A.A. (N.A.A., or Nickels. A.A.) bill to prohibit unlawful monopolies in the sale of musical composition. This is a bill that ASCAP, and similar such organizations, in the opinion of their attorneys, would not be covered by the act. This would mean that payment to any association, organization, or musical copyright society, would be "unlawful." Payments would only have to be made to individual composers, and the state of the music for which they composed it. This would give ASCAP a "cornered market." And the "spread" and "interior" would be eliminated from every state Legislature in the nation.

The Cash Box will be able to meet all of its friends and acquaintances in Suite 2331 at the Morrison Hotel beginning late Sunday, March 27. Carl Taft of The Cash Box Hotel is now in the process of obtaining the suite of the Morrison. Bob Austin, Sid Parmelee, Norman Orleck from New York headquarters. Also present from these little Chicago offices: Bill Gersh, Dan Parry, Karly Long, plan to be in Chicago. They're on their way to the annual convention of Simon Distributors as an equal partner. Sold his furniture here for whatever he can get for it. He'll be in Chicago. And will be in town at the home where he lives. After all these years in Chi will miss Howie. Parted with Gil Kitt of Empire on the very friendliest of terms.

Ops attending MOA show (and they're rocking into town already) will see three new kiddie products at the Bally booths. "Champion" palomino horse. "Hot Rod," cut down Model T Ford, that is clicking like anything as Jock Walkley, and "Eye" a special sized optical illusion gun for kiddies, that has proved itself sensational in tests. At the Bally booths will be seen Grant, B. O'Donnell, Art Garvey, George Jenkins, Dan Meloney, Herb Jones, Don Pearl, Carl Knipple. Helping them out their local distributors Doran Distrib, Co. With Don Money, Tom Cash and M.B. present. Looks like this is going to be a terrific sale. "That's all" will be going on at the Bally booths all these days of the MOA meeting.

We told timers believe that MOA should have hired someone to manage this convention. "There'll be plenty of problems," they say, "and someone should have been put in charge who has the iron hand." Al Stern, Joel Stein, Jewell Sabin and Fred Stoe, all agreed for some very business arranged ops pull into town. World Wide will be open to greet them. Vince Shay, Stan Leon and Mickey Schaefer buying new ties, shirts and hats. To greet all the big boys in the A.M.O.A. suite in the Morrison.

Bill DeSelm, Ray Biele, Herb Oetinger and all the other swell guys over at DeSelm's Kiddieland by day long, still bring back the deep, deep Sooky by Al Tafoke and Johnny Casola. They advised that distro down yonder adding 'P.O.D.' to everything they receive from the factories here, as they just can't seem to keep up with the new P.O.D. Minting they've been doing. Where they've been very busy, but very happy with the new 'em back.' Nate Feinstein of Atlas Music complimented the entire industry with the super speed of their new parts and extremely happy with the new respectability of the coin machines business. We feel in a humbling way, that the atmosphere created here at Atlas Music Company's new building has done what helped.

Frank Menear has this to say, after his first week back with Exhibit, "We've got a really great team here at Exhibit." With Ed Hall and Chet Gore, and the other salesmen at Exhibit, Frank looks forward to the "very greatest year" in the firm's history. "In fact," says Frank, "our 'open house' during the MOA convention will more than prove this statement." Ted Rubenstein received some very 

very frightening letters advising that many were coming in to see him about the plastic parts which he has been producing for phonos. Ted believes that no one else has what he's been shipping and that these letters are due to commendation of the fine quality of these parts for the older phonos. As a New Year's present for his son and daughter returned (Dave and Alvin Gottschall) from their Florida sojourn, Nate and Sol Gottlieb, along with Judi Weinberg, went into an immediate conference. The result was the announcement this past week of their 20th anniversary pinball, "Pac-Man," which has already proved itself one of the best of this firm has produced. Just check the test location reports. They're terrific.

With his charming Teddy back home from the hospital, Ben Coven had to break up his very big garage at his apartment (laid by accident) and with his brother-in-law, Joe Shlub, to the hornet's nest that now he himself occupys the bed Teddy Coven just left. Lou Bonsbarg calling around town and telling how things "Okey in New Orleans." Seeburg men at the MOA booths of the firm will see the Spaha Dancing Saloon, the New York Bar, and the Rock-Ola. Herb McClellan, Gunnar Gabrielson and Ernie Rizzo. By the way, Ernie is now assistant to C. P. (Mac) McElroy. Hope is growing greater every second for repeal of the 26% entertainment excise tax with Jimmy (APM) Perl by getting the ear of Pers. Eisenhowser. All the press favorable to Jimmy. We're behind Jimmy 100% in helping to get the very bad excise tax removed.

Certainly happy to hear that Bill Fitzgerald, AMIA's adman, back in shape again. He, along with the entire group, will be at AMIA MOA booths; John Hadlock, Ed Ratajak, Jack Minick (best), (known as Dock Mackie), Tom Sams, George Brown, and the best of all the joke-tellers; Johnny Stewart. Ed Levin over at Chico so busy, trying to talk on three different phones at the same time, he recommended, "Phone Mr. Wolfberg (Sam Wolfberg) who has just returned from Florida for the news, please." Ain't that grand? When a fellow can't even exist haven't the time to give the news. Chico has been but plenty busy these past months.

Disagree from the O.A.F. that those who will be present at the Rock-Ola booths (and who've got something of interest to the trade) are David C. R. Cook, Ladd Rickel, Wayne Bradfield, Kirt Kluver, Art Jancek, Art Arness, Bob Barales, Charlie Wiesie, Jacki Friend, Dallas, Tex.; Hal L. March, Brattleboro, Vt.; Tom W. Moody, Austin, Tex.; Tom Waid, Harrisburg, Pa.; Ben D. Palmquist, Boston, Mass.; Mason L. Colbert, Nebraska City, Nebr.
FOR SALE—Repossessed Kiddie Rides; 9 Rockers; 2 Sea Skates; 1 Large 18-in. Apes. Best in the business. Will sell for best offer. NATIONAL AMUSEMENT CO., 25 KIRTLAND ST., BOSTON, MASS. Tel.: HUBbard 2-6666.

FOR SALE—Genev, Rifle Gallery $325; Genev, Big Top $395; Genev, Night Fighter $150; Genev, Sky Gunner $150; Exhibit, Sportland Gallery $250. Tel.: BOSTON 15. UNIVERSITY COLLEGE MANAGEMENT, 486 NO. HIGH STREET, COLUMBUS, OHIO. Tel.: University 6900.

FOR SALE—So lock 5e Aeorn Churn Vendors; $9.50 each; 100 branches with 5e Aeorn Churn Vendor $12.50 each; 25 brand new 5e Northwest Capule Vendors; $12.50 each. CLEVELAND COIN MACHINE EXCHANGE, INC., 2029-35 ERIE, DETROIT, MICH. Tel.: Tower 1-6715.

FOR SALE—Seeburg M100A $335; Rock-Ola 1455, 1284, 1285, 1286, 1287, 1288, 1289 @ $59 each; AMI E-120 $560; Model 5204 Wurlitzer, 104 selection Wall Box; C.N.C. Model 641, 644 selection Stepper $20 each. WERTZ MUSIC SUPPLY CO., 1013 E. WASHINGTON ST., RICHMOND, IND. Tel.: 7-3021.

FOR SALE—Bally Beauties, Atlantic City Beauties, Arcade Beauties, Palm Springs and Hi-FTs, perfect condition, priced at or near lowest level. AMI-CL, box; Evans Music, 78 and 45 RPM. CORDON STOUT, 125 N. MON-TOE, PIERRE, S. D. Tel.: 4097.

FOR SALE—United Fifth Ave. $275; United Empire $210; United Empire converted to 5th Ave. $225; Williams Major League $195; Williams Special Deluxe Baseball $125; Williams Electronic $59; AMERICAN VENDING CO., 2624 CONEY ISLAND AVE., BROOKLYN, N. Y. Tel.: DEwey 2-6062.

FOR SALE—Handicap, shuffle alley tournament — blackboard, posters, rules. Tremendous income. All new. Price $4.00 each complete; Marin $12 game 7-slot repeater $22.50. WEST SIDE DISTRIBUTING CORP., 612 TENTH AVE., NEW YORK, N. Y.

FOR SALE—Special, Bally Hi-Fi's $314.50; Varieties $495; Beach Clubs $250; Palm Springs $285; Ice Poles $295; Bally Beauties $199.50; Rocket Bowlers $349.50; United Tropicals $149.50; Singapore $395; Nevada $269.50; Genev Night Fighter Gun $119.50; Sky Gunner $94.50; Seattle Pools $295; Chicago Coin Gunner $379.50. WURLITZER-CHROME, INC., 101 SANTA WAVE, DETROIT 4, MICH. Tel.: 7-6773.

FOR SALE—America's finest recondoned phonographs and music accessories. Everyone of our reconditioned machines guaranteed beautiful condition regardless of price. Tell us what you need. Get our prices before you buy. ANGOTT DISTRIBUTING CO., INC., 2616 PURITAN AVENUE, DETROIT 21, MICH. Tel.: University 4-3546.

FOR SALE—Sensational News — 12 months to pay for Kiddie Rides. Largest stock in the world of new and used Kiddie Rides. Liberal terms — Trades Accepted. R.C. HARDING DISTRIBUTING COMPANY, INC., 298 LINCOLN STREET, ALLSTON 34, MASS. Tel.: Algonquin 4-0400.

WANT—All late model Seeburg M-105; D's, D's and Hi-Fi's, will pick up within 300 miles. NAMULE NOVELTY CO., 183 MERRICK ROAD, MERRICK, L. I., N. Y. Tel.: FReepost 8-6770.

FOR SALE—Only few left. Ambassador Conversion Kits for Wurlitzer 1015, $20.00 complete; Arches only $8.50. Write: BOX 13, TOPEKA, KANSAS.

FOR SALE—The best buy in used Bally Bingo Games. Just buy one and you will see why you pay a little more and be glad you did. Your money back if not completely satisfied. 1/3 deposit with all orders. Write or call: ALLAN SALES, INC., 977 MARKET ST., WHEELING, W. VA. Tel.: Wheeling 5472.

FOR SALE—We will sell or trade all types of coin operated (nicely reconditioned) Colanes and Vendo Ice Cream Machines and Automatic Popcorn Shoppers for large model juke boxes. BRUCE MUSIC AND VENDING SERVICE, 1602 PIERRIE AVENUE, SHREVEPORT, LA.

FOR SALE—A Wurlitzer 1015 $75; 2 Wurlitzer 1500 $385 each; 2 Wurlitzer 1500A $480 each; 2 AMI Model C $175 each; 1 AMI Model A $169; 1 AMI Model B $425; T & L DISTRIBUTING CO., 1663 CENTRAL PARKWAY, CINCINNATI, O. Tel.: Main 5751.

FOR SALE—All types used AMI, Wurlitzer and Seeburg equipment. Clean and shipped, or as it Factory Distributor for Seeburg. DICKSON DISTRIBUTING CO., 631 W. CALIFORNIA, O K LA H OA M O A CITY, OKLA. Tel.: Regent 6-3691.

FOR SALE—Chicago Coin King Bowler; Starlite Bowling, Home Run and Super Frame. Write for low prices, COPeland DISTRIBUTORS, 900 NORTH WESTERN, OKLAHOMA CITY, OKLA., TEL: 40-2156.

FOR SALE—America's finest recondoned phonographs and music accessories. Everyone of our reconditioned machines guaranteed beautiful condition regardless of price. Tell us what you need. Get our prices before you buy. ANGOTT DISTRIBUTING CO., INC., 2616 PURITAN AVENUE, DETROIT 21, MICH. Tel.: University 4-3546.

FOR SALE—Duck Ranch $265; Atlantic City's $90; Spot Lites $50; $45-25 Seeburg Boxes $15; 3020 Boxes $12; 219 Steppers $12; AMI Steppers $15; 5 Player United Shuf- fle Alley $35. Following Games $35 each; Maryland, Champion, Frosh, 3rd Story, The Four Feathers, Hot Rod, Majors. All Equipment Cleaned and Checked. H. & H. MUSIC AND DISTRIBUTING, 1626 AVENUE, MOLINE, ILL. Tel.: 6-4703.

FOR SALE—2 Rock-Ola 1436; 3 Rock-Ola 1438 Rock-Ola Comets. 120 selection. Like new, Write. Also write for complete information on "Jukette," sensational non-operating home juke box. SEACOAST DISTRIBUTORS, INC., 394 10TH AVENUE, NEW YORK, N. Y. Tel.: BRYant 9-4684 or 1200 NORTH AVENUE, ELIZABETH 20631, N. J.

FOR SALE—Rock-Ola 1455, 1284, 1285, 1286, 1287, 1288, 1289. Tel.: BOSTON 15. UNIVERSITY COLLEGE MANAGEMENT, 486 NO. HIGH STREET, COLUMBUS, OHIO. Tel.: University 6900.

FOR SALE—Genev Shuffle Pool $110; AMI D-40 $35; AMI D-80 Chrome $445; AMI E-120 $645; Wurlitzer 1550 $375; Wurlitzer 1450 $325, UNITED DISTRIBUTORS, INC., P.O. BOX 959, 153 E. CENTRAL, WICHITA 2, KANSAS, Tel.: HO-6-4111.

FOR SALE—Dude Ranches $265; Atlantic City's $90; Spot Lites $50; $45-25 Seeburg Boxes $15; 3020 Boxes $12; 219 Steppers $12; AMI Steppers $15; 5 Player United Shuf- fle Alley $35. Following Games $35 each; Maryland, Champion, Frosh, 3rd Story, The Four Feathers, Hot Rod, Majors. All Equipment Cleaned and Checked. H. & H. MUSIC AND DISTRIBUTING, 1626 AVENUE, MOLINE, ILL. Tel.: 6-4703.

FOR SALE—A.M.I. Model D-40 $525; A.M.I. Model C $500. W. B. DISTRIBUTORS, INC., 1012 MARKET STREET, ST. LOUIS, MISSOURI. Tel.: Central 9292.

FOR SALE—New Keneey Sportoman $445; New Drivemobile; Write. New Bert Lane Zoo Ride $395; New Chicago Coin Holiday $450; New United Mars $450; Used AMI Model D-40 Phonograph $250; Used Wurlitzer Model 1400 $295; Used Dally Derby $199.50; Used Coin Club $109.50; Used Struggle Buggy $190.50. MILLER-NEWMARK DISTRIBUTING CO., 42 FAIRBANKS ST., N. W., GRAND Rapids 2, MICH. Tel.: 6-6897.

FOR SALE — Complete line of used phonographs, shuffle games, cigaret machines, all other equipment. Lowest prices. Best merchandise. Order letter, wire, or phone call will convince you. Factory Representatives for United, Keeney, Bally, Taran Distributing, Inc., 3401 N. W. 36th Street, Miami 42, Fla. Tel.: 64-4664.

FOR SALE — Genco Shuffle Pools $50 each; Genco 2 player Basketball $190; Seeburg Coin Hunt $225; Daffy Derby $160; Genco Riffle Gallery $325; Williams Jet Gun $325. All equipment in A-1 condition. Phone Hartford—C-Chapel 9-6556. Reliable Coin Machine Co., 194 Windsor St., Hartford, Conn.

FOR SALE — AMI—E—80's and E—120's. Will trade for Bowlers and Bingo. Lieberman Music Company, 257 Plymouth Avenue, North Minneapolis, Minn. Tel.: Fillmore 3025.

FOR SALE — Wurlitzer Bar Boxes 2140's; Wurlitzer Wall Boxes 3000's. Steppers and Master units. No reasonable offer refused. Young Distributing, Inc., 599 Tenth Avenue, New York, N. Y.

FOR SALE — Reconditioned, like new. Yacht Clubs $135.00; Ice Frolles $325.00; Surf Clubs $355.00; Ball Jet Bowlers $425.00; Evans Surf & Saddle $249.50. Write: DONAN Distributing Company, 5007 N. Kedzie, Chicago 25, Ill.

FOR SALE — All types reconditioned Coin Operated Games available at lowest prices. Write, wire, phone C. A. Robinson & Co., 2301 W. Pico Blvd., Los Angeles 6, California. Tel.: Dunkirk 3-1810.

MISCELLANEOUS

NOTICE — Are you having trouble keeping Plexiglass clean on your juke boxes? Our Mecite does the job — 16-oz. bottle $5.00. For distributor price and territory, contact MECCA SERVICE CO., 716 N. 19th St., East St. Louis, Illinois.

NOTICE — Bingo Operators! Stop service calls caused by balls piling up in Ball Trough. Ball guides easily installed on location in 10 minutes. Specify Bally or United Game. Four Samples $3.00, $5.00 per dozen. MID-WEST MUSIC SERVICE, 819 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, PHONOVENT OF TEXAS, 1623 Basse Road, San Antonio, Texas, Tel: Pearlsing 3-7197 for genuine factory parts also good reconditioned phonographs priced right. Also distributors for Exhibit and Keeney.

NOTICE — Your Seeburg 20-selection wall boxes, wired or wireless, converted to play the first 20 (A & B Program) on all model Seeburg 100s—5 cent box $5.00. 5-19-25 $15.00. Performance guaranteed. 100 SERVICE COMPANY 2634 OLIVE ST., ST. LOUIS 3, MO. Tel.: NEWstead 6531.

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

NOTICE — These 3 telephone numbers are important to you: The Cash Box, New York City, Hudson 6-2640; The Cash Box, Chicago, Ill., DEarborn 2-0045; The Cash Box, Hollywood, Calif., HOLlywood 5-1702.

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 desea informes respecto a máquinas accionadas por monedas fabricadas en los Estados Unidos, escriban a "The Cash Box"—la firma más competente en la industria de máquinas accionadas por monedas.

ACHTUNG!

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

ATTENTION:

Si vous avez besoin de renseignements sur n’importe quelle machine à distribution automatique, de fabrication américaine, écrivez à "The Cash Box"—qui font autorité dans l’industrie de la machine à distribution automatique.

THE CASH BOX
26 WEST 47th STREET
NEW YORK 26, NEW YORK
This Business of Color

"Color is as important to business as to life itself" says a famous scientist. And AMI says: "Agreed! Our first aim in bringing out Model 'F' was to improve the automatic music business." The "F" not only delivers a new kind of automatic music—Multi-Horn High Fidelity and Sonoramic Sound—but also presents this new music in a startling, potent fashion—with COLOR.

"Color increases the pulse rate!" says another color authority, and what else should a new juke box do but announce its presence with a gorgeous, streamlined cabinet rich in the newest, most dramatic colors?

The "F" brings color showmanship to its theatrical peak, with a choice of 8 spectacular new colors to suit every location and stimulate the public into increased music purchases. Color does the selling job, the music satisfies the customer.

Let color go to work for you to produce more business and make more money. Locations can't say "NO" when you offer them the irresistible advantages of color showmanship. The public can't keep away from the new "F," the one juke box that controls their moods, creates and preserves the urge to BUY MUSIC.

COLOR MAKES THE MOOD

Here are some moods, produced by the "F's" 8 Different Colors:

- TAHITIAN BROWN: exotic, mellow
- HAPPY BLUE: festive, warm
- FIRECRacker RED: regal, happy
- PADDY'S GREEN: peaceful, peppy
- BRIGHT SAND: playful, relaxing
- SUNBURST YELLOW: cheerful, sunny
- ATOLL CORAL: dreamy, soothing
- EMBERED CHARCOAL: new, stylish

FULL RANGE MULTI-HIGH FIDELITY • SONORAMIC SOUND • 120, 80 AND 40 SELECTIONS • 8 MAGICAL, MONEY-MAKING COLORS

AMI Incorporated

Originator of the Automatic Selective Juke Box in 1927
AHEAD THEN — AHEAD NOW
### How To Use "The Cash Box Price Lists"

[Also known as the "C. M. L. Coin Machine Industry" BLUE BOOK" and the "Confidential Price Lists"

**FOREWORD:** Many times, wide differences appear in the quotations of low prices of certain equipment. Like any true reporter "The Confidential Price Lists" can only feature the market prices as they are quoted for the past week, regardless of how much they may seem to be out of line. Some prices do not change for months. "The Confidential Price Lists," rather than show no price, retain the last known quotations for such equipment so that the subscriber at least has the last known prices as a basis to work with. Prices may be very widely divergent. Someone on the East Coast may feel a certain machine worth $150.00 whereas someone on the East Coast may think it worth $75.00. Of course, serial, appearance, demand, territory, quantity, and condition of equipment must be taken into consideration. (Some equipment offered by outstanding firms, having a reputation for shipping complete 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 any adjustments to fit the peculiarities of his territory.

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

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

### CODE

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

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### REGARDING SELING PRICES

Reports received indicate that, in some cases, purchasers become upset due to the fact that they cannot, not many times, buy equipment listed in the lower price brackets. Sometimes sellers of machines listed at $100.00 to $25.00 ask from $50.00 up to $75.00 and even more for these very same machines. Purchasers of such equipment must realize that machines in the very low priced categories are buying equipment which is much worn to be priced at these low figures. To completely recondition such machines, the reconditioner must add on his price the cost of transportation to and from the machines, the labor, parts and supplies needed to recondition the machine, plus the cost of crates, cranes and labor for packing and shipping of the machines, in addition to a decent profit which will, in most cases, raise the price of a $30.00 to $20.00 machine to anywhere from $50.00 to $75.00 and up. In the case of arcade and kiddie ride machines these may even be higher due to the fact that many of the machines have been made by hand or contracted for at some machine shop, since manufacturers of many of the old arcade machines and kiddie ride machines no longer in business, and it is impossible to obtain parts for reconditioning. Purchasers of such equipment should take these facts into consideration and, at the same time, should also realize that many buyers today have their own repair and reconditioning departments as well as experience mechanics. These buyers will purchase machines "as is" at prices quoted by the trade at large and recondition the machines to meet their own operating standards.
### Pinball Games (Cont.)

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<tbody>
<tr>
<td>ChiCoin</td>
<td>195.00</td>
</tr>
<tr>
<td>Bally</td>
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<td>Williams</td>
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### Number of Each Machine Owned

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**TOTAL NO.**

**TOTAL VALUE**

---

**Confidential Price List**

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<tr>
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**Arcade Equipment**

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**END OF MONTH INVENTORY ISSUE**

**March 26, 1975**

**The Cash Box**
### Manufacturers New Equipment

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

**AMI, INCORPORATED**

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
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<tbody>
<tr>
<td>F-120 Juke Box (Recessed)</td>
<td>$950.00</td>
</tr>
<tr>
<td>F-120 Juke Box (Receiver NOT included)</td>
<td>$695.00</td>
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**BALLY MFG. CO.**

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
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<tbody>
<tr>
<td>Champion</td>
<td>$795.00</td>
</tr>
<tr>
<td>Big Time</td>
<td>$760.00</td>
</tr>
<tr>
<td>Magic Bowling</td>
<td>$995.00</td>
</tr>
<tr>
<td>Magic Bowling (with Match Feature)</td>
<td>$755.00</td>
</tr>
<tr>
<td>Model Magic-110, 10c a play</td>
<td>$755.00</td>
</tr>
<tr>
<td>Model Magic-325, 10c a play, 3 plays for 25c</td>
<td>$775.00</td>
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<tr>
<td>Mystic Bowling</td>
<td>$710.00</td>
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<tr>
<td>Mystic Model-325, 10c a play, 3 plays for 25c</td>
<td>$730.00</td>
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**CHICAGO COIN**

<table>
<thead>
<tr>
<th>Description</th>
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<tbody>
<tr>
<td>Arrow Bowler (with Match Feature)</td>
<td>$750.00</td>
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<tr>
<td>Single Chute</td>
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<tr>
<td>Double Chute</td>
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**EXHIBIT SUPPLY**

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<tbody>
<tr>
<td>Shooting Gallery</td>
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</tr>
<tr>
<td>Model 500A (with Match, No Free Play)</td>
<td>$630.00</td>
</tr>
<tr>
<td>Model 500B (with Match, No Free Play)</td>
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<tr>
<td>Model 500C (with Match, Free Play)</td>
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<tr>
<td>Junior Racer</td>
<td>$995.00</td>
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<tr>
<td>Big Brogue</td>
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<tr>
<td>Royal Roger’s Trigger</td>
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<tr>
<td>Rudolph The Red-Nosed Reindeer</td>
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<tr>
<td>Rudolph The Red Nosed Reindeer With Music</td>
<td>$775.00</td>
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<tr>
<td>Pete The Rabbit</td>
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<tr>
<td>Pete The Rabbit With Music</td>
<td>$725.00</td>
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<tr>
<td>Twin Pete The Rabbit</td>
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<tr>
<td>Rawhide</td>
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<tr>
<td>Sea Patrol, New Style</td>
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<tr>
<td>Sea Skate</td>
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**GENCO & SALES CO.**

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<tbody>
<tr>
<td>Wild West</td>
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<td>Criss-Cross Wild West (Match)</td>
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**D. GOTTLEIEB & CO.**

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<tbody>
<tr>
<td>Duette</td>
<td>$412.50</td>
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<td>De Luxe model</td>
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**INTERNATIONAL AUTO. CORP.**

<table>
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<th>Description</th>
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<tr>
<td>Drive Yourself (new Drive)</td>
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<tr>
<td>Photomat ‘44</td>
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<tr>
<td>3-D Art Parade, 10 bowl model</td>
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<tr>
<td>3-D Art Parade, 6 show model</td>
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<tr>
<td>Universal Post Card Vendor</td>
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**J. H. KEENEY & CO., INC.**

<table>
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<th>Description</th>
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<tr>
<td>De Luxe Ranger (with Match Feature)</td>
<td>$690.00</td>
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<tr>
<td>Electric Cigarette Vendor</td>
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<tr>
<td>Coin Changer Model</td>
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**ROCK-OLA MFG. CORP.**

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<th>Description</th>
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<tr>
<td>Model 1466 Hi-Fi Photo, 120 Selection, 45 RPM Only</td>
<td>$120.00</td>
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<tr>
<td>Model 1440 4 Selection, 45 RPM Only</td>
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<tr>
<td>Model 1546 Chrome Wall Box, 120 Selections</td>
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<tr>
<td>Model 1548, 50 Selection Wall Box</td>
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<td>Model 1550, 20 Selection Wall Box</td>
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<tr>
<td>Model 1613, 8” Blonde Wall Speaker</td>
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<tr>
<td>Model 1614, 8” Mahogany Wall Speaker</td>
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<tr>
<td>Model 1906, Remote Volume Control</td>
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**SEEBURGER CORP., INC.**

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<th>Description</th>
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<tr>
<td>BF-100-R</td>
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<tr>
<td>3-Wall-O-Matic ‘100” MBC1 Master Remote Volume Control</td>
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<tr>
<td>CV845-4” Wall Speaker Ivory (Treadrop)</td>
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<tr>
<td>CV845-4” Recessed Speaker CV512-12” Recessed Speaker</td>
<td>$705.00</td>
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<tr>
<td>Pts-LZ Power Supply</td>
<td>$705.00</td>
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<tr>
<td>ARAI-I-L Auxiliary Remote Amplifier</td>
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<tr>
<td>AVC-I Automatic Volume Compensator Unit</td>
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**UNITED MFG. CO.**

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<tr>
<td>Lightning Shuffle Alley</td>
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<td>Single Chute</td>
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<td>Double Chute</td>
<td>$750.00</td>
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<tr>
<td>De Luxe Comet Shuffle-Targets (with Match Feature)</td>
<td>$750.00</td>
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<td>Double Chute</td>
<td>$755.00</td>
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<tr>
<td>Double Chute</td>
<td>$755.00</td>
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<tr>
<td>De Luxe Comet Shuffle-Targets (with Triple Match Feature)</td>
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<tr>
<td>Double Chute</td>
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<td>Tropica</td>
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**WILLIAMS MFG. CO.**

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<tr>
<td>Polar Hunt (without Match and Match Features)</td>
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<td>Safari</td>
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<td>Safari (without Match)</td>
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<td>Safari De Luxe</td>
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**THE RUDOLPH WURLITZER CO.**

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<tr>
<td>Model &quot;1800&quot; Hi-Fi Phonograph</td>
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<tr>
<td>Model &quot;1700&quot; Hi-Fi Phonograph</td>
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<tr>
<td>Model &quot;1600-A&quot; Hi-Fi Phonograph</td>
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</tr>
<tr>
<td>Model 5286 5c-10c-25c Wall Box 1 Wire (40 Selections)</td>
<td>$250.00</td>
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<tr>
<td>Model 5287 5c-10c-25c Wall Box 2 Wire (84 Selections)</td>
<td>$250.00</td>
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<tr>
<td>Model 5300 8 Wire Speaker</td>
<td>$250.00</td>
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<tr>
<td>Model 5310 12&quot; Deluxe Speaker</td>
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<tr>
<td>Model 5311 12&quot; Compact Model</td>
<td>$250.00</td>
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<tr>
<td>Model 5112 8” Wall Speaker Hi-Fi</td>
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<tr>
<td>Model 5115 Hi-Fi-4 Cone Corner Speaker</td>
<td>$250.00</td>
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<tr>
<td>Model 5116 Hi-Fi Coastal Corner Speaker</td>
<td>$250.00</td>
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<tr>
<td>Model 5117 Hi-Fi Coastal Wall Speaker</td>
<td>$250.00</td>
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</table>
Early reports on the Wurlitzer Model 1800 collections show a real need for its sizable coin bag. The sheer beauty of this sensational phonograph plus the tremendous appeal of its High Fidelity Dynatone Sound System keep its 104 selections in action all the time.

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

GET INTO THE
BIG MONEY
WITH THE
Wurlitzer 1800

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

See Your Wurlitzer Distributor

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

“It’s What’s in THE CASH BOX That Counts”
UNITED'S MANHATTAN WITH SENSATIONAL NEW BIG PROFIT FEATURES

1ST COIN LITES FIRST CARD

2ND COIN LITES SECOND CARD PLUS GUARANTEED ADVANCE SCORE

CENTER ARROWS ADVANCE TO EACH CARD SCORES PANEL

NOW!
Complete New Mechanism
50 VOLT CIRCUIT EASY TO SERVICE

Number Selection Feature
- Advancing Scores
- Lite-A-Name Carry-Over Feature
- U. M. C. Pennant Feature
- 4-Corners Score
- 5-In-Line (Each Card)
- Time Feature
- Extra Balls Feature

There is a United Game for Every Type of Location

- 6-Player Shuffle Alley Bowling Games
- Comet Shuffle-Targette With or Without Match-A-Score Extremely Quiet Play
- Bonus Gun Flashy, Fast Play Shooting Gallery with Time Bonus Score

NOW AT YOUR DISTRIBUTOR

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

SEE YOUR DISTRIBUTOR
Operators report biggest earnings ever with

**Bally**

BIG-TIME

popular BEACH CLUB-VARIETY play-appeal plus

5 MAGIC-LINES

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

MORE players play MORE

thanks to new **SUPER·STRIKE** feature

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