FIFTH ANNUAL CONVENTION
March 28-29-30, Morrison Hotel, Chicago, Ill.
it's up to you!

meet the three finalists... hear them sing...
cast your vote for the...

MOA-RCA Victor
“Miss Juke Box 1955”

at the MOA Convention... Polls Open Monday: 2 PM - 9 PM; Tuesday: 2 PM - 6 PM

An RCA Victor Recording Contract For "Miss Juke Box"!
Valuable Door Prizes For The Voters!

Winner will be announced at the MOA Banquet
Everyone knows the saying “United we stand. Divided we fall.”

That saying applies nowhere more strongly than in the relationship between the juke box and record industries.

For both these businesses have reached their modern peaks of activity literally hand in hand.

Today the record business is a full fledged, vital aspect of our entertainment picture. That wasn’t so twenty years ago. At that time, the record industry was fighting for its life against the all-embracing new invention, radio. It was assumed by all those “in the know,” that records were dead and that music would henceforth be purveyed to the public exclusively through radio.

Those “in the know” were wrong.

For it was just about that time that juke boxes started expanding their activities and their capacities. And as juke boxes spread to more and more locations, as they were able to hold more and more discs, the record industry grew in proportion and prospered.

Today, juke boxes use directly approximately 25% of the entire output of records and are responsible for an untold amount of indirect sales. With 550,000 machines located throughout the entire country, each one capable of playing anywhere from 80 to 120 sides, it can readily be seen that juke boxes are a vital aspect in the health and continued prosperity of the record business.

But likewise, so does every juke box operator know that without the continuous commercial output which the record industry has geared itself to, juke boxes could never have reached their present capacity, nor could they continue to attract customers at the rate that they do.

Fortunately for everyone concerned, there have never been any real disputes between the juke box and record people. Each knows the value of the other. Each knows the other’s function. Each knows that alone, the going would be very tough—perhaps even impossible.

So today, after working closely together for more than twenty years, each of these industries stands as an entity, and operating individually, yet closely related, not only in the product which it sells, but also in its attitude towards this product.

For essentially both the record industry and the juke box operator is selling music to the public. And just as it is rare to find someone in the record business who doesn’t really like records or music, so it is rare among juke box operators. As a whole, juke box operators are vitally interested in every phase of the record business, for they know that the song, the artist, the treatment, the promotion all go into the making of a hit. And it is the hit record which both the music people and the juke box operators want.

With this same goal in view, the juke box and record industries will go on working together in the years to come, understanding each other’s problems, and cooperating in their solution.
Fabulous in Nite Clubs and NOW The Nation’s Newest Recording Sensations

BACK TO BACK 2 Great Hits

"FLIP, FLOP AND FLY"

"MY BABE"

management
MANNIE GREENFIELD
9 Rockefaller Plaza
New York, N.Y.

Coral No. 61383

The Cash Box, April 2, 1955
LOOKS LIKE A 1,000,000 GOING STRAIGHT TO THE TOP...

The Original Pop Version

"FLIP, FLOP AND FLY"

CASINO RECORD-138

Recorded by Billy Duke and his DUKEs
(America's Great New Vocal-Instrumental Group)

b/w "FUN LOVIN' WOMAN"

WRITE. WIRE. PHONE...

CASINO RECORDS 200 So. Juniper St.
Phila. 7, Penna.

"It's What's in THE CASH BOX That Counts"
DOUBLE YOUR MONEY WITH A

JULIUS LA

"PASS IT ON"

GREETINGS
Music Operators of America and THANKS For Your Wonderful Cooperation

Record Promotion
KAPPY JORDAN, East
JERRY JOHNSON, West

Public Relations
HARRY SOBOL

"It's What's in THE CASH BOX That Counts"
GREAT DOUBLE-DECKER

Rosa

NEW RELEASE

"LET'S STAY HOME TONIGHT"

Published by
PEER INTERNATIONAL
Prof. Mgr. MURRAY DEUTCH

Personal Mgt.
FRANK P. BARONE
515 MADISON AVENUE
NEW YORK, N. Y.

"It's What's in THE CASH BOX That Counts"
GUY MITCHELL (Columbia 40468; 4-10468)

"NOBODY HOME" (2:33) [Haw-thorne ASCAP — Wayne, Spring-er] Guy Mitchell has a potent voice of material to work with here as he glides through a cute latin beat novelty. Fashions tune with an amusing accent. Could click.

"ZOO BABY" [Joy ASCAP — Wayne, Springer] Norman Leyden and the orch again assist Guy as he rides over the imaginative lyrics that make up this novelty. Bouncy side that mentions all sorts of animals. Cute.

DANNY COSTELLO (MGM 11958; K-15135)

"WE'RE NOT CHILDREN ANY-MORE" [Robert ASCAP — Green, Ross] MGM has a newcomer with a load of potential in Danny Costello. The crooner's debut performance on this novelty ball is commercial and it could take off. Good tune.

"MY OWN" [Love BMI — Melvin, Gaze] a chorus backs Danny on this shuffle that love song. Pretty delivery of a good tune.

BILL DARNEL ('X-1019; 4X-1019)

"A MILLION THANKS" (2:24) [Marilyn BMI—Freed, Scott] Bill Darnel gets an assist from the Excels on a solid rock 'n roll item that could catch on and click. Potential arrangement.

"ROCK AND ROLL BABY" [Marvin BMI—Scott] Another rocker is bolted out by the sou-ster. Two good sides for the hoovers.

GOOD TIME CHARLIE (Media 1008; 4-1008)

"CRAZY OTTO GOES TO PARIS!"—With the cornball piano as popular today, the new Media label starts off on the right foot with a contagious and amusing arrangement of vicky-disk material by Good Time Charlie. Charlie plays all popular French standards here.

"CRAZY OTTO GOES TO ITALY!"—Charlie offers more of the same on this side, but the tunes played are all Italian favorites. Cute stuff. Should sell plenty.

LEROY HOLMES ORCH. (MGM 11962; K-11962)

"UNCHAINED MELODY" (2:40) [Frank ASCAP — Zaret, North] Leroy Holmes and the orch, as-sisted by the penetrating whistling of Fred Loverty, presents a beautiful string arrangement of a haunting film melody that's breaking. Should share heavily in the final take. Song is sure to be a smash.

"OLIVIA" (2:51) [Paxton ASCAP — Adderly, Sklar] A chorus joins the Holmes crew on this pretty, romantic offering. Inviting name song.

THE CASH BOX

THE DISK OF THE WEEK

"THE DOOR IS STILL OPEN" [Berkshire BMI—Willis] THE HILLTOPPERS (Dot 15331; 45-15331)

"DON'T BE ANGRY" (2:15) [Republic BMI—McCoy, Brown] THE CREWCUTS (Mercury 70597; 70597f45)

"MANY" [Love BMI — Melvin, Gaze] This chorus backs Danny on this shuffle that love song. Pretty delivery of a good tune.

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"OLIVIA" (2:51) [Paxton ASCAP — Adderly, Sklar] A chorus joins the Holmes crew on this pretty, romantic offering. Inviting name song.
A on either side!

NobODY backed with door of dreams

-Still climbing!
KO KO MO
BW
You’ll Always Be
My Lifetime Sweetheart

perry como
SLEEPER OF THE WEEK

"NO SUCH LUCK" (2:35) [Southern ASCAP—Stillman, R. Allen]

"SMOKY MORNING" (3:00) [Carol ASCAP—George, S. Allen]

DOLORES HAWKINS

- Epic is destined to have a tremendous year in 1965 if the new Dolores Hawkins platter is any indication of what's to come. The thrust takes hold of a fascinating new ballad called "No Such Luck" and projects it in winning fashion. It's a wonderful tune with an imaginative feel that ranks in a class with "Hey There." Not only is the song outstanding, but the thrust's performance is great. And the Don Costa ork and chorus assist excellently. Song has that standard quality. And the catchy "Ah Yes!" line makes you want to hear more. Flip is a torchy, sentimental blues called "Smoky Morning." Solid coupling.

DOLORES HAWKINS

- Italian star Caterina Valente, who broke through the hit barrier and the sound barrier with her phenomenal high fidelity like recording "Magalenua," has on her latest platter, two tremendous sides that should establish her as a top recording artist. Both are top drawer Latin standards—"The Breese And I" and "Jalousie." And each half features the Werner Muller orchestra supplying tremendous intro as lush and exciting as the cue heard on "Magalenua." The only difference is that Miss Valente sings these tunes in English and not in German. The disk was recorded by Deutsche Grammophen, which did the previous disk. Decca has another money-maker in this one.

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- Here is one of the most beautiful instrumental couplings so far this year. Two absolutely captivating sides that oughta sell a heap of records. Set against the lush strings of the Hugo Winterhalter orchestra, Henri Rene works on the penetrating musette accordon and does two great jobs. "Crystal Chandelier" is a light, novelty type instrumental with a contagious tune. Sparkling lilter full of color. Has that hi-fi sound. Equally great is "Enchantment," a pretty mood item with depth and excitement. A potent, melodic piece that can't mis. The artists have a two-sided winner.

CRYSTAL CHANDELIERS (2:25) [E. H. Morris ASCAP—H. Spinn]

ENCHANTMENT (2:48) [Lawon-Gould ASCAP—Parker, Small, Singer]

HUGO WINTERHALTER & HENRI RENE

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GOODBYE STRANGER, GOOD-BYE (2:39)

[Wemar BMI—Kaye, Baum, Keye]

RED ROSES (2:31) [Lowell BMI—Kriegsmann, Walters]

JOHN LAURENZ

(Jubilee 3190; 45-1910)

- Here is one of the most beautiful debut records we've heard in a long while—a record which introduces John Laurenz on the Jubilee label with a great new tune that could climb to hitdom. And the tremendous new song is "Goodbye Stranger, Goodbye." It's a tender and touching waltz ballad presented with feeling and tenderness by the crooner. He also gets a great assist from the chorus and Don Costa's ork. Coupling features John on a pretty shuffle item dubbed "Red Roses." Catchy number that'll attract attention. Two potent sides that should break through.

LEEE RAYMOND & COSTELLO SISTERS

(ABC BMI—Northrop, Stone, Davies) Joe Leavy sets up a lush backdrop for the polished vocalist's tender reading of a lovely new romantic item. Excellent juke box fare.

JUNE VALLI

(RCA Victor 20-6078; 47-6078)

- UNCHAINED MELODY (2:50) [Frank ASCAP—Zareo, North] A great little song that'll probably hit the #1 spot, is excitingly interpreted by June Valli. Thrilling performance by Winterhalter ork and chorus too.

- "TOMORROW" (2:20) [Herb Reis BMI—Hart-Gershon] The polished thrill hits like a tender and easy going ballad. Pretty number. Could hit big.

DORIS DAY

- "POOFLISHLY YOURS" (2:45) [Shapiro, Bernstein ASCAP—Simms, Joy] A beautiful love song that'll be getting a big push, is given a sincere and penetrating delivery by Doris Day. Melomen could hit a terrific backing. Could set up.

- TWO HEARTS, TWO KISSES (2:20) [St, Louis BMI—Stone, Williams] The versatile chirp comes up with a solid pop interpretation of an x & b tune that's breaking big. Song is clicking in pop too. Fine showing by Dossie.

THE GAYLORDS

(Mercury 70506; 70508-45)

- "MY BABY" (2:20) [Arc BMI—Dixon, Stone] A smash rock 'n roll that's getting vast coverage in pop, comes off in great style under the control of the Gaylords. Solid jamper that could tend the boys up there again.

- "THE WOODPECKER SONG" (2:15) [Robbins ASCAP—Di- lorenzo, Romano] One lovely and most inviting idole that makes great listening is colorfully treated in Italian and English by the trio. Good coupling for big sales. Good bonner.

THE CASH BOX
"I enjoyed the record very much... it should go places... "Cryin' In My Beer" should do very well in the juke boxes."

MARTIN BLOCK
WXK
NEW YORK CITY

"Cryin' In My Beer" made me do the opposite, a 'Happy' Sound! With a lift of melancholy!

BILL SILBERT
WXK
NEW YORK CITY

"I've been with you from Scratch... New... You're a WINNER...!"

STAN BURNS
WXK
NEW YORK CITY

"Tin Pan Alley will be "Cryin" for more of TAD BRUCE..."

JIM COY
WRC
NEW YORK CITY

"Tad's new record "Something In The Wind" gets my nod for a HIT... Tad's delivery plus the Sid Feller backing adds up to a HIT!"

DONN TIBBETTS
WJW
MANCHESTER, N. H.

"Tad Bruce and his record... Both show talent and personality."

SHERMAN FELLER
WYDA
BOSTON, MASS

"Tad's new record "Cryin' In My Beer" should have the nation Shouting for JOY—Can't miss!"

JAY MCMASTERS
WXK
BOSTON, MASS

"Nobody at Watco should be "Cryin'" in my Beer after the public gets to know this record. A real happy ditty that could go a long way."

PETE JOHNSON
WXK
MANCHESTER, N. H.

"Tad Bruce's "There's Something In The Wind" sounds like it can be a big one... Tad could be a big Star as a result of this one."

BOB MERMAN
WATCO
CAMBRIDGE, MASS.

"I'm partial to ballads—but Tad sings well on both sides—one of my favorite new Baritones."

BRAD PHILLIPS
WXK
NEW YORK CITY

"Sure glad TAD has arrived... his recording of "There's Something In The Wind" proves his heart is in his work."

JACK LACY
WXK
NEW YORK CITY

"Cryin' In My Beer" is 'Happy, Catchy' — done just right, not earth-shaking, but neither is Beer... and lots of people love it."

ALLYN EDWARDS
WXK
NEW YORK CITY

"Tad's record is one more shot in the arm for better music."

BOB HAYMES
WXK
NEW YORK CITY

"A very pleasant and refreshing change... I predict that with enough D.J. backing "Something In The Wind" could sneak through as a big winner for Tad Bruce."

ALAN DARY
WXK
BOSTON, MASS.

"On the strength of Tad Bruce's performance on my TV and Radio Shows and his record, I predict a big, bright future, and as we say around here... he's TOO MUCH!"

STAN RICHARDS
WXK
BOSTON, MASS.

"I feel that this could be the big record for Tad Bruce. He has a tremendous style of his own... "Something In The Wind."

JACK MCDERMOTT
WXK
LYNN, MASS.

"With the exposure it deserves "Something In The Wind" could reach 'gale velocity'."

GERRY HENDERSON
WXK
MANCHESTER, N. H.

"This one should have the "Cryin" for more."

JOHN SCOTT
WXK
BOSTON, MASS.

Best Wishes MOA'ers, will meet and greet you personally at booth #53.

WATCO
1674 Broadway
New York 19, N. Y.
HENRY WILLIAM WISE (Pres)
SHANNON SISTERS
("X"-0106; 4X-0106)
C "I'M SINCERE" (2:15) [Marvin Belfast BMI—Franklin, Finance, Feel] A
new pop tune that looks like it's headed for big things, is given a pleas-
ing jump styling by the Shannon Sisters. Good group.
B "GUilty SHADOWS" (2:40) [Meridian BMI—Gimbel] Neal Hetti and the Excel-
ors assist the thumb-happy band on this mambo beat novelty. Cute piece of material that
has possibilities.
MAE WILLIAMS
(American Ill; 45-111)
B "HUCKLEBERRIES" (2:49) [Mills ASCAP—Rene Mae Williams, a talented performer who's
met with bad luck throughout her life, comes up with a cute bouncey novelty that could send her in the
right direction now. Commercial.
C "BREAK THROUGH" (2:42) [Mills ASCAP—Williams] This side features the versatile songstress
on a dramatic love song presented in a hushed and emotional manner. Pretty piece of material.
COQUETTES
(RCA Victor 20-6081; 47-6081)
B "BUTTERFINGERS" (2:09) [Tannen BMI—Sherman, Sherman] A cute country type bouncer is
colorfully fashioned by the Coquettes. Fine first showing by the artists. Girls have a bright future.
C "LEAVE MY HEART" (2:03) [Ampie BMI—Gardner, Bowers] A heavy item that jumps up at mid-
point, is presented on this side. Interesting number.
HARMONICATS
(Mercury 70584; 70584-45)
B "HARLEM NOCTURNE" (2:41) [Shapiro, Bernstein ASCAP—Hagen, Rogers] A great standard gets
a fascinatingly haunting delivery under the control of Jerry Murad and his Harmonicats.
C "MICKEY" (2:38) [T. B. Harris ASCAP—Williams, Morel] A lighter favorite is pleasantly handled
by the harmonicists. Attractive bouncer.

JOAN WEBER
(Columbia 40474; 4-40474)
B "LOVER-LOVER" (2:25) [Miller ASCAP—White] A MGM pic “Blackboard Jungle” comes
this slow waltz ballad which Joan Weber renders with emotion and sin-
cerity. Sounds a lot like “Let Me Go, Lover.” Potent deck.
C "TELL THE LORD" (2:59) [Ox-
ford ASCAP—Simms] The thrush hands in an exciting perfor-
ance on this religious item.
NEIL LEWIS ORCH.
(Tico 241; 45-244)
B "ENCHANTING CHA-CHA
CHA" [Mona, Cory, Girard] Here's a solid cha cha that should appeal strongly to the enthuiasts. Neil Lewis and the boys offer a
good melody set to a fine beat. Good ar-
range ment.
C "SING AND DANCE" [Lazary, 
Ketcha] More of the cha cha material solidly performed by the group. Vocal is exciting. Smooth stuff.
THE LAURIE SISTERS
(Mercury 70596; 70596-45)
B "THE OLD TOWN HALL" (2:05) [Penn ASCAP—] The Laurie Sisters take hold of a great oldie and
belt it out in super-commercial fashion. A powerful cutie that should have
no trouble making the grade. Catchy side. Cornball instrumental break
makes side jump.
C "DANCING AND DREAMING" (2:11) [Elyan ASCAP—] The thrushes make this a two-sided con-
tender with a lifting chorus on this end. Colorful novelty. Girls blend per-
fectedly on this top drawer tune.
FRANK CHACKSFIELD
(London 1530; 45-1530)
B "PAVEMENTS OF PARIS" (2:30) [Fox ASCAP—] A French standard is lushly styled by the
Frank Chacksfield strings. A creamy romantic piece of inviting mood music. Accordion sound in orth
is effective.
C "GLORIOUS" (2:10) [Mellin BMI—LeLong, De Ville, Mellin] More pretty string-filled music won-
derfully treated. Big, beautiful ar-
range ment.
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BEST BUYS OF THE WEEK!

3 GREAT NEW RELEASES

"Whatever Lola Wants"
AND
"Oh Yeah"
Sarah Vaughan
MERCURY 70595 • 70595X45

"The Old Town Hall"
AND
"Dancing and Dreaming"
The Laurie Sisters
MERCURY 70596 • 70596X45

"I DIDDIE"
AND
"If It's The Last Thing I Do"
DINAH WASHINGTON
MERCURY 70600 • 70600X45

THE RAVES OF THE TRADE

"Keep Me In Mind"
AND
"Little Crazy Quilt"
Patti Page
MERCURY 70579 • 70579X45

"My Babe"
AND
"The Woodpecker Song"
The Gaylords
MERCURY 70586 • 70586X45

ALREADY CHARTED AND BREAKING WIDE OPEN!

"DANCE WITH ME HENRY"
AND
"Every Road Must Have A Turning"
GEORGIA GIBBS
MERCURY 70572 • 70572X45

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THE CASH BOX

(APRIL 2nd ISSUE)

"MOA SPECIAL"

(MUSIC OPERATORS OF AMERICA CONVENTION ISSUE)

ALL DURING THE CONVENTION, MON., TUES., WED., MARCH 28, 29 AND 30, IN THE CASH BOX' DISPLAY

BOOTH 10

THE FOLLOWING MEMBERS OF THE CASH BOX' STAFF WILL BE ON HAND TO GREET YOU BEGINNING SUNDAY, MARCH 27

BILL GERSH, Publisher, Chicago
BOB AUSTIN, General Mgr., Music Dept., New York
SID PARNES, Editor-In-Chief, New York
NORMAN ORLECK, Associate Editor, New York
CHARLES LAMB, Mgr., Nashville
CARL TAFT, Mgr., Hollywood
KARYL LONG, Music Dept., Chicago

FOR ANY FURTHER INFORMATION PHONE THE CASH BOX CHICAGO OFFICES:
32 WEST RANDOLPH ST., CHICAGO 1, ILLINOIS
ALL PHONES: DEARBORN 2-0045
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Music Operators of America
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by
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“BEST VOCAL GROUP OF 1954”
by
AUTOMATIC MUSIC INDUSTRY OF AMERICA
in the
ANNUAL CASH BOX POLL

current Decca hit

THERE GOES MY HEART
b/w
YOU’LL ALWAYS BE THE ONE
DECCA 29435

Personal Management
HERB KESSLER

Promotion
VICTOR SELSMAN

“You’re What’s in THE CASH BOX That Counts”
The Four Tunes
"I CLOSE MY EYES"
b/w "I HOPE"
Jubilee #5183

Polly Bergen
"APPLE ON A PEAR TREE"
"Don't Let Our Love Die on the Vine"
Jubilee #5184

America's great new conductor-arranger
Frank Hunter
"SNOWBOUND"
"IN THE RAIN"
Jubilee #5185

The King Sisters
"LOVE ME—LOVE ME—LOVE ME"
"No Chance"
Jubilee #5186

The Ravens
featuring Jimmy Hicks
"HAPPY GO LUCKY BABY" 
b/w "BYE BYE BABY BLUES"
Jubilee #5187

The Stylers
"SHOO SHOO SHOO"
"SH'LA LA"
"LOVE YA LIKE CRAZY"
Jubilee #5188

Make Sure You Hear . . .
The Sensational Disk That's Starting a Coast-to-Coast Commotion!

JOHN LAURENZ
singing
"GOODBYE STRANGER"
"RED ROSES"
JUBILEE #5190

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The Cadillacs
"NO CHANCE"
"Sympathy" Josie #773

Patti Jerome
"JOHNNY HAS GONE"
Josie #774

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EP-5004 — LOUIS PRIMA PLAYS AND SINGS
EP-5006 — BALLADS BY BELAFONTE
EP-5008 — BENNIE GREEN PLAYS JAZZ
EP-5010 — CONSOLE MOODS WITH LARRY JOHNSON

EP-5018 — CONRAD JAMIS AND THE "TAILGATERS" (Vol. 1)...
(Vol. 2—EP-5019)
EP-5020 — LOU STEIN'S "SIX FOR KICKS" (Vol. 1)...
(Vol. 2—EP-5021)
EP-5022 — MUSIC TO "BEAT BY" JIMMY VALENTINE'S ALL STARS
EP-5024 — DONEGAN—DOROTHY DONEGAN TRIO (Instr.)
(Vol. 1)...
(Vol. 2—EP-5025)
EP-5027 — SALT CITY FIVE (Dixieland)
(Vol. 1)...
(Vol. 2—EP-5028)

EP-5029 — LITTLE GIRL BLUE—POLLY BERGEN (Vocal Standards)
(Vol. 1)...
(Vol. 2—EP-5030)
EP-5031 — HAL McKUSICK PLAYS—BETTY ST. CLAIRE SINGS
(Vol. 1)...
(Vol. 2—EP-5032)

Don’t Fail To Visit Jubilee’s Suite at The M. O. A. Convention

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and
I GOTTA GO GET MY BABY

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From one Champ to Another
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&

I LOVE YOU

HOUSE OF LOVE

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Unique Records #302

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BOOKINGS
Wm. Morris Agency
New York—London

The Cash Box, Music
Page 20
April 2, 1955

THE TEN RECORDS

1. BALLAD OF DAVY CROCKETT  Bill Hayes (Cadence)
2. HOW IMPORTANT CAN IT BE  Joni James (MGM)
3. MELODY OF LOVE  Sarah Vaughan (Mercury)
4. SINCERELY  Billy Vaughn (Dot)
5. KO KO MO  Perry Como (RCA Victor)
6. TWEEDLE DEE  Georgia Gibbs (Mercury)
7. CRAZY OTTO MEDLEY  Johnny Hodges (Dot)
8. EARTH ANGEL  Peg O'Scott (Dot)
9. PLEDGING MY LOVE  Johnny Ace (Duke)
10. DANCE WITH ME, HENRY  Georgia Gibbs (Mercury)
11. BLUE RIDGE—12 IT DON'T SOUND BILLY  Johnny Cash
12. THAT'S ALL I WANT FROM YOU  Perry Como (RCA Victor)
13. DARLING, JE VOUS AIME BEAUCOUP  Johnny Cash
14. HEARTS OF STONE  15. CHERRY PINK AND APPLE BLOSSOM WHITE  Johnny Cash
16. NO MORE  17. DANGER, HEARTBREAK AHEAD  Johnny Cash
18. PLAY ME HEARTS AND FLOWERS  19. UNCHAINED MELODY

THE NEXT TEN

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

1. BALLAD OF DAVY CROCKETT  Bill Hayes (Cadence)
2. HOW IMPORTANT CAN IT BE  Joni James (MGM)
3. MELODY OF LOVE  Sarah Vaughan (Mercury)
4. SINCERELY  Billy Vaughn (Dot)
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14. HEARTS OF STONE  15. CHERRY PINK AND APPLE BLOSSOM WHITE  Johnny Cash
16. NO MORE  17. DANGER, HEARTBREAK AHEAD  Johnny Cash
18. PLAY ME HEARTS AND FLOWERS  19. UNCHAINED MELODY

Pic of the week—Virgil Brinnon (WJW-Cleveland, O.) doing well we hear. Brinnon took over the Allen Freed "Moondog Show" when the popular "rock and roll" came to New York. Brinnon is on the air three hours each night. . . . Henry Okun sending out picks of a gorgeous blonde to play Art Mooney's "Honey Babe." . . . Charles O'Donnell (WHAT-Philadelphia, Pa.) writes that WHAT has moved its brand new building, considered to be one of the finest in the east. Chasbo's "Caravan of Music" a popular show on which guest stars make constant appearances. . . . Jerry Gaines of the same station has a new twist. He picks a different street each day for his "Shoppings on City Line" and plays the requests of people on that particular block. . . . Jim Wilson now at WAVC-Louisville, Ky. . . Dave Russell (WGSM-Huntington, L. I.) uses a talking parakeet as his partner on what he calls the "Eggless Sam Show." In order to assure chatter, Dave tapes his bird before the parakeet is in a talking mood. Favorite expression in a vocabulary of more than 50 words is "Head for the hills, the dam's busted." . . . Lots of changes at WGMM-New York. Ted Hulst resigns effective March 18. Gusie Moran will collaborate with sportscaster Marty Glickman, Ward Wilson and Jim Gordon on "Warm Up Time" and "Sports Extra" at all live WGMM broadcasts of home and away baseball games of the Brooklyn Dodgers and Red Sox. Choda Brown increase their morning time. . . . Love Letters this week—Mike Weelen (WGCR-Keene, N. H.) writes "I use the Associated Press listings for my Saturday show, referring to The Cash Box as the source. I use the 'Dick Jockey Special' practically word for word." . . . Bob White, program director (KUTI-Takoma, Washington) says "We use The Cash Box exclusively in programming. As a matter of fact, in your "Sure Shots," "Sleeper" and record reviews I have yet to see you miss." . . . Ben Johnson (WEXL-WOMC-Royal Oak, Mich.) writes, "We got to talking about the various trade journals and agreed The Cash Box had been the most advantageous to me. I talk to you all of our customers. Since just one listing in The Cash Box I have had more mail from publishers, artists, etc., than from any other listing or write-up I have ever had." . . . Bob McKeehan (KCNA-Tucson, Arizona) advises, "Just wanted you to know how much I appreciate and use The Cash Box. I've been in the business now for about 15 years and believe me I know the value of The Cash Box." Bob's letter goes on to tell us how he uses different features every day on his hourly show and the wonderful reaction it has brought him.

Corinne Delano
(WJAR-Providence, R. I.)

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

Prettient Librarian Dept. Corinne Delano (WJAR-Providence, R. I.) . . . Howie Leonard (WPSM-Portland, Maine) has added what he calls "Maine's only remote DJ show" to his busy schedule. Each Saturday morning from 11 to 11:30 A.M. he broadcasts from the window of a local appliance store. . . . Bob Steile (WMPM-Memphis) moves to WHHM-Memphis effective April 1. . . . Myron Schulz (WAAP-Chicago) recently in New York for a vacation.
SEE YOU AT THE MOA

RECORDS MARK THE HITS!

...MANY OF THE "X" ARTISTS AND STAFF WILL BE THERE TO GREET YOU AT THE "X" BOOTHs
NEW YORK:

It’s a good bet that, just as happened in former years, several hit records will emerge from the MOA Convention. There has never been a convention when at least one smash didn’t develop and usually more. With all the big men gathered in one hotel, and operators searching for future money-makers, it would virtually be impossible for fast-breaking records not to get further impetus. Jerry Blaine of Jubilee more excited than we’ve ever seen him about his newest disk, “Goodbye Stranger, Goodbye” by John Laurens. . . Myers Music has received the Armstrongs new “Waltz On The Rock”. . . Erroll Garner is not only a great pianist, but also a writer of pop songs. His latest is “Misty” which has become a best seller. . . Eddie Saphier has been named to handle West Coast promotion for Spin-It Records. . . The Weingarten Music Publications has been succeeded by Gardner Music Corp. Dave Weingarten is President and Earle Gold is Professional Manager, and Bob Gold, lead voice of the Hurricanes, Audivox vocal quartet, has become the father of a baby boy named Mark David. . . Dave exces feels that Bing Crosby has his strongest disk in a long time with “Jim, Johnny and the Gang”. . . [Other news items follow]

CHICAGO:

Well, once again MOA Convention time has rolled around and from all indications, this promises to be the biggest yet. Lots of deals will no doubt be closed here. Many hits will be introduced. And who knows when another million-dollar star will be born during these next three days? As in years past, the climax of the convention will be the banquet on Tuesday, 3/29. According to a release just received from Music Operators Of America, the following artists have confirmed their appearances. From Dot Records: The Fontane Sisters, currently riding high with “Rock Love”; Johnny “Crazy Otto” Maddox; The Hilltoppers; Billy Vaughn whose “Melody Of Love” continues on top; Mac Wiseman, and Pat Boone, a promising newcomer. From Label “X”: Eddie Fontaine, whose “I Miss You So” is catching on; Frankie “Wedding Bells” Lester; Richard Malbry who seems to have a Richard Malbry hit; a Richard Malbry whose “Waltz On The Rock” is to the Bing Crosby hit. . . “Begin The Beguine March” from RCA Victor, C&W artist Stuart Hamblen, writer of such hits as “This Ole House” and “Open Up Your Heart.” Corvette Records to be represented by Faron Young. From Decca: Connie Boswell; Georgie Shaw; Joe Barrett; Janet Bray; Red Foley, from MGM: Rosalind Ratier; Tommy Martin; Harry Chandler; Jack meny, and his Billy Williams Quartet. Frank Sinatra, Dorothy Collins and Perry Como have not as yet confirmed their appearances, but there is a strong possibility that Como will appear due to the fact that tobacco conventions are in town at the same time. It is expected that many more top recording stars will attend. From report received from Columbia, it is expected that Mahalia Jackson will once again perform at this huge affair. If you will recall, Mahalia all but tore the roof down at last year’s banquet. And we believe, before we go to press, there will be many, many more stellar names added to the already impressive list, to make this the finest, most successful convention and banquet in the history of the ever growing Music Operators of America.

HOLLYWOOD:

Ever since Joni James recorded her first million record seller in 1952, "Why Don’t You Believe Me," it’s been one record hit after another. Her latest release, "If I Had You," looks like a million-dollar soon. "Honey Babe," recorded by Art Mooney and his orchestra, is a swinging march loaded with life and energy. It’s to the U. S. Marines what "Smack Off" is to the Coast Guard. With his new home and recording studios now located in the Malibu mountains, Faber Robinson, Abbott and Faber Records chief, is turning out some mighty potent material which should break through the sound-barrier with chart-breaking impact in the nifty field. He has recently invaded the television field, using his contract personnel in featured roles on a newly completed pilot film, which he expects to release as a series, soon. . . Sammy Davis, Jr., supplied the ink to a contract which brings him into the New Frontier in Las Vegas, May 30, for four weeks. This will be part of his record-smashing tour which has lasted for several months. . . Spike Jones and his troupe got off the plane in Sydney, Australia wearing red shoes and waving signs reading, "Hey, We’re Your Fyends." Spike and the gang went their break-away. . . Purist ballad heard around these parts in a long time is "Impatient Lulu's" which is now making the A&B rounds. This show should grab this one up quick-like. . . Nick Lucas, "The Singing Troubadour," starring at Charley Foy’s, is known for his hit "Tulips," his latest on the Crown label is "I’ve Looked Through The World Through Rose Colored Glasses" b/w "Did You Ever See A Dream Walking?" . . . Bob Mantle, out with a brand new pair of "Cosmos" had pictures and stage, where they have been scoring smash hits nightly with dinner... Allan Jones, well-known musical comedy star, is a new motion pictures and stage, where he won rave notices for his performances in "Guys and Dolls" opens April 12 at Charlie Morrison’s Mocambo.
Guy Lombardo
AND HIS ROYAL CANADIANS

current Smash Hit

“BLUE MIRAGE”

Decca 29377

The Nation’s Favorite...

Starting Nationwide
CONCERT TOUR
April 7th

publicity
DAVID O. ALBER ASSOCIATES, INC.
Gene Shefrin

“IT'S WHAT'S IN THE CASH BOX THAT COUNTS”
"My Dear"

**BROADWAY MUSIC**

New York, N. Y.
1. Davy Crockett (Bill Hayes)
2. How Important Can It Be (Joni James)
3. Crazy Otto (Johnny Maddox)
4. Open Up Your Heart (Davy Crockett)
5. Melody Of Love (B. Vaughn)
6. Bill & Jo (Bill Vaughn, Jo Stuar)
7. Twentieth Dee (G. Gibbs)
8. Be My Baby (The Ronettes)
9. Earth Angel (Penguins)
10. Close Your Eyes (The Ventures)

**THE GROOVE RECORD SHOP**

Norfolk, Va.
1. Dance With Me Honey (Georgia Gibbs)
2. Softly, Softly (J. P. Morgan)
3. Ko Ma (Perry Como)
4. Melody Of Love (B. Vaughn)
5. How Important Can It Be (Joni James)
6. Seven Dreams (B. & Jo)
7. Crazy Otto (Johnny Maddox)
8. Sincerely (McGuire's)
10. The Breeze And The Valley

**ANDRE'S RECORD SHOP**

Little Rock, Ark.
1. Davy Crockett (Bill Hayes)
2. Melody Of Love (B. Vaughn)
3. Twentieth Dee (G. Gibbs)
4. Glad Rag Doll (Crazy Otto)
5. Earth Angel (Perry Como)
6. German Sheafly (Maddox)
7. Buzzy Jones Frankie Laine
8. Buzzy Old Mike (Jackson)
9. Rock Love (Sauder)
10. Sincerely (McGuire's)

**VAN CURLER MUSIC**

Albany, N. Y.
1. Melody Of Love (B. Vaughn)
2. Glad Rag Doll (C. Otto)
3. How Important Can It Be (Joni James)
4. Davy Crockett (Bill Hayes)
5. Twentieth Dee (G. Gibbs)
6. Cherry Pink (Perry Como)
7. Ko Ka Ma (Perry Como)
8. That's All I Want (Morgan)
9. Sincerely (McGuire's)

**SUPER ENTERPRISE**

Washington, D. C.
1. Davy Crockett (Bill Hayes)
2. Glad Rag Doll (C. Otto)
3. Happy Birthday (Johnny Maddox)
4. Sand And The Sea (Coles)
5. Sincerely (McGuire's)
6. Sincerely (McGuire's)
7. George, Hearbreak Ahead (Jaye P. Morgan)
8. Rock Love (Fletcher)
9. Dixie Danny (Laurie Strauss)
10. Where Will The Dingale Be (Rosemary Clooney)

**LIL' FAL RECORD STORE**

Houston, Tex.
1. Davy Crockett (Fane Emale)
2. Wallflower (Etta James)
3. Unchiedy Good Melody, Hibbler
4. Plantation Smoke (L. Carr)
5. Sincerely (McGuire's)
6. Cherry Pink (Perry Como)
7. Uncluded Melody (L. Carma)
8. Thers One Ois My Heart (4 Aces)
9. Medic (Victor Young)

**MUSIC CENTER**

Honolulu, T. H.
1. Sincerely (McGuire's)
2. How Important Can It Be (Joni James)
3. The Moon Is On My Shoulder (Teresa Brewer)
4. Earth Angel (Perry Como)
5. Hearts Of Stone (Fontane's)
6. Darling, You Are A Heaven (Johnny Desmond)
7. Glad Rag Doll (Perry Como)
8. That's All I Want From You (Jaye P. Morgan)
9. Sincerely (McGuire's)
10. A Man And A Woman (Johnny Desmond)

**Hudson Ross**

Chicago, Ill.
1. Davy Crockett (Bill Hayes)
2. Crazy Otto (Johnny Maddox)
3. Cherry Pink (Perry Como)
4. Melody Of Love (B. Vaughn)
5. Dance With Me Honey (George Gibbs)
6. Open Up Your Heart (Joni James)
7. It Open Your Heart (Joni James)
8. Sincerely (McGuire's)
9. Twentieth Dee (G. Gibbs)
10. Sincerely (McGuire's)

**GRAYMAT MUSIC SHOP**

Morristown, N. J.
1. Davy Crockett (Bill Hayes)
2. Melody Of Love (B. Vaughn)
3. Sincerely (McGuire's)
4. Crazy Otto (Johnny Maddox)
5. Melody Of Love (B. Vaughn)
6. Davy Crockett (Bill Hayes)
7. Sincerely (McGuire's)
8. Open Up Your Heart (Joni James)
9. Twentieth Dee (G. Gibbs)
10. Open Up Your Heart (Joni James)

**STICK BAER & FULLER**

St. Louis, Mo.
1. Davy Crockett (Bill Hayes)
2. Twentieth Dee (G. Gibbs)
3. Crazy Otto (Johnny Maddox)
4. Melody Of Love (B. Vaughn)
5. Sincerely (McGuire's)
6. Open Up Your Heart (Joni James)
7. Melody Of Love (B. Vaughn)
8. Twentieth Dee (G. Gibbs)
9. Rock Love (Fletcher)
10. Sincerely (McGuire's)

**GROOVE RECORDS**

KOPS PIANO HOUSE

Great Falls, Mont.
1. Sincerely (McGuire's)
2. Twentieth Dee (G. Gibbs)
3. Melody Of Love (B. Vaughn)
4. That's All I Want From You (Jaye P. Morgan)
5. Crazy Otto (Johnny Maddox)
6. How Important Can It Be (Joni James)
7. Ko Ka Ma (Perry Como)
8. Sincerely (McGuire's)
9. A Man And A Woman (Johnny Desmond)
10. Sincerely (McGuire's)

**MARTY'S MUSIC STORE**

Louisiana, Pa.
1. Davy Crockett (Joni James)
2. Open Up Your Heart (Joni James)
3. Crazy Otto (Johnny Maddox)
4. Sincerely (McGuire's)
5. How Important Can It Be (Joni James)
6. Twentieth Dee (G. Gibbs)
7. Sincerely (McGuire's)
8. Danger Night (Jaye P. Morgan)
9. Play Me (Buck & Sunny)
10. Dance With Me Honey (Joni James)

**THE CASH BOX**

Top Selling Records

From Coast to Coast

**GINSBERG MUSIC CO.**

Rocwell, N. M.
1. Davy Crockett (Fane Pidd)
2. Melody Of Love (B. Vaughn)
3. Cherry Pink (Perry Como)
4. Sincerely (McGuire's)
5. How Important Can It Be (Joni James)
6. Twentieth Dee (G. Gibbs)
7. It Open Your Heart (Joni James)
8. Open Up Your Heart (Joni James)
9. Rock Love (Fletcher)
10. Sincerely (McGuire's)

**The Cash Box**

Page 24 April 2, 1955

Coral 61380 (78 RPM) and 9-61380 (45 RPM)

"It's What's in THE CASH BOX That Counts"
To Members of the Music Operators of America
Gathered in Chicago and Everywhere . . . .

"It's What's in THE CASH BOX That Counts"
“What Should I Sing?”

CHICAGO—One of the most interesting, most intricate and most puzzling problems, has always been what to answer to the young artist who asks:

“What should I sing?”

Here is where the great coaches come into the equation.

The Cash Box went far out of its way, this past week, to ask one of the noted coaches to answer this question.

The coach: Truly McGee.

Her experience ranges clear around the globe. From Paris to London, and back to here to, “the old days of the old Chet Parlee,” on to Hollywood, and even into the hinterlands.

Truly McGee answered this question, quietly and thoughtfully.

She said, “A truly great artist, a naturally great artist, needs nothing more than his artistry. Because his greatness is due to the fact the people think he’s great.”

That, of, and in itself, is sufficient to continue his greatness, if he will not overstep the bounds of logic.

“But,” she continued, “to the artist who is young and new and who wants to move ahead, and move ahead just as quickly as possible, these are some very unique and psychological thoughts which have come about in past years.

“For example, the song that the artist sings, since he must stand up and sing before an audience, must be the kind of song that is aligned to his height, weight, appearance, personality, type, feeling, figure, and general characteristics as a ‘singer’.

“All this,” she claims, “plus the following: the song must be very, very easy for this singer to sing. So easy, that he or she can sing this song sitting down, standing up, running, jumping, skipping, lying down, or in any position whatsoever, for any reason whatever, and with absolutely no strain on the vocal chords.

“No strain of any kind. No effect on the general personality. No upset of the general characteristics and, especially, no loss of the optimistic, happy mood, in any fashion whatsoever.”

Musical Talent

NEW YORK—Mike Balano, (second left) is completely surrounded by musical talent during dinner at Danny’s Hideaway. The talent includes Robert Mellin, (left) music publisher, Hugo Winterhalter, RCA-Victor recording artist, and last but not least, Mrs. Balano, better known as Jaye P. Morgan, singer of songs, latest of which are: “Danger, Heartbreak Ahead” and “Softly, Softly” on the RCA-Victor label.

“IT’S A JUKE BOX NATURAL!”

“Somebody Stole My Gal!”

A “HIGHLIGHT” For Every Program

CLOSE YOUR EYES

MILLER MUSIC CORPORATION

ATTENTION

RECORD MANUFACTURERS

— MUSIC PUBLISHERS

A Complete Recording Service.
Recording Sessions Of All Kinds.
Drama, Echo Chamber
Studio Size: 25 x 30—16 Ft. High
Grand Piano, Concert Organ
M P B Recording Studio
27 West 47th St., N. Y. C.

Eyes

Music

Box 46035
Hollywood/California

NEW YORK—Dolores Hawkins sings “No Such Luck” on her latest recording session as Bob Allen, the author of the tune, not only watches but duets with her in several places on the record. The disk, which has just been released by Epic, looks like Dolores’ strongest entry to date and is the one talent Feist and the tune could break through to standard proportions.

Fred Astaire Names Paul Whiteman VP of Dance Studio Chain

NEW YORK—Charles L. Casanave, executive vice-president of the Fred Astaire Dance Studio Chain, announced the appointment of the maestro Paul Whiteman to the post of Vice-President in charge of music.

Casanave, co-founder with dancer Fred Astaire of the national dance studio chain, explains the appointment of Whiteman as a “log step in the education of the American people, as well as the music industry, to the better appreciation of good dance music.”

During Whiteman’s tours, he will also undertake, via radio, television and school proms, the promotion of dance music. Whiteman feels, “due to all the many stylized vocal recordings and specialty records out today, people are forgetting how to use their natural rhythm.”

Sailors See Stars

SAN JUAN, P. R.—The goofs stationed at San Juan Naval Air Station were treated to a top notch variety show on March 26th, 26th and 27th. Headlining the show were Art Lund, Bud and Ceece Robinson, Rhythmettes, Texan Jean Valli, Josephine Premice, Elleen Todd and enceee Morty Wax of Bobby Mellin Music. Jack Dunn and Bud Katzeff were producers of the show which was in honor of Sec. of the Navy Thomas.

Small Named A&R Head

PHILADELPhIA, PA.—Julius Herbst, Jr. of the recently formed Juke Box Record Company, this week announced the appointment of Paul Small as A & R head of the new dinkery. Small will also handle promotion in the Philly area for the company. Bob Cordell of Detroit, Michigan, will handle national promotion.

The firm’s first release will be out within the next thirty days.

“Such Great Luck”

IT'S WHAT'S IN THE CASH BOX THAT COUNTS
MGM greets the Music Operators of America!

JONI JAMES
HOW IMPORTANT CAN IT BE?
Orchestra conducted by DAVE TERRY
MGM 11919 78 rpm • K 11919 45 rpm

ART MOONEY
HONEY BABE
From the Warner Brothers' Picture "Bottle Cry"
and NO REGRETS MGM 11990 78 rpm • K 11990 45 rpm

BILLY ECKSTINE
GIVE ME MORE THAN ANOTHER CHANCE
MGM 11948 78 rpm • K 11948 45 rpm

DAVID ROSE
TAKE MY LOVE
from the MGM film "The Glass Slipper"
and LOVE IS ETERNAL MGM 30975 78 rpm • K 30975 45 rpm

DEBBIE REYNOLDS
NEVER MIND THE NOISE IN THE MARKET
and CAROLINA IN THE MORNING MGM 11939 78 rpm • K 11939 45 rpm

DICK HYMAN TRIO
THE OLD PROFESSOR • BESAME MUCHO
(Kiss Me Much)
MGM 11951 78 rpm • K 11951 45 rpm

ROSALIND PAIGE
I THINK I'LL CRY AGAIN
MGM 11924 78 rpm • K 11924 45 rpm

HANK WILLIAMS
PLEASE DON'T LET ME LOVE YOU WINTER ROSES
MGM 11938 78 rpm • K 11938 45 rpm

KAY ARMEN
WONDER WHY LIGHT
MGM 11934 78 rpm • K 11934 45 rpm

MGM RECORDS
THE GREATEST NAME IN ENTERTAINMENT
Music Exhibitors Showing At MOA Convention

BOOTH #

7 — AMI, INC.

44-47 — BMI

21 — BILLBOARD PUBLISHING CO.

16 — CORAL RECORDS

14 — COLUMBIA RECORDS

25 — CAPITOL RECORDS

10 — THE CASH BOX

22 — DECCA RECORDS

15-17 — DOT RECORDS

9 — DOWNBEAT

57 — DOUBLE AA RECORDS

8 — GRAND OLE OPRY

BOOTH #

50 — LONDON RECORDS

12 — MERCURY RECORDS

13 — MGM RECORDS

20 — NATIONAL JUKE BOX MUSIC, INC.

11 — PERMO, INC.

5 — ROCK-OLA MFG. CORP.

24 — RCA VICTOR RECORDS

30 — SENTINEL RADIO CORP.

19 — STAR TITLE STRIP CO.

6 — J. P. SEEBUG CORP.

53 — WATCO RECORDS

4 — THE RUDOLPH WURLITZER CO.

23 — "X" RECORDS

Rush Adams

rising to stardom sings
The BIG ONE for '55!

"THE ROSE IN HER HAIR"

b/w

ONLY FOR YOU

MGM # X11953—45 rpm

VOTED AMONG
TOP TEN NEWER
MALE SINGERS ON
NATIONAL BILL-BOARD DJ POLL

MGM RECORDS

11953—78 rpm

"It's What's in THE CASH BOX That Counts"
Thanks, Ops—
For your help in giving us Four Straight Hits on Decca . . .
SHAKE, RATTLE AND ROLL
ROCK AROUND THE CLOCK
DIM, DIM THE LIGHTS
and NOW
MAMBO ROCK
BIRTH OF THE BOOGIE
Both on The Cash Box' Best Selling Charts, Issue of March 19

* MOTION PICTURES
Forthcoming short for

Personal Management: JAMES H. FERGUSON, 801 Barclay Street, Chester, Pa., Tel.: CHester 2-3004

"It's What's in THE CASH BOX That Counts"
There are many factors which go into the making of a hit record. Some say one thing is most important, some another. But almost everyone agrees that the basic material is of the utmost importance, i.e. the song you start with.

The search for the proper song is a never ending task. It is being carried on hourly by every A&R man and every publisher, not to mention artists, their managers, their friends and everyone else who has any sort of connection with them.

Mainly though the discovery of new material is a job for the publisher and the A&R man. It is these two who together find tunes, develop material, and in general are responsible for that end of a record.

The relations between A&R men and publishers has always been, and continues to be a touchy situation. Each of them has very specific problems which sometimes are not understood by the other. Or if understood, are not dealt with fully.

One of the big problems which publishers complain of is the limited time which A&R men have to see them. A publisher can make a date with an A&R man perhaps once every two weeks or so. And for that meeting he has to make a selection of available material to show him based on what he thinks the A&R man is going to want. It is many publishers' contention that many songs may be in a publisher's files which he doesn't take up to the A&R man, but which the latter might very well want.

And some publishers have found a solution to that problem.

It has become the practice now among some of the larger publishers to invite the A&R man up to his office instead of the publisher going to the record company. Several things are accomplished by this method. First, the A&R man is away from the pressures of his office, with the phone constantly ringing and new problems always arising. And secondly, in the publisher's office, the A&R man can leisurely go over much more material than he ever could in his own office. The entire catalogue is available to him and all the new things are right there before him.

Of course there are difficulties in this method of operation, the most important of which is the problem of getting an A&R man, who is always unbelievably busy, to get time enough to spend the hour or so that it takes.

But so far, A&R men who have followed that method, have found that there's gold in them thar hills, as the saying goes. For they have come up with hits which otherwise might never have been brought to light.

Here's a method of operation which A&R men and publishers should seriously think about and try to develop as an adjunct to their present way of operating. Of course we don't mean that A&R men shouldn't still be available to publishers—when they come to call. But we do see here a method of solving both the A&R man's and the publisher's problems by developing this additional procedure.

Up until now, tried as it has been on a limited scale, it has produced hits. And after all, that's the point of our business.
Now More Than Ever

DECCA RECORDS
GET THE PLAY!

Today's Hits

FOUR ACES
THERE GOES MY HEART
and
YOU'LL ALWAYS BE THE ONE 29455

BILL HALEY
and His Comets
MAMBO ROCK
and
BIRTH OF THE BOOGIE 29418

GUY LOMBARDO
and His Royal Canadians
BLUES MIRAGE
and
GREEN SLEEVES 29577

CRAZY OTTO
SMILES
and
GLAD RAG DOLL 29409

THE COWBOY CHURCH
SUNDAY, SCHOOL
OPEN UP YOUR HEART
and
THE LORD IS COUNTING ON YOU 29587

LENNY DEE
PLANTATION BOOGIE
and
BIRTH OF THE BLUES 29360

BURL IVES
THE BALLAD OF DAVID CROCKETT
and
GOOBER PEAS 29423

THE COMMANDERS
THE ELEPHANTS TANGO
and
COMMANDERS OVERTURE 29332

WEBB PIERCE
IN THE JAILHOUSE NOW
and
I'M GONNA FALL OUT OF LOVE
with YOU 29391

ERNEST TUBB
KANSAS CITY BLUES
and
THE WOMAN'S TOUCH 29415

Tomorrow's Hits

BING CROSBY
JIM, JOHNNY AND JONAH
and
FAREWELL 29483

SAMMY DAVIS, JR.
ALL OF YOU
and
SIX BRIDGES TO CROSS 29403

CATERINA VALENTE
THE BREEZE AND I
and
JALOUSH 29447

CRAZY OTTO
IN THE MOOD
and
MY MELANCHOLY BABY 29440

AL HIBBLER
UNCHAINED MELODY
and
DAYBREAK 29441

5 DI MARCO SISTERS
DREAMBOAT
and
TWO HEARTS, TWO KISSES 29470

JOE BARRETT
I'M SINCERE
and
WHY DID YOU BREAK MY HEART 29450

RUS MORGAN
SILVER MOON
and
HIGHTS OF SPLENDOR 29471

GEORGE SHAW
THE WATER TUMBLER TUNE
and
I'LL STEP ASIDE 29462

Red Foley
AS LONG AS I LIVE
and
MAKE BELIEVE (Till We Make It Come True) 29390

Come in and visit us
(Decca Suite #639-640)
Say "Hello" to some of
Decca's great recording stars.

MOA'ers

America's Fastest Selling Records

"It's What's in THE CASH BOX That Counts"
Good times or bad times the records continue to spin, around and around, in a merry whirl, at least 176,000,000 plays per week in the 550,000 juke boxes located in every type of known establishment in the U.S. This means 9,512,000,000 spins a year!

The greatest showcase for the artist ever known in the history of the world. A showcase for his wares, his talent, his ability. So outstanding it has never been equaled.

This, then, is the juke box business of America. The continuous whirling, spinning records that bring Americans everywhere in this great land, farm country, metropolitan city, cozy suburb, peaceful valley, rugged hills, the music of the artists of the world.

Here is the business essence which engenders the birth, the development, the growth of a tune to hit proportions. That makes unknown stars overnight. That zooms small salaried artists into the bigtime. That creates a diversion the like of which has never been known in all the world’s fantastic history.

Sunny or showery day, good or bad day, glad or sad day, the juke boxes of America spin 176,000,000 plays each week. Over 9½ billion plays a year. A fantastic number of plays. A thrilling deluge of music to a music loving peoples.

Here, in these 176,000,000 plays each week, are born new artists. Here, in these 176,000,000 plays is the surety bond for the established artists. Here, in these 176,000,000 plays, is the basis of an industry that produces the music America loves to hear.

As the juke box plays go up and down chartwise, as the play falls off, as it leaps up, so is it noticeable that sales go up or go down. Here, then, may be the answer to what record manufacturing executives want to know as to why their sales are down, or why they have gone up.

There are executives in the recording manufactories who have long ago noted sales drops comparable to play drops in the nation’s juke boxes and take cognizance of each time play goes up or down in the 550,000 juke boxes located throughout the U.S.A.

Here is the business guide for the man engaged in making recordings. As juke box play falls off he will, if he searches diligently, find that the sales curve on its downward trend will closely follow the chartwise drop in the nation’s juke box play.

He will, at the same time, find that the sales curve swings upwards as the play grows greater in the nation’s juke boxes and, from this chartwise curvature, will be able to translate his records into sales which assure his business success.

It is factual today to use the curving lines of the juke box’s ups and downs, as far as play action is concerned, for the sales of any of the leading record firms.

With the nation’s 550,000 juke boxes grinding on a tune—sales, most definitely go up—way up.

With but a small portion of the same 550,000 juke boxes grinding out a tune, sales will go ahead to the public in the same proportion.

An artist’s success, as has long been known, is based on this simple business process. If his records have what it takes, the public playing them in the nation’s juke boxes, means that the public will also buy them in a proportionate measure to the number of plays, and the sales will be noted on a comparative basis against the play action.

So as long as the nation’s 550,000 juke boxes continue to grind out a minimum of 176,000,000 plays per week, the artist, the record distributor, the record dealer and, especially the record manufacturer, is assured an ever steady market with the possibility of great growth as play goes up each day and each week to assure him a portion of the minimum of 9,512,000,000 plays per year.

The above figures, for the benefit of the reader, are based on the conservative estimate of but $8 per week gross intake for the operator in the nation’s 550,000 juke boxes, according to the prevalent commission arrangement with location owners (in a majority of instances) of 50½%-50%. The total intake of the individual juke box therefore is twice $8 or 360 nickel plays per juke box per week.

"It’s What’s in THE CASH BOX That Counts"
Among the songs the American Music-loving Public has favored most in the past few months are these... BMI licensed songs which have been consistently on the best-seller lists and on the charts of most-played on Radio, TV and Coin-machines...

**SINGING**

**EVA FRETTSON**

**ANNIE FRANK**

**THE BAND OF THE FIFTH AVENUE ORCHESTRA**

**THE CROONERS**

**THE RHYTHM AND BLUES**

**THE BALLAD OF DAVY CROCKETT (Wonderland)**

**BISHOP WOMAN**

**THE CRAZY 'BOUT YOU, BABY (Sunbeam)**

**DIM, DIM THE LIGHTS (Republic)**

**EVERLOVIN' (Tennant)**

**GOODNIGHT, SWEETHEART, GOODNIGHT (Are-Regent)**

**HEARTS OF STONE (Granite-Regent)**

**IF YOU LOVE ME (Duchess)**

**I'M A FOOL TO CARE (Peco)**

**LET ME GO, LOVER (Rumbalero)**

**MALAGUENA (E. B. Marks)**

**MBO (No Mapco Loca)**

**OPEN UP YOUR HEART (Hambro)**

**PLEDGING MY LOVE (Lion)**

**ROCK LOAN (Louis)**

**SHAKE, RATTLE AND ROLL (Progressive)**

**SH-DEE-OOM (Progressive-St. Louis)**

**SINCERE (Are-Regent)**

**THAT'S ALL I WANT FROM YOU (Weiss & Barry)**

**TWEEDLEDIE DEE**

**THAT LOUSE HOUSE (Hambles)**

**WEDDING BELLS (Robert Melvin)**

**WHITWER THOUGST (Brenner-Koreal)**

**THE RHYTHM AND BLUES**

**BIAZOOM! I NEED YOUR LOVIN'**

**DON'T YOU KNOW (Progressive)**

**COME IN AROUND (Progressive)**

**HONEY LOVE (Progressive)**

**MAMBO BABY (M & M)**

**LOVE OYVE (Progressive)**

**MAMBO BABY (S & S)**

**REMEMBER BABY (Regent)**

**SUNSTEP**

**WORK WITH ME ANNE (Lois)**

**COMPANY'S COMIN'**

**COURTIN' IN THE RAIN (Four Star)**

**DON'T DROP IT (American)**

**EVEN THO' (Arioa-Maple)**

**I DON'T WANT ANYMORE**

**IF YOU AIN'T LOVIN' (Central)**

**IF YOU ELSE SOMEBODY ELSE WILL DROP IT**

**I REALLY DON'T WANT TO KNOW**

**KISS-CRAZY BABY (Sheldon)**

**LOOSE TALK (Central)**

**MORE AND MORE (Commerdore)**

**THE NEW GREEN LIGHT (Brazos Valley)**

**ONE BY ONE (Arioa)**

**PENNY CANDY (Dondillon)**

**RELEASE ME (Four Star)**

**SLOWLY**

**SPARKLING BROWN EYES (Forest)**

**WHAT THE HELL'S GONNA DO NOW (Central)**

**YOU'RE NOT ANY MORE (Cedarwood)**

**COUNTRY AND WESTERN**

**BROADCAST MUSIC, INC. 585 FIFTH AVENUE NEW YORK 17, N.Y.**

**15**th **Anniversary**
The People Who Make Music

This is a fierce yet triumphant business. An exciting business. A business that tingles the spine and the entire nervous system of all who are engaged in it.

This is a business of anticipation. Of knowing what the public will want. Even before the public knows what it will want.

Of being able to perfectly time a release. Of gauging the complete merits of a tune. Of hearing it "in the rough" and polishing it into the brilliance of a sparkling diamond.

Of capturing instincts. Of pointing the way even before the path has been created. Of knowing, and loving, and living with people.

That's the music business. A business which has made heroes of many. Rich men of some.

A business as unpredictable and, therefore, as thrilling as what may happen tomorrow.

This is the business of music. This is the business of the "tune that clicks". Of the deep personal pride in such a tune.

This is more than show business. Because without music, where would show business be?

Music is what was born in the hearts and minds and souls of all the peoples of the world.

The business of music is the business of a nature's boy and a sophisticate. It is the business of the great and the small. (It can, overnight, make the small—great.)

This is the business of the dream in the musical mind of man. It is the lilting tune of his entire life.

The bright tune of his marriage. The faster tunes of his youth. The sentimental tunes of his agedness.

The tunes that escaped his memory. The tunes that were born with him. The tunes that became part and parcel of him.

All this, and much more, is music. It is the warming, brightening sunlight of the world.

And because music is the business in which we are engaged, the business we love, we must plan ahead for it.

We must realize that the little things we do today the few-and-stretched-out-far-between-things may be just the things that will affect the music we produce tomorrow.

We can't be selfish in the world of music. Because, although music is our business it is, in a very real sense, more than just a business. It is an art. It is the expression of the soul.

This, then, is written in the sincere hope that we, as the people who are most responsible for giving music to the nation, from its formulation thru its growth and into its final form, will remember continually that we must build for the future.

Tomorrow's music successes hinge upon the music people of today. It is they who will determine what kind of music world we will have. It is they who will decide whether we are to have an industry devoted to artistic endeavor or an industry in which the dollar matters above all.

We sincerely believe that the people in this industry of music, regardless of how tough they think they are inside themselves as business men, are still the artistic people of the world.

"It's What's in THE CASH BOX That Counts"
Johnny Desmond
Sings
"PLAY ME HEARTS AND FLOWERS"
And
"I'm So Ashamed"
CORAL 61379 (78 RPM)
and 9-61379 (45 RPM)

The McGuire Sisters
Sing
"IT MAY SOUND SILLY"
And
"Doesn't Anybody Love Me?"
CORAL 61369 (78 RPM)
and 9-61369 (45 RPM)

Les Brown
And His Band Of Renown
And The Lancers
Sing And Play
"SOMEBODY ELSE IS TAKING MY PLACE"
And "Cherry"
CORAL 61374 (78 RPM)
and 9-61374 (45 RPM)

Alan Dale
Sings
"CHERRY PINK"
(And Apple Blossom White)
And
"I'm Sincere"
CORAL 61373 (78 RPM)
and 9-61373 (45 RPM)

The Goofers
Sing
"FLIP, FLOP AND FLY"
And
"MY BABE"
CORAL 61383 (78 RPM)
and 9-61383 (45 RPM)

Don Cornell
Sings
"THE DOOR IS STILL OPEN TO MY HEART"
And
"MOST OF ALL"
CORAL 61393 (78 RPM)
and 9-61393 (45 RPM)

Teresa Brewer
Sings
"PLEDGING MY LOVE"
And
"How Important Can It Be?"
CORAL 61362 (78 RPM)
and 9-61362 (45 RPM)

Eileen Barton
Sings
"HOW-JA DO, HOW-JA DO, HOW-JA DO"
(If I Knew You Were Comin' I'd've Baked A Cake)
And
"FUJIYAMA MAMA"
CORAL 61377 (78 RPM)
and 9-61377 (45 RPM)

Billy Williams Quartette
Sing
"I WANNA HUG YOU, KISS YOU, SQUEEZE YOU"
And
"Smoke From Your Cigarette"
CORAL 61363 (78 RPM)
and 9-61363 (45 RPM)

Dick Jacobs
And His Orchestra And Chorus
Sing And Play
"MY DEAR"
And
"Play Me Hearts And Flowers"
CORAL 61380 (78 RPM)
and 9-61380 (45 RPM)

Coral Records
America's Fastest Growing Record Company

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

New Jazz At Carnegie

NEW YORK—Carnegie Hall opened its portals Saturday evening, March 12, to a jazz concert that added a new note in music appreciation. Dubbed "New Jazz at Carnegie", the show was the first of a proposed series of concerts intended for the serious jazz fan, who wants and expects an intelligent selection of the best in contemporary jazz.

A stellar array of established and up and coming jazz personalities delighted sold-out crowds with their fine display of instrumental and vocal interpretations. Featured on the roster were the Dave Brubeck Quartet, Gerry Mulligan, the Chet Baker Quintet and newcomer, Carmen McRae. Handling the encores deftly were the virtuoso trumpeter, Chet Baker, who within a short space of time has become a key figure in the jazz world; Graham, who performed the fans with his stylings of "Chiquita", "Take the "A" Train" and "Jumping Off A Cliff". The artist also showed his fine vocal ability as he tenderly rendered two lovelies, "But Not For Me" and "You Don't Know What Love Is". Sidemen in the polished group included Phil约束, Paul Desmond, new star Jack Lowler, bass; and Pete Lippman on drums.

Next, Carmen McRae, whose star shines bright on the musical horizon, wowed all with her fine, sincere and sensitive singing. The throat, with Dick Kats at the piano, Bob Bates, bass; and Joe Dodge on drums, outgunned with such favorites as "Frankie And Johnny", "Two Of A Kind" and "Waltz For Debby". The unpretentious player, performing his original "My Funny Valentine" (to perform with Baker in his original "pianola Quartet".)

Rounding out the show was the Dave Brubeck Quartet, recipients of many awards for being the outstanding jazz combo. The nucleus, featuring Paul Desmond, alto sax; Bob Bates, bass; Joe Dodge, drums; and Brubeck at the ivories, crowded the club with their deftly and most imaginative interpretations of "Don't Worry 'Bout Me", "Crazy Chris" and "When You're Smiling".

The entire performance, according to the fan reaction, proved to be a successful experiment and a most appealing experience. Producers of the package were Don Freeman and Robert Gardiner.

The arrival of Don Cornelius in London, before starting a tour of leading provincial theatres, was packed with excitement. Don was whisked away from the airport to his hotel for a very impressive presentation, the skit on all the London papers in big headlines. This was by no means the end of it. During his three days in our capital city, he crammed in audience meetings, one radio show, one newspaper appearance and last but not least, a very important recording date. Yes, within two days of landing from New York, Don was in the studio cutting two sides to be released immediately on the Vogue Coral label, and what sides they are! . . . Sorry to hear of the death of Mr. Frank Parker. The jazz world mourns a great alto star.

This week sees the arrival in London of Eddie Fisher, Debbie Reynolds, Merv, Fisher and Mervyn Reynolds not forgetting Milton Blackstone and entertourage. They're in for a wonderful time and will get a great kick out of the tremendous reception the stars receive at the London Palladium . . . Joan Regan who provides the title song for the sound track of the movie "The Girl From UNCLE" has been chosen as the hostess for television's "Your Hit Parade" show.
Now more than ever, London is important to juke box operators...

**GREAT ARTISTS—TRUE HIGH FIDELITY**

<table>
<thead>
<tr>
<th>Artist</th>
<th>Record Title</th>
<th>Catalog Numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stanley Black</td>
<td>POP GOES THE MAMBO</td>
<td>1528 and 45-1528</td>
</tr>
<tr>
<td></td>
<td>OH DEAR WHAT CAN THE MAMBO BE</td>
<td></td>
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<tr>
<td>Frank Chacksfield</td>
<td>BLUE MIRAGE</td>
<td>1535 and 45-1535</td>
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<tr>
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<td>MADEMOISELLE DE PARIS</td>
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<tr>
<td>Ted Heath</td>
<td>IN THE MOOD MAMBO</td>
<td>1534 and 45-1534</td>
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<tr>
<td></td>
<td>PEG O' MY HEART MAMBO</td>
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<tr>
<td>Johnston Bros.</td>
<td>MAJORCA</td>
<td>1545 and 45-1545</td>
</tr>
<tr>
<td></td>
<td>HEARTBROKEN</td>
<td></td>
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<tr>
<td>Vera Lynn</td>
<td>ADDIO AMORE</td>
<td>1551 and 45-1551</td>
</tr>
<tr>
<td></td>
<td>I DO</td>
<td></td>
</tr>
<tr>
<td>Mantovani</td>
<td>LAZY GONDOLIER</td>
<td>1510 and 45-1510</td>
</tr>
<tr>
<td></td>
<td>LONGING</td>
<td></td>
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<tr>
<td>Joan Regan</td>
<td>PRIZE OF GOLD</td>
<td>1542 and 45-1542</td>
</tr>
<tr>
<td></td>
<td>TOO MANY HEARTACHES</td>
<td></td>
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<tr>
<td>Lita Roza</td>
<td>TOMORROW</td>
<td>1559 and 45-1559</td>
</tr>
<tr>
<td></td>
<td>FOOLISHLY</td>
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<tr>
<td>Stargazers</td>
<td>SOMEBODY</td>
<td>1536 and 45-1536</td>
</tr>
<tr>
<td></td>
<td>NO MORE</td>
<td></td>
</tr>
<tr>
<td>Frank Weir</td>
<td>JOURNEY INTO SPACE</td>
<td>1540 and 45-1540</td>
</tr>
<tr>
<td></td>
<td>SERENADE TO AN EMPTY ROOM</td>
<td></td>
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<tr>
<td>David Whitfield</td>
<td>BEYOND THE STARS</td>
<td>1551 and 45-1551</td>
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<tr>
<td></td>
<td>OPEN YOUR HEART</td>
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<tr>
<td>Dickie Valentine</td>
<td>FINGER OF SUSPICION</td>
<td>1498 and 45-1498</td>
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<td>ENDLESS</td>
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“**It’s What’s in THE CASH BOX ThatCounts**”
A MUST!
UNIVERSAL TONE LEVEL

The other day we were relaxing a little, sitting in an easy chair and listening to a disk jockey program. The disk jockey was fine, the records were good, but it was hardly relaxing. For 3 or 4 times in the period of an hour, we had to jump up from the chair to turn the volume either up or down.

At one point we were being blasted out of the house; at another we could hardly hear the music.

A universal tone level is one of the basic needs of the record industry. Everyone who has ever heard the radio for a protracted length of time knows what a problem this is.

But more important even than disk jockey shows, this is a great problem in juke box locations.

In such a location, the customer cannot adjust the machine when it plays too loud or too soft. Either the owner has to keep doing it or if the juke box is in a tavern, the bartender. Obviously for a bartender to keep taking time out to adjust the sound level is uneconomical and disturbing to him. Not to mention how disturbing it is to his customers to have to keep asking him to do it.

For a long time now, The Cash Box has been pointing out to the record industry, and its trade organization, the RIAA, how vital this question is.

Unfortunately, as yet, little has been done about it.

It would seem to us this problem is one of the easiest to solve. Almost every record firm belongs to the RIAA and we can’t see where there is any controversial question involved here. It is simply a matter of agreeing on a particular tone level and everyone adopting it.

We’re certain moreover, that the companies themselves would be anxious to participate in such an agreement for it can only benefit them—and harm them in no way.

Anything that makes it difficult to play records, whether on juke boxes, on the radio, or at home, detracts from the entire record industry. Anything that makes it more pleasant to play records, helps.

In our opinion, agreement on a universal tone level can be easily achieved, should be achieved as soon as possible, and the RIAA should take the lead in bringing the record companies together on this matter.
Mr. Operator...

your consistent money-makers are on

CADENCE RECORDS

FOUR SURE FIRE COIN CATCHERS

THE CHORDETTES

with a smash follow up to "Mr. Sandman"

singing

"LONELY LIPS"

and

"THE DUDELSACK SONG"

CADENCE 1259

The Voice all America Loves

... with a great new release

JULIUS LA ROSA

singing

"PASS IT ON"

and

"LET'S STAY AT HOME TONIGHT"

CADENCE 1258

An exciting new record

MARY DEL

singing

"LEAVE MY HEART"

and

"NOBODY ASKED ME TO GO"

CADENCE 1257

THE TOP HATTERS

with a great new release

singing

"GO BABY GO"

and

"LEAVE-A MY GAL ALONE"

CADENCE 1255

"It's What's in THE CASH BOX That Counts"
DISTRIBUTORS SHOULD SELL—NOT JUST TAKE ORDERS

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

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

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

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

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

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

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

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

Any distributor who isn’t has no right to be in the record business.

"It's What's in THE CASH BOX That Counts"
HI THERE, MUSIC OPERATORS OF AMERICA

We're looking forward to seeing you at The CAPITOL Booth #25, at the Morrison Hotel during the Convention...

BOB MANNING
current release
"YOU ARE THERE"
"THE MISSION SAN MICHEL"
Capitol 3088

LEE KANE
current release
"EV'RY DAY"
"HOW WOULD YOU HAVE ME"
Capitol 3081

HANK THOMPSON
current release
"ANNIE OVER"
"IF LOVIN' YOU IS WRONG"
Capitol 3030

FARON YOUNG
current release
"LIVE FAST, LOVE HARD, DIE YOUNG"
"IF YOU AIN'T LOVIN'"
"If That's The Fashion"
Capitol 3056
Capitol 2953

OPS: Be sure to inquire about the Special CAPITOL EP Packages designed just for you.

"It's What's in THE CASH BOX That Counts"
Capitol Unveils EP Packages At Convention

NEW YORK—At the MOA Convention, Capitol Records will introduce its “Music For Operators Only” series of EP packages—three packages of 10 EPs each, especially designed and priced for the juke box operator. All records will be enclosed in plain sleeves and title strips will accompany each record.

Package 1 (Order # EJP 2) is titled “America’s Favorite Dance Bands.” It features Ray Anthony, Billy May, Woody Herman, Jackie Gleason, Dave Barbour, Benny Goodman, Pete Daily’s Dixieland Band, and Clyde McCoy. Standards and songs which they made popular.

Package 2 (Order # EJP 3) is called “Songs of Your Time” and stars Nat “King” Cole, Les Paul & Mary Ford, Frank Sinatra, Pied Pipers, Dean Martin, Four Knights and Bob Manning.

Package #3 (Order # EJP-4) goes under the title of “For Your Listening Pleasure” and features mood music by Buddy Hackett, Paul Smith, Jackie Gleason, Les Baxter, Art Van Damme, Quint, Chay Reyes, Nat Cole at the piano and Francis Scott.

Each package will sell for $7.60 as compared with the regular price of $8.70 for the 10 EPs. Capitol was very satisfied with the results on their “Jackie Gleason Presents Special Operator Package,” a package of 10 EPs or 20 singles which was offered to ops last December.

Best Record of 1954

NEW YORK—Decca was the record company which issued the “Best Record Of 1954” in both the pop and country categories in the Ninth Annual Cash Box Poll conducted among juke box operators. Above, the top Decca execs receive two Cash Box trophies commemorating the event.

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

THE CASH BOX

ALL FOR ONLY $15. PER YEAR

($2 issues)

THE CASH BOX

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New York 19, N.Y.

Please enter our subscription for 1 year ($2 issues) at $15. Enclosed Our Check   Please Send Us A Bill

FIRM NAME

ADDRESS

CITY ZONE STATE

Individual’s Name

HOLLYWOOD, CAL.—The artist who brought “Little Things Mean A Lot” to its number one spot was Kitty Kallen. Here she receives her trophy from Carl Taft, west coast representative of The Cash Box, on the set of “The Greatest Second Sex,” the motion picture she is currently making. Left to right are: Jeanne Crain; Carl Taft; Kitty Kallen; Director George Marshall; and Mamie Van Doren.

“IT'S WHAT'S IN THE CASH BOX THAT COUNTS”
Introduced on one of the year's biggest TV shows...

ENTERTAINMENT '55

Dinah Shore's WHATEVER LOLA WANTS (LOLA GETS)

From the forthcoming Broadway musical: "Damn Yankee" by Dick Adler and Jerry Ross

with CHURCH TWICE ON SUNDAY 20/47-6077

Henri René's Orchestra. Arranged by Hugo Winterhalter

A "New Orthophonic" High Fidelity Recording

"It's What's in THE CASH BOX That Counts"
NEW YORK—Patti Page wins her third Cash Box trophy as the best female vocalist of the year. Bob Austin presents it to her. On right, WNEW deejay Jerry Marshall gives Patti his trophy for her winning the same title on his "Make Believe Ballroom" poll.

"Best Band of 1954"

NEW YORK—Martin Block, whose "Make Believe Ballroom" show is heard on ABC, hands Ralph Mutterie (left) his Cash Box Award for finishing on top of the bunch as the "Best Orchestra of 1954".

Ops And Disk Stars Support Palsy Drive

NEW YORK—Music operators of New York once again showed their desire to assist in charitable functions when they turned out en masse at a Cerebal Palsy Banquet held at the Elegante Night Club last Sunday, March 30th. The banquet was held to acquire funds for a treatment center in Brooklyn, N. Y., for children who have become victims of the dreaded illness. Harry Shklind and Stanley Feldman were among the many operators who made up the crowd of better than 450 people. Meyer Parkoff of Atlantic, N. Y., and Sidney Levine, attorney for the N. Y. Opa Assn. and the MOA were also present.

The Three Chuckles ("X"), Alan Dale (Coral) and Georgie Weiss, one of America's top songwriters, provided tremendous entertainment for the evening.

Thrush's Film Debut

HOLLYWOOD—Anita Gordon, featured vocalist on KTLA's "Bandstand Revue", is making a musical short for Universal-International—her first attempt at the flickers.

Largely responsible for the young singer's movie debut is the rapid climb in popularity of her first record attempt for Decca—"His Hands".

"Best Vocal Group of 1954"

NEW YORK—Leonard Schneider (3d from right), vice-president of Decca Records, presents Herb Kessler (center), manager of the Four Aces, with the Cash Box Trophy for the Aces' winning of first place in the "Best Vocal Group of 1954" category of The Cash Box 5th Annual Poll conducted among the nation's juke box operators. Pictured above left to right are: Mike Conner, head of Decca promotion; Milt Gabler, A & R manager of Decca; Al Alberts of the Four Aces; Kessler; Schneider; Bob Austin, the Cash Box; and Lou Sylvosti of the Four Aces.

"Most Promising New Band of 1954"

NEW YORK—Richard Malony receives the Cash Box scroll from Bob Austin for being named the "Most Promising New Band of 1954" in the 9th Annual Operator Poll. Looking on are Alan Loden, on whose WPXI-TV show the scroll was presented, and (right) Lou Boorstein, presxy of Trans-Disc Distributing, "X" Records distributor in New York. Teen-age fans surround the presentation.

"Most Promising New Female of 1954"

NEW YORK—On Sammy Kaye's ABC-TVer "So You Wanna Lead A Band," Betty Maddigan receives her scroll from Bob Austin for topping the names in the race for the "Most Promising New Female Vocalist of 1954." Sammy Kaye seems pleased with the results.

"It's What's in THE CASH BOX That Counts"
The Hitmakers... together on one great record!

Hugo WINTERHALTER and HENRI RENÉ

CRYSTAL CHANDELIER
ENCHANTMENT

Her first for RCA Victor!
the fabulous

LENA HORNE

LOVE ME OR LEAVE ME
I LOVE TO LOVE

...Questo disco è magnifico!

LOU MONTE

The DREAMBOAT
ITALIAN WALLFLOWER
(I'll Dance With Her, Henry)

“New Orthophonic” High Fidelity Recordings
THANKS, OPS... for your wonderful help!

JAYE P. MORGAN

DANGER, HEARTBREAK AHEAD!

SOFTLY, SOFTLY

THAT'S ALL I WANT FROM YOU.

DAWN

heard exclusively on

RCA VICTOR

personal management: Duran-Kate Assn.

direction: Mercury Artists Corp.

705 Fifth Avenue, New York City

TORONTO TOPICS:

A Steck House fast becoming a favorite dining spot of the local music mob. Reminder of this was seeing several of the boys there last week

on their way to the broadcasters' convention at the Chateau Frontenac in Quebec City. It seemed that most of the boys and girls will be travelling for

the next couple of weeks since many of them plan to attend the MGA Convention the following weekend in Chicago. ... On the home front, we find "Pajama Game" at the Royal Alexandra Theatre for two weeks

which was clicked for renewed activities with the Dee-Jays who have been playing the records of its star Frank Warren. ... Hailed by the press was Warren. ... Hailed by the press was

the greatest show of its kind anywhere, this year's Canadian National Sportman's Show wound up in a blaze of glory last Saturday. It drew a lot of people and

out of business, thinking of country cottages and vacations. One of the highlights of the show was the impressive stage and water review which was presented twice daily. But musically, the top attraction was Bob Scott and His Canadian Pioneers whose square dance music was booked again making it the third year running that this ace breakdown Combo has held the spotlight at this annual event. The Bob Scott
date also sparked Dee-Jay and Operator attention to the hit platters (Alvin & Sparron), and are corollary a fine fan following. ... Local scribes Alex Berry (Globe & Mail) and Gordon Sinclair (Star) broke the story of London, Ontario's

14-year-old Priscilla Wright being signed to a record contract. The talented Medway High School gal got the nod via a singing jingle which she tran-
scribed for one of the major ad agencies. From there on things moved thick and fast. A first session was immediately waxed and released on the Spartan label. The four sides are released simultaneously, an innovation in Canada at least, and the tunes are: "I Wanna Dance To The Mambo Combo," backed by "Play Me Hearts And Flowers", and "Please Have Mercy" with "Man In A Raincoat". Already hear that U.S. disc jockeys are negotiating to release the Priscilla Wright sides in the U.S.A. Who says Kanuks can't get a break in their own country? ... With Spring weather being an added incentive, Buffalo showmen have been increasing the line-up of their ads in Toronto papers. Cameo in the Teck Theatre and The Little Club (McVana) and the Towne Casino of the Buffalo bistro belt foremost in the pitching for Kanuk patronage.

... To most Canadians, the headline of last week's Casino playbill was Wini-

nie's Donna Greene who with her violin wizardly pulled in the patrons. Long a favorite of your scribe, Donna is establishing herself in the vaude

house as capably as she does at Concert engagements. Donna got a very clever "teaser postcard" campaign that's been used to stir up advance interest in the new Rio Record label which should help to provide the necessary hype to get the new platter off and running in the boxes and with the platter

spinners.

MONTREAL MEMOS:

The Gullahogs, Capitol recording artists, opened this past week at the El Morocco. The four versatile vocalists-instrumentalists are drawing very good busi-

ness at this location. ... The Fontane Sisters of the Quality label (Dot in the U.S.) completed a very successful engagement at the Seville Theatre on the 23rd. Current show features Billy De Wolfe and MGM re-

cording artist Alan Dean. ... Holding forth at the

Montery area the Rhythm Riders Trio. ... Felicia Sanders who has had the local critics literally raving finished a very successful engagement at the Ritz Cafe of the Ritz Carlton Hotel. Current chanteuse is Ann Crowley. ... J. F. Morgan, who is currently rid-

ing high with her first record for RCA-Victor "That's All I Want From You" has been inked for a week's engagement at the Seville Theatre opening on May the 26th.

LONDON, ENG.—Don Cornelius, whose version of "Hold My Hand" was one of England's biggest hits, recently arrived in London for per-

sonal appearances. Above (l. to r.) are Marcel Stollman, The Cash Box London representative; Mannie Greenfield, Cornelius's manager; Don Cor-

nell; and Ernie Mills of Vogue-Coral Records, who is the label which released "Hold My Hand". In England two bollards were released in the r & b field.

“It's What's in THE CASH BOX That Counts”
The Hits That Make The Juke Boxes Jump

(We’re Gonna)

"ROCK AROUND THE CLOCK"

Featured in MGM Picture “Blackboard Jungle”
By BILL HALEY and his COMETS, Decca

"A. B. C. BOOGIE"
BILL HALEY, Decca

"HAPPY BABY"
BILL HALEY, Decca - LES BAXTER, Capitol

"ROCK-A-BEATIN' BOOGIE"
ESQUIRE BOYS, Guyden - BUDDY MORROW, Mercury
WILLIE RESTUM, Capitol - TRENERS, Okeh

"GREEN TREE BOOGIE" - "SUNDOWN BOOGIE"
BILL HALEY and his COMETS, Essex

And Now!

"MAMBO ROCK"

BILL HALEY and His Comets

MIKE PEDDICIN Quintette

and still MORE coming-

MYERS MUSIC

122 NO. 12th STREET
PHILADELPHIA, PA.
(Phone: Rittenhouse 6-3699)

"It's What's in THE CASH BOX That Counts"
The Cash Box, Music

Breaking for a SMASH!

“I MISS YOU SO”
Eddie Fontaine
X-0108 (4X-0108)

“BEGIN THE BEGUNE MARCH”
Richard Maltby
X-0094 (4X-0094)

“FOOLISHLY” The Three Chuckles
X-0695 (4X-0695)

THE CASH BOX

Sure Shots

The Cash Box “Sure Shots” highlight records which reports from retail dealers throughout the nation indicate are either already beginning to sell in quantity or else give every sign of doing so.

“UNCHAINED MELODY” — SLEEPER OF THE WEEK 3/12
Al Hibbler
Decca 29441; 9-29441

“DOOR OF DREAMS” — DISK OF THE WEEK 3/12
Perry Como
RCA Victor 20-6059; 47-6059

“COOL WATER” — BEST BETS 3/26
Frankie Laine
Columbia 40457; 4-40457

“LONELY LIPS” — DISK OF THE WEEK 3/26
Chordettes
Cadence 1259; 45-1259

Top 10 Best Selling Pop Albums

1. THE STUDENT PRINCE Mario Lanza (RCA Victor LM 1837; EBO 1837)
2. PETER PAN Original Cast (RCA Victor LOC 1019; EBO 1019)
3. MUSIC, MARTINIS AND MEMORIES Jackie Gleason (Capitol W 509; EAP 1, 2, 3, 4-309)
4. MUSIC TO REMEMBER HER Jackie Gleason (Capitol 570; EBF 1, 2-570)
5. ARTHUR GODFREY PRESENTS CARMEL QUINN Carmel Quinn (Columbia CL 629; B 491)
6. TONAL EXPRESSIONS Don Shirley (Cadence 1001)
7. MUSIC FOR LOVERS ONLY Jackie Gleason (Capitol H 352; EBF 352)
8. BRUBECK TIME Dave Brubeck (Columbia CL 622, B 473)
9. B.G. IN HI-FI Benny Goodman (Capitol W 565; 1, 2-565)
10. SELECTIONS FROM THE GLENN MILLER Glenn Miller (RCA Victor LPT 3057); EPT 3057
11. DEEP IN MY HEART Original Cast (E 3153; X276)

Going Formal

SPRINGFIELD, MASS.—The Four Tophatters (l to r) Pat Vassallo, Benny Grimes, Carmen Falcon and Chet Lane, pause for the birdie after making arrangements with Gordie Baker (center) of WSPR, Springfield, to appear at his forthcoming spaghetti and meatballs party to be held at the Golden Dome, West Springfield, on April 5th. Boys look as though they’re going formal.

“It’s What’s in THE CASH BOX That Counts”
TRADE PRESS AGREE . . .
Cash Box "BEST BET"
"... could do big things ..."
Billboard "SPOTLIGHT"
"... strong recording by Joe Barrett . . ."

The Record that Raised
a storm in the Midwest
and is Now Sweeping
the Country

"I'M SINCERE"

ARRANGED AND CONDUCTED BY GEORGE SIRAVO

MUSIC OPERATORS
OF AMERICA
Looking forward to meet and greet you at the Convention

"It's What's in THE CASH BOX That Counts"
THANKS, OPS
for helping to make these hits

1944—STRAIGHTEN UP AND FLY RIGHT
1945—FRIM FRAM SAUCE
1946—ROUTE 66
1947—I MISS YOU SO
1948—NATURE BOY
1949—LUSH LIFE
1950—MONA LISA
1951—TOO YOUNG
1952—WALKIN' MY BABY BACK HOME
1953—PRETEND
1954—ANSWER ME, MY LOVE

and now for 1955

"DARLING, JE VOUS AIME BEAUCOUP"

and

"THE SAND AND THE SEA"
CAPITOL 3027

Nat "King" Cole

MUSIC HAS NO BOUNDARIES

It's said that music is the universal language of man. And nowhere can that better be demonstrated than in the music which America loves and sings.

In the last several months, tune after tune has made its way from Europe and other continents into the hearts of the American public. There have been such songs as "Oh My Papa," "The Happy Wanderer," "The Little Shoemaker," "Anema E Core," "Softly, Softly," "Finger Of Suspicion," "Lazy Gondolier," and many others.

The basic appeal of music reaches everywhere. During the war and occupation, wherever American troops were stationed, they found music which they could adapt to their own tastes. That ability to appreciate the music of other lands has carried over so that today all sorts of songs can become American hits, songs from Europe, songs from the Orient, songs from Latin America.

What's equally important—and perhaps from the point of view of international relations even more important—is that the reverse holds true. There is hardly a country in the world that you can go to where American music is not being played. There is nowhere that American records are not being distributed. Of course we don't know what's going on behind the Iron Curtain, but we suspect that just as all people who long for freedom must manage to smuggle in somehow the things they love, so, many people enslaved in the world today must somehow manage to get hold of and play an occasional American record. For there's probably no medium that can better give them the hope to fight on and the confidence that victory is inevitable than music.

The proof of the effectiveness of the American recording industry in international relations is shown every time a recording star goes anywhere in the world. Though most of the world's population may never have seen some of our top recording names, their voices have made them household words. Patti Page goes to the Orient and huge crowds turn out to see her. Kay Starr goes to Latin America and she is a sensation. Guy Mitchell prepares a world tour and excitement runs high among record fans everywhere. Nat Cole, Frankie Laine, Johnnie Ray, Al Martino and numerous others visit England and they are wildly welcomed.

These are all American record names. Their reputations have been made through records—and records alone. They are known to the world almost exclusively through the sound they export on their disks.

What better proof is there of the universality of music?

In the music business, we sometimes have a way of depreciating ourselves. We talk about it as a small business compared to the giant of motion pictures and other mediums of entertainment. But that isn't really so as far as influence is concerned. American recording stars have helped to spread the gospel of the American way of life throughout the entire world. And they have done it through the most effective way conceivable—through music, which reaches to the very base of people's feelings and hopes and desires.

"It's What's in THE CASH BOX That Counts"
America's Juke-Box Favorite

Tony Bennett

Current Columbia Hit . . .

"CLOSE YOUR EYES"

and

"IT'S TOO SOON TO KNOW"

Columbia 40427

Grateful for the Consistent Spins!

Personal Management CHAUNCEY S. OLMAN
THIS PAGE IS ROCKIN' WITH RHYTHM...

KEEP ME IN MIND

Patti Page

MERCURY 70579 • 70579X45

WORDS BY JACK WOLF  MUSIC BY BURT BACHARACH

"It's What's in THE CASH BOX That Counts"
**I LOVE YOU**—Eddie Fisher—With Hugo Winterhalter and his Orchestra—RCA Victor LPM-1997 (12” LP)

So much in love, pretty baby, my one and only love; I can't give you anything but love, the girl that I married; I surrender, dear; what is this thing called love? Let your eyes love; my romance; love somebody love me; a little gift of roses; somebody loves me.

This is without a doubt, Eddie Fisher's best LP to date and it ought to be a smash for old-fashioned Bush口径 listeners. Winterhalter's orchestra features big bands, and Eddie dishes up a decent great romantic standards most of which have the usual album—its a collector's delight. Most of the sides listed above were and the others in the ballad category. The feature that really fascinates this reviewer is the fabulous four-color photo of Fisher on the cover. It's an amazing picture of the color of the future. It was done by the famous Mr. Fisher. The album is as good as sold if anyone sees the front cover. Should be Fisher's biggest selling LP to date. Fisher's performances speak for themselves. "They're tops."

**ROCK AND SWEET**—The Three Suns with string Orchestra—RCA Victor LPM-1986 (12” LP)

There is NO GREAT LOVE, a SINNER KISSED AN ANGEL; MOONLIGHT IN VERMONT; THE SALON; THE FLAMINGO; MAN SELL ON AN ORBANA, TOUCH OF YOUR LIPS; VELVET MOON; AUTUMN NOCTURNE; BLUE ORCHIDS; SKYLAND; IT'S DAWN AGAIN.

There is no doubt that the Three Suns are one of the best small group instrumental units in the country. Seldom can a vocalist, guitar, and accordion create such beautiful music. Place their amazing sound against a lush background and you have music at its best. This is what Victor offers on this LP. The boys also use excellent material, 12 great standards. "Sinner Kissed An Angel" and "Velvet Moon" would make a great single. Mood music that stands out from the run-of-the-mill string stuff. Great four-color cover photo of a gal in a negligee ought to attract a load of customers, too.

**FAVORS OF DICK CONTINO**—Mercury MG 25008 (12” LP)

**FLIRTATION WALK**—Robert Farron and his Orchestra—London LL 1053 (12” LP)

**KERN**; Scenario for orchestra on themes from "Show Boat"—and other selections.

This LP offers 14 numbers. R. B. Barron,OVEREIGN TO SCHOOL; SCANDAL; HERMANN; PIANO CONCERTO FROM "HANSCHER SQUARE"; TANZANIA; SCHEROZ; FROM "FLUSH AND FASHION"; RASKIN; THEME FROM "LAURA" (FROM "LAURA").

Werner Jannsen conducts the Jannsen Symphony of Los Angeles through five beautiful selections from "Show Boat." The orchestra is permitted a very fine job and admired for its work.

Robert Farron is an important figure in the development of mood music. As it is called, his LP has an appeal that is similar to the much newer. But since music has no national boundaries, here's an album that will be enjoyed by all. Fourteen warm and smoothly fashioned standards. On most mood music LPs, the orchestra allows up so much that the delicately. Here, however, there are good waiters and good fox trots. Fine material for a romantic mood.

**AN EVENING ON BROADWAY**—33 All-Time Hits from Carmen J. Show Boat, Oklahoma, South Pacific and others played by Charlie Kunz at the piano—London LL 1134 (12” LP)

The Broadway stage has been a fabulous influence on the entire world. Here, play these tunes at the keyboard and present 33 of Broadway's all-time great hits. Side one features selections from "Carmen," a number of the most popular tunes, music from "Show Boat," and four numbers from "South Pacific." Side two includes an Oklahoma medley, selection of Richard Whiting hits and the hits of Walter Donison, Ray Noble, Jerome Kern and others. If you like a solo piano and P'Way music, this is for you.

**JAZZ**

**OLD ROCKIN' CHAIR**—H百年 Cambodia and his Orchestra—RCA Victor LPM-3072 (1-10” LP)

**BLUES FOR SALE**—Billy Eckstine—EmArcy MG 20625 (10” LP)

**HERE'S ART TATUM**—Brunswick Records BL 54004 (12” LP)

**BANJO KINGS GO WEST**—Volume 2—Good Time Jazz L-26 (10” LP)

**FRANK SYMPHONY IN D MINOR**—RCA Victor LM-1882 (1-12” LP)

**FAMOUS TENOR ARIAS**—Cesare Valtelli—Cetra 50176 (1-10” LP)
My Sincere Gratitude… Ops!

FRANKIE LAIN

Current Columbia release

“COOL WATER”

and

“STRANGE LADY IN TOWN”

Columbia 40457

“It's What's in THE CASH BOX That Counts”
"Thanks Dad for all you’ve done for us"

Sarah Vaughan
"WHATEVER LOLA WANTS"
MERCURY 70595
The greatest record Sarah’s ever done.
A guaranteed smash hit!

Ruth Brown
"BYE BYE YOUNG MEN"
ATLANTIC 1051
Thanks for voting me “Most Programmed Female Vocalist of 1954”

The Drifters
"WHAT’CHA GONNA DO"
ATLANTIC 1055
Coming up and headed for the number one spot.

The Four Guys
"SAY YOU DO"
MERCURY 70575
... “Terrific” says The Cash Box

Personal Management
GEORGE TREADWELL
1650 Broadway, New York City, N. Y.

"It’s What’s in THE CASH BOX That Counts"
RCA Victor Announces “Miss Juke Box” Finalists; Ops To Choose Winner At MOA Convention

NEW YORK—RCA Victor has just announced the three finalists in its “Miss Juke Box of 1955” contest. One of the girls will be selected at the MOA on Tuesday, March 29, to carry the coveted title. The finalists are:

Sonny Graham, a twenty-eight-year-old from the Bronx. She used to sing with a group called the Rhythmettes.

Ginny Dennis used to sing under the name Virginia Maxey with such bands as Charlie Barnett’s, Tony Pastor’s and Bobby Byrne’s. She also was with the Modernaires and the Pied Pipers. She was born in Indianapolis.

Kay Malone, from Beverly Hills, Cal., was born in New Orleans. Both her parents did a song and dance act in show business. She sings in several languages.

All three girls will be in Chicago for the final judging. Coin-operators will meet the candidates and hear their recordings at the MOA convention. The winner will receive an RCA Victor recording contract and her sponsor will receive an RCA Victor 21” Color TV set. The other two candidates will be awarded RCA Victor “New Orthophonic” High Fidelity Phonographs.

All entries were submitted to Victor by coin-machine operators. The finalists were chosen by judges Bob Austin of The Cash Box, Paul Ackerman of The Billboard, Herm Schoenhof of Variety, and Hugo Winterhalter, pinch hitting for Joe Carlton who was called to the west coast.

Kohn Brothers Form Barclay Records

NEW YORK—A new record company to be known as Barclay Records, was formed last week by Roy and Al Kohn. The label’s first release, due April 13th, will feature Bob Jaxon, a new male vocal find. Plans are being completed for future releases which will feature lush instrumentation, a vocal group, and a girl singer in addition to Bob Jaxon.

Barclay Records will keep to the pop field only. Long established in their respective fields, Roy will handle promotion and Al will handle the arrangements and musical direction.

Barclay Records is a subsidiary of Alroy Music Company, Inc. located in New York City.

E. R. Lewis To Paris

NEW YORK—E. R. Lewis, president of London Records and English Decca Records, flew to Paris last Thursday, just to see the rugby football final match between France and Wales. He flew to Paris from New York and expects to return to London’s New York offices on Monday morning, March 28th.

Arrival

NEW YORK—Harvey Geller, promotion manager of Joy Music, last week became the proud papa of a baby girl named Alix Jody. This is his second child.

Capitol Debut

HOLLYWOOD, CALIFORNIA—Bunny Paul, Detroit favorite who joined the Capitol Record ranks recently is shown here in her first recording session of “Please Have Mercy” backed with “These Are The Things We’ll Share.” With her in the Hollywood studios of the company are Dave Dexter (center) repertoire man and Paul Smith, jazz pianist.

Mr. Operator:

"WHAT WOULD I DO (WITHOUT YOU)"

SO TRUE!

Sung by Lorry in U-I sheet

"Champ Butler Sings"

"SHOW ME THE WAY 2 DD" "TALK IT OVER WITH TO FORGET YOU" fine sides YOUR HEART"

LORRY RAIN—DOT RECORDS

Mgt. TIM GAYLE, 3912 Blue Canyon Dr., North Hollywood, Calif.

Sunset 3-0196

Top Tenners

LAS VEGAS, NEV.—The Crewcuts, playing the El Rancho Vegas this city, were visited by fellow Mercury artists, Georgia Gibbs and David Carroll. Between them, they have four tunes in the top ten. The Crewcuts are hot with "Ko Ko Mo" and "Earth Angel"; Her Nibs has "Twistee Dee" and is well on her way toward another top tenner with "Dance With Me Henry"; and David Carroll is selling a bundle with his "Melody Of Love". They're holding the famous Las Vegas silver dollars.

Meeting Dates Of Music Operators’ Associations

Apr. 4—United Music Operators of Michigan Place: Fort Wayne Hotel, Detroit, Mich.


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


5—Phonograph Merchants’ Assn., Cleveland, Ohio Place: Hollenden Hotel, Cleveland, Ohio (executive board).

7—Phonograph Merchants’ Assn., Cleveland, Ohio Place: Hollenden Hotel, Cleveland, Ohio (General)

7—California Music Merchants’ Assn. Place: Sacramento Hotel, Sacramento, Calif.

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

12—California Music Merchants’ Assn. Place: Fresno Hotel, Fresno, Calif.


13—New York State Operators’ Guild Place: Governor Clinton Hotel, Kingston, N. Y.


18—Westchester Operators’ Guild, Inc. Place: American Legion Hall, 57 Mitchell Place, White Plains, N. Y.


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


"It's What's in THE CASH BOX That Counts"
After a long hiatus, movies have at last come back into their own as far as the music industry is concerned. For much too long a time, songs from movies were dormant as far as general popularity went. But then themes from motion pictures began to be recorded as instrumental and they caught on with a great deal of strength.

Today any time you look at a list of the top records in the country, motion picture songs are always represented. In the last year, the following picture tunes made noise: "The High And The Mighty", "Three Coins In The Fountain", "Smile", "Hold My Hand", "Cherry Pink And Apple Blossom White" and "Unchained Melody".

It's not too hard to judge why movie songs should have such a great chance with the public. Everywhere the picture is being played the song is being plugged.

As a matter of fact, in one recent case it was possible to follow minutely the promotional effect of a film. The song was "Hold My Hand" recorded by Don Cornell and it was used as an integral part of the theme of the film "Susan Slept Here". When the record first came out, there wasn't an overwhelming reaction to it. But in each city that the picture played, sales immediately sprouted. This happened clear across the country so that the cumulative effect was to make the disk one of the nation's top sellers.

As far as juke box operators are concerned, it is extremely important to keep track of what musicals are playing a particular locality and to make sure that the machines have the songs from the film. For it has been found over and over again that people who have seen a movie and enjoyed the music in it, want to play that music when they see it in a juke box.

This holds true not only for big musicals, but for any picture in which a musical theme is involved. Some of our biggest records in the past year have come from non-musical films with a haunting theme melody which was exploited on records.

And the record business can also take pride in the fact that, just as a picture helps to promote a song, so can a record help to promote a picture. There's no doubt that several recordings of a particular movie theme being played on juke boxes and on the air help to make people want to see that picture. A striking example was "Three Coins In The Fountain" which was definitely helped by the great recordings of the song.

But as far as the music industry is concerned movie songs have once again come to mean money songs. Operators who are wise enough to take advantage of this, will profit both in terms of good will and increased play.

Buddy Robbins Named To Columbia Pictures Music Post

NEW YORK — Columbia Pictures Music Corporation announced last week the appointment of Buddy Robbins to the post of general professional manager. In his new position Robbins will act as liaison man with Columbia Pictures and the various record companies as well as play an active role in the promotion of the songs from Columbia films published by Columbia Pictures Music.

Recently Robbins was associated with United Artists and was active in the promotion of the music from such films as "The Barefoot Contessa," "Vera Cruz" and "Marty." Prior to that he was general professional manager for J. J. Robbins Music and George Paxton Music.

Self-Promotion Campaign

NEW YORK—Hank Barnett, new pop ballad singer on the Dot Label, is taking no chances. He recognizes the fact that he has to stimulate the men in the business to get them to plug him through to the public.

"A performer can't squawk if the public doesn't accept him. That's the idea of show business, but it's only too often that the people in the business itself either make or break a performer," explains Hank.

So he is starting his self-promotion campaign whereby he will attempt to draw a direct reaction from the public in a small city. By means of continuous newspaper advertising, he expects to assemble a listening audience. With the help of local disc jockeys in this small city he hopes to get his record aired often. Listeners will be asked to call the station collect and offer their opinion of Hank's recordings. Barnett will foot the bill for all the collect calls.

Ella Into Fairmont Hotel

Hollywood—Following a smash debut engagement at Mocambo, where she is currently being held over, Ella Fitzgerald moves into the Fairmont Hotel in San Francisco for three weeks on April 5. The Fitzgerald talents have heretofore been confined to jazz concerts and clubs.

Playback

HOLLYWOOD — Toni Harper listens to tape playsbacks with her Records presy Vick Knight at first session of the new coast label. Toni's initial sides, scored and conducted by Henry Russell with the Mellomen, featuring Thurl Ravenscroft, were released last week.

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

The March 19 issue of the Pittsburgh Courier carries a story by Alan Freed (WINS-New York) that should be read by all. Alan comes to full grips with the know-nothings who have been taking pot shots at rhythm and blues and rock and roll records and performers for the past six months. Freed recalls the attacks of such musicians as Paul Whiteman, Earl Fuller, Fletcher Henderson, Benny Moten and others faced in the early twenties. He points out that at the severe raps which he was subjected to by such artists as Benny Goodman and Count Basie, Alan defies rock and roll detractors with the statement "The Big Beat has arrived." "The Big Beat in American Music, which had surely become the new great "swing" and dance music of the nation," Freed wrote, "is to be seen in everything that is not the Chinese Red situation. The dynamic jockey, who never loses a race, is a national figure, his words and his presence being felt in every part of the country. The Big Beat is here to stay."

In other stories, we learn that Jerry Weber and Ahmet Ertegun of Atlantic are getting more and more intensive in their efforts to bring R&B to the masses. Both men have been working on a new album, which will feature hits by various artists, as well as some new ones. The album is scheduled for release in April.

The story also mentions that Steve Ross (WLEE-Richmond, Va.) has announced the release of a new album, "My Greatest Desire." The album features some of the biggest names in rhythm and blues, including Ray Charles, Otis Redding, and Sam Cooke. The album is expected to be a huge hit, and is sure to boost the popularity of rhythm and blues music even further.

Los Angeles:

The March 19 issue of the Los Angeles Times contains a story about the rise of rhythm and blues music in the city. The story notes that rhythm and blues has become a major force in the music industry, with many artists and labels specializing in the genre. The story also mentions that some artists, such as Ray Charles, have achieved national fame through their work in rhythm and blues.

There are also stories about the success of rhythm and blues music on the radio. The story notes that many radio stations now play rhythm and blues music regularly, and that this has helped to increase the popularity of the genre. The story also mentions that some artists, such as Ray Charles, have achieved success by playing rhythm and blues music on the radio.

The story concludes by noting that the rise of rhythm and blues music is a sign of the changing times, and that it is likely that the genre will continue to grow in popularity in the future.
Full Steam Ahead with ATLANTIC!

RUTH BROWN

CLYDE McPHERATER
and the DRIFTERS

RAY CHARLES

IVORY JOE HUNTER

LAVERN BAKER

THE CLOVERS

TOMMY RIDGLEY

THE CARDINALS

ARNETT COBB

SEE YOU AT THE CONVENTION......
The Cash Box, Music

Page 65

April 2, 1955

The Top Ten Tunes Noting Heaviest Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators in Dallas, Los Angeles and Other Cities Listed.

1. PLEDGING MY LOVE
   Johnny Ace
   (Duke 136)

2. THE WALLFLOWER
   Etta James & The Peaches
   (Modern 947)

3. I'VE GOT A WOMAN
   Roy Charles
   (Atlantic 1058)

4. LONELY NIGHTS
   Hearts
   (Raton 203)

5. I BELIEVE
   Roy Hamilton
   (Epic 9032)

6. MY BABE
   Little Walter
   (Checker 811)

7. WHADAYA WANT
   Baby
   (Spark 110)

8. MOVE IT OVER BABY
   Gene & Justice
   (Aladdin 3282)

9. PRESSING MY LOVE
   Johnny Ace
   (Duke 136)

10. I'VE GOT A WOMAN
    Roy Charles
    (Atlantic 1058)

11. BLUE VELVET
    Claves
    (Atlantic 1052)

12. HEAVEN IN PARADISE
    Headhunters
    (Dootone 359)

13. YOU DON'T HAVE TO GO
    Jimmy Reed
    (Vee-Jay 119)

14. LOVE WILL MAKE YOUR MIND GO WILD
    Penguins
    (Dootone 253)

15. LOVING YOU
    Lowell Fulson
    (Checker 812)

16. FLIP, FLOP AND FLY
    Joe Turner
    (Atlantic 1053)

17. CHOP CHOP BOOM
    Dogheart
    (States 147)

18. THE WALLFLOWER
    Etta James & The Peaches
    (Modern 947)

19. CLOSE UP EYES
    Fats Domino
    (Imperial 548)

20. EARTH ANGEL
    Penguins
    (Dootone 348)

21. THAT'S ALL
    I WANT FROM YOU
    Dinah Washington
    (Mercury 72517)

22. I WANT YOU
    The Drifters
    (Atlantic 1053)

23. I'M A MAN
    Bo Diddley
    (Checker 814)

24. BEACH PARTY
    The Penguins
    (Dootone 348)

25. SHIP OF FOOLS
    The Clovers
    (States 55)

26. THE WALLFLOWER
    Etta James & The Peaches
    (Modern 947)

27. SIXTY MILES OUT
    Etta James
    (Modern 947)

28. WHERE THE WIND BLOW
    The Clovers
    (States 145)

29. EARTH ANGEL
    Penguins
    (Dootone 348)

30. MY BABE
    Little Walter
    (Checker 811)

31. I'VE GOT A WOMAN
    Roy Charles
    (Atlantic 1058)

32. COME BACK
    Roy Charles
    (Atlantic 1058)

33. EARTH ANGEL
    Penguins
    (Dootone 348)

34. I'VE GOT A WOMAN
    Roy Charles
    (Atlantic 1058)

35. BLUE VELVET
    Claves
    (Atlantic 1052)

36. WHAT'S YOUR NAME
    Penguins
    (Dootone 348)

37. FLIP, FLOP AND FLY
    Joe Turner
    (Atlantic 1053)

38. PARTY TIME
    The Clovers
    (States 145)

39. YOU DON'T HAVE TO GO
    Jimmy Reed
    (Vee-Jay 119)

40. LITTLE WALTER
    Little Walter
    (Checker 811)

41. THE WALLFLOWER
    Etta James & The Peaches
    (Modern 947)

42. YOU DON'T HAVE TO GO
    Jimmy Reed
    (Vee-Jay 119)

43. WHAT'S YOUR NAME
    Penguins
    (Dootone 348)

44. FLIP, FLOP AND FLY
    Joe Turner
    (Atlantic 1053)

45. I'M A MAN
    Bo Diddley
    (Checker 814)

46. BEACH PARTY
    The Penguins
    (Dootone 348)

47. WHERE THE WIND BLOW
    The Clovers
    (States 55)

48. SIXTY MILES OUT
    Etta James
    (Modern 947)

49. THE WALLFLOWER
    Etta James & The Peaches
    (Modern 947)

50. EARTH ANGEL
    Penguins
    (Dootone 348)

51. MY BABE
    Little Walter
    (Checker 811)

52. I'VE GOT A WOMAN
    Roy Charles
    (Atlantic 1058)

53. COME BACK
    Roy Charles
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61. THE WALLFLOWER
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    (Modern 947)

62. YOU DON'T HAVE TO GO
    Jimmy Reed
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    Penguins
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64. FLIP, FLOP AND FLY
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68. SIXTY MILES OUT
    Etta James
    (Modern 947)

69. THE WALLFLOWER
    Etta James & The Peaches
    (Modern 947)

70. EARTH ANGEL
    Penguins
    (Dootone 348)

“HEAR THESE HITS!!!!

“MOST OF ALL”

MOONGLOWS

1589

“C'MON, BABY”

WILLIE MABON

1592

“LOVING YOU”

LOWELL FULSON

812

“MY BABE”

LITTLE WALTER

811

NEW RELEASE!

“BO DIDDLEY”

BY BO DIDDLEY

814

“It's What's in THE CASH BOX That Counts”
MAYMIE WATTS (Groove 1013)
- "THERE GOES THAT TRAIN" (2:20) [Viv-Cell Music BMI—McGill] Maymie Watts makes her debut on Groove with an excellent reading of the tune currently making noise in the Philadelphia area. A slow rhythm is blues effectively performed.

- "QUICKSAND" (2:42) [Larertas ASCAP—Douglas, Norman, Beard] Miss Watts ups the tempo and rocks out the infectious rhythm in good style. Goodhunk of wax that should get the gal known in short order.

OSCAR McLOLLIE (Modern 955)
- "PAGLIACCI" (2:25) [Leon Rene ASCAP—Rene, Scott] McLolllie comes up with an unusual item for his fans. A dramatic, middle-beat bounce done up in pop trimmings. Pretty melody and different enough to catch on. Give it a good listen.

- "ETERNAL LOVE" (2:30) [M & B BMI—Motola, Tabb] Flip is a quick beat jump item etched in for Tress. The deck is a good dance item and the Honeyjumpers bounce through it effectively.

GLORIA SHANNON (Ruby Records)
- "STATION BLUES" (2:45) [Melcy Cooper] Gloria Shannon sings a sassy country blues with feeling. Goo Goo Hutchinson’s orchestra provides an easy backing for the thrush.

- "BLUES AND SHUFFLE" (2:44) [Goo Goo Hutchinson] The Goo Goo Hutchinson Ork dishes up a driving quick beat instrumental.

STICKS EVANS ORCH. (Rivera 950)
- "GO-GO-GO-BLOW" (2:45) [Nassau Music BMI] The Sticks Evans Orchestra rock out a driving dipity with a periodic gangshout phrase to flavor things a bit.

- "DON’T STOP" (2:45) [Nassau Music] Flip is a bouncing middle beat blues with an effective vocal by Alvin Clark. Latin tempo for the dancers.

WILLIE MARION
- "COME ON BABY" (2:48) [Arc BMI—Mabon] Willie Marion comes up with a hot piece of material in a slow big beat ditty titled "Come On Baby". Rhythm rocks as Marion beggs his baby to make love to him. His chant style is very effective as Marion rocks home the simple but potent lyrics and it could turn out to be his strongest in some time. The flip, "I Feel So Good", is a quick beat staccato vocal well done, lacking the impact of "Come On Baby". It’s a side, 

- "WOW I FEEL SO GOOD" (2:43) [Arc BMI—Mabon] Marion brings home the simple but potent lyrics and it could turn out to be his strongest in some time. The flip, "I Feel So Good", is a quick beat staccato vocal well done, lacking the impact of "Come On Baby". It’s a side, 

THE BARONS
- "ETERNALLY YOURS" (2:15) [Commodore BMI—The Barons] The Barons glide through a slow blues ballad with feathery treatment. Pretty and restfull.

- "BOOM BOOM" (2:20) [Commodore BMI—Gold, Ray] The Barons change pace on the reverse side and jump through the middle beat effort with a zesty performance.

THE CASANOVAS (Apollo 471)
- "THAT’S ALL" (3:00) [Bess BMI—Mayfield] The Casanovas make a smooth team on their rendering of a slow ballad blues pretty. The wax comes off with potent effect and deck could make some noise.

- "ARE YOU FOR REAL" (2:44) [Bess BMI—Bob Woodward] Under deck is a fast beat jump ditty that the boys drive on. Ok wax and good two side.

THE PLATTERS (Federal 12204)
- "MAGGIE DOESN’T WORK HERE ANYMORE" (2:38) [American BMI—Taylor, Lynch] The Platters work over a cutie that should stir things up. The group rocks around the cute interpretations of Maggie. Deck is glossmiked all the way through and the chuckle effects come through in good style.

- "TAKE ME BACK, TAKE ME BACK" (2:22) [American BMI—Taylor, Lynch] A slow easy item with a romantic theme smoothly etched. Group different enough to make it.
“BE MY BABY” (2:58)  
[Time BMI—Black]  
“AINT NOBODY HOME BUT ME” (2:30)  
[Time BMI—Black]  
SUE ALLEN and OSCAR BLACK  
(Groove 0102)

- Sue Allen and Oscar Black team up on a wailing slow romantic blues and deliver a punchy side with loads of feeling. The tune, “Be My Baby,” is smartly handled by the pair. Sue Allen ranges from a tender and emotional projection to a rough tensed growl from down under. Black does well as the male portion of the love stricken duo. The B-side, “Aint Nobody Home But Me,” is an up tempo rocker blended in good style by the pair. Side will please both the ear and the feet. Good coupler, but for the heavy action it should be “Be My Baby.”

“CHOP CHOP BOOM” (2:10)  
[Pamlee BMI—Taylor, Smith]  
“MY AUTUMN LOVE” (2:25)  
[Pamlee BMI—Taylor]  
THE DANDIELERS  
(States 147)

- The Dandiefers come up with a quick beat cutie, “Chop Chop Boom,” that has the earmarks of a hit. It has the novelty, flavor and vocal treatment that could, given the proper exposure, take off. The group works together smartly with the lead vocal potently handled. Good wax that should not be overlooked. The flip, “My Autumn Love,” is a slow blues ballad pretty. Lead is again standout as he performs with heartfelt sincerity. Excellent two sider, with the potential for hitdom slightly in favor of “Chop Chop Boom.”

FLOYD JONES  
(Vee-Jay 126)

- “FLOYD’S BLUE” (3:45)  
[Conrad BMI—Jones] Floyd Jones and his orchestra etch a slow jump blues instrumental with a good wailing sound.

“ANY OLD LONESOME DAY”  
(3:09)  
[Conrad BMI—Jones] Jones sings a slow country blues with a true deep south flavor. Jones tells his melancholy tale with emotion.

THE MELLROWS  
(Joy Dec 801)

- “I WAS A FOOL TO LET YOU GO” (2:20)  
[Joe Davis ASCAP—Razaf, Dennicker, Davis] The Mellowes are just what their name implies, a mellow-smooth working group with a mellow, Lillian Lash. The tune is a pretty ballad given a sweet romantic treatment.

- “I STILL CARE” (2:05)  
[Beacon BMI—Lillian Lash] A similar ditty given the same sweet vocal caring. Utterly relaxing and tender on the ears. Two pretties. This side seems to shade the top deck.

THE EL DORADOS  
(Vee-Jay 127)

- “LITTLE MISS LOVE” (2:40)  
[Conrad BMI—Johnny Moore] The El Dorados blend excitingly on a driving up-beat with good results.

- “ONE MORE CHANCE” (3:08)  
[Conrad BMI—Johnny Moore] The El Dorados come up with a very strong wax in their treatment of the slow boomer romantic tune. A smooth working team that give their etchings that bit’s extra. Could make noise.

WARREN LUCKEY  
(Tocon 105)

- “THUNDERBOLT” (2:32)  
[Beacon BMI — Luckey] Warren Luckey and his tenor sax ride roughshod through a fast beat hard hitting item. For the rock and roll crowd who like their music! wild.

- “FISH BAIT” (2:10)  
[Beacon BMI—Warren Luckey] More of the same but in a slower vein. Luckey’s torrid horn blowing is sure to effect the kids. An effective rock and roll two sider.
Two Time Winners

MOA COIN-CATCHERS

Initial orders shipped in 5 days 111,000

B. B. KING'S LATEST

“LONELY & BLUE”

b/w

“Jump With You Baby,”

RPM 425

SMASH!

R&B and POP hit

“WALLFLOWER”

(Dance With Me Henry)

ETTA JAMES & The Peaches

Modern 947

GREATEST DISCOVERY

OF THE YEAR!

JOHNNY “GUITAR”

WATSON

sings & plays

“HOT LITTLE MAMA”

b/w

“Love To Love You”

RPM # 423

NEW YORK—Bob Austin (left) The Cash Box, presents Syd Nathan (right) proxy of King, Federal and Deluxe Records and Henry Glover, A & R exec of King, with two trophies for their smash tune “Work With Me Annie” voted the best rhythm and blues record of ’54 in the Cash Box 9th Annual Juke Box Operator poll. One trophy is for the best record of ’54, recorded by the Midnights on Federal, and the other trophy is for Lois Music EMI, publisher of the tune. Lois is King’s publishing firm.

“Best R&B Vocal Group of ’54”

NEW YORK—The Midnights, Federal Records’ big recording stars, receive their trophy from Bob Austin (center) for copping first place in the race for best rhythm and blues vocal group of ’54. The boys had a number of big hits in ’54 including the #1 record “Work With Me Annie”. One of the boys holds a gold record from Federal for the same song.

“Best Male Vocalist”

NEW YORK — Norman Orleck (left) of The Cash Box presents trophy to the “Boss of the Blues” Joe Turner, for winning “Best R & B Male Vocalist of ’54” honors. Alan Freed, WINS “Rock And Roll Party” (see jay looks on. Turner’s biggest ’54 disc was “Shake Rattle & Roll” for Atlantic.

“Best Female Vocalist”

NEW YORK—Ruth Brown, Atlantic through, receives her trophy from Norman Orleck of The Cash Box for being selected “The Best Female Vocalist in the Rhythm & Blues Field for ’54” in the 9th Annual Cash Box Poll. At the Apollo Theatre, that same night, Atlantic Records presented Ruth with a gold record for reaching the 5,000,000 mark in sales since she’s been with the diskery.

2 GREAT SPIRITUALS! Just Released

EDNA GALLMON COOKE

sings

“WHO’LL BE A WITNESS”

b/w

“MY JOY”

SEWANEE QUINTET

sings

“It’S HARD TO GET ALONG”

b/w

“JUDGMENT”

NEW YORK — Joe Turner, for winning “Best R & B Male Vocalist of ’54” honors. Alan Freed, WINS “Rock And Roll Party” (see jay looks on. Turner’s biggest ’54 disc was “Shake Rattle & Roll” for Atlantic.

BOSTON, Mass. — At Symphony Hall in Boston, Roy Hamilton (left) receives his Cash Box award from his manager Bill Cook for finishing first in the race for the “Most Promising New Rhythm And Blues Artist of ’54” according to the 9th Annual Cash Box Poll. Cook is also a d.j. on WAAT in Newark.

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

Nashboro Record Co., Inc.

177 3rd Avenue

Nashville, Tenn.

Write—Wire—Phone

(42-2215)
CLEVELAND, March 20 — "Big Chief" Norman Wain (WDOK) and Joe Loco combined forces over the weekend to run two successful mambo dances here.

On Saturday, Loco shared the bandstand with Joe Cooper and his local jazz group in a dance that was billed as a "Mambo VS Swing Dance" at the Pla-Mor skating rink. Over twelve hundred people jammed the hall to dance and watch the show.

Next night Wain moved the Loco quintet to the swank Tudor Arms Hotel where over five hundred of Cleveland's blue-bloods attended.

Both appearances were promoting Wain's "Mambo Matinee" heard daily on WDOK.

Wain is bringing Perez Prado to the Cleveland Arena Sunday April 3rd for a show and dance.

The Million Mark

HOLLYWOOD, CAL.—According to Doootsie Williams, Dootone prexy, the millionth record of "Earth Angel" by the Penguins will be sold this week. The platter was kicked off some 10 months ago in the L.A. area and hit immediately. Sid Talmadge of Record Merchandising in L.A. reports that he has topped the 165,000 sales figure and is still going strong.

3 of a KIND... ALL HITS!

Gene & Eunice

"THIS IS MY STORY"

# 3282

Johnny Fuller

"JOHNNY ACE'S LAST LETTER"

b/w

"Foole Paradise"

# 3278

Louis Jordan

"CAL, YOU NEED A WHIPPIN'"

# 3279

The Million Mark

HOLLYWOOD, CAL.—According to Doootsie Williams, Dootone prexy, the millionth record of "Earth Angel" by the Penguins will be sold this week. The platter was kicked off some 10 months ago in the L.A. area and hit immediately. Sid Talmadge of Record Merchandising in L.A. reports that he has topped the 165,000 sales figure and is still going strong.
Alan Freed Hosts Music Trade

NEW YORK—On March 8 Alan Freed, WINS disk jockey, was host to a large segment of the music trade at a luncheon at Al and Dick's Restaurant, this city. The occasion marked the six-month anniversary of Freed's arrival in New York from Cleveland. It was an Alan Freed custom in Cleveland to host the music trade once each six months and Freed announced it is his intention to do likewise in New York. (See The Cash Box story March 19)

“Night Train” Sponsors Music Excursion

“Night Train”, a daily program feature of WDVA in Danville, Virginia, will come to life on Friday April 1st when the Southern Railway will run a special roundtrip excursion from Danville to Lynchburg. The special will have a capacity of 400 passengers and will carry two dance bands to provide music throughout the trip, piped via public address system to each car from a baggage car located in the center of the train and manned by the WDVA engineering staff.

The calendar of events will include a dance session in the Danville depot from 7 to 8:15 p.m., the trip to Lynchburg from 8:15 to 9:35 p.m. and another dance session in the Lynchburg depot with the return trip to Danville winding up the gala evening at 12:30 a.m. Saturday (no school). City officials of Danville will accompany the teen-agers and will be greeted by Lynchburg officials heading up their teen-ager contingent. Speeches will be brief. Emerson J. Fryer, vice-president and general manager of WDVA, Stover Morris, Jr., commercial manager, and Earl Stogner, dispatcher of the “Night Train” program plus the station's promotion staff will chaperone the Danville group. Officials of the Southern Railway will also make the trip.

This excursion, sponsored jointly by WDVA and the Southern Railway, is an extension of the outstanding contribution the station has made in the interests of the teen-agers of its community during the past several years.

The formation of the Moose Teen Age Club is the work of WDVA and the station is the recipient of special commendation from the “Supreme Lodge of the World, Loyal Order of Moose”, Moosehart, Indiana. A similar project has been established in cooperation with the B.P.O.E. with a record session scheduled every Thursday afternoon at the Elks Club in Danville.

Last summer WDVA inaugurated an annual beauty contest and fashion show for teen-agers and the winner, Joan Reynolds, won an all-expense week at Carolina Beach, North Carolina.

Atlantic Ups 78 RPM To 98c

NEW YORK—Atlantic Records this week announced a change in the price of its 78 RPM records.

Effective April 1 the retail price of the 78 will be pegged at 98 cents. 45 RPM records will remain at the current sale price of 89 cents.

The price change will apply to both Atlantic Records and its subsidiary, Cat Records.

Ahmet Ertegun, vice president of Atlantic Records, said, “The 98c retail price has become an accepted trade price and since most distributors and retail dealers are enthusiastic about the 98c price it seemed the logical thing to do at this point.”

“It’s What’s in THE CASH BOX That Counts”
Breaking Down The Barriers!

A few months ago, The Cash Box heralded the emergence of rhythm and blues tunes into the pop field. We pointed out that for the first time, numerous records originally made for the R&B market were being bought by an audience which had never heard of them before.

Today this trend has become even more pronounced. Some of our top hits, such as "Hearts Of Stone", "Earth Angel", "Tweedle Dee", "Ko Ko Mo", "Sincerely", "Rock Love", "Pleading My Love", "It May Sound Silly" and others are selling great in pop stores and are receiving tremendous plays on juke boxes in pop locations.

Moreover, pop artists are jumping in to cover rhythm and blues songs as soon as they show any sign at all of making noise. Until very recently, artists and record firms used to wait until an R&B disk really hit the top before trying to cover it in a pop vein. Today that no longer holds. Rhythm and blues material has been showing such strong appeal that even before a song gets anywhere on the Hot Charts, it becomes an item to be reckoned with.

This whole procedure has been a gratifying one. There has been a tremendous amount of musical fulfillment which has been lost to a great majority of record buyers because of their lack of knowledge of the rhythm and blues market. Now, just as the folk field opened up an entirely new vista to us, the rhythm and blues field is once again showing us a new area in which we can appreciate different types of music than the ones we've known.

This trend in the music business has not only had a salutary effect upon our powers of appreciation but it has had a direct bearing on the amount of business being done in the industry. The record business has been good recently. And one of the main reasons for this is that we have been able to take records which ordinarily would sell to a limited market and spread them all over the country. This increases the total amount of records sold; it gives independent companies a chance at a major market; it gives established record firms an opportunity to experiment with artists which they formerly couldn't afford to bother with; it gives these artists a chance at the bigtime; and it gives writers and publishers a field to work in which was formerly only a minor area of activity.

The whole movement has broken down barriers which in the ordinary course of events might have taken untold amounts of time to do. How better to understand what is known to you than by appreciation of the emotional experience of other people? And how better are the emotions portrayed than by music?

All factions in our country have a vital contribution to make to our culture and understanding. The music and record industries could never accomplish anything greater than to contribute to that achievement.

We are proud of the people in our industry who are opening these doors. We trust this movement will continue, expand and prosper.

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

STARS OVER HARLEM

The uptown area is swinging once again and this time, as so many times in the past, a major part of the sales are brought about because of the terrific jocks rendered by the waiting newcomers. To mention a few of The Charms whose steady stream of hit releases have firmly established the group as national favorites. At breakfast and a quick chat with the very personable manager of The Charms, Herschel Bayless, we learned of the unlimited amount of success they enjoyed while touring with one of the hottest packages ever assembled. Some of the other outstanding artists who rounded out this thrilled filled package were The Moonglows, The Clovers, Faye Adams, Joe Turner, Lowell Fulson, Bill Doggett, Paul Williams, The Spence Twins, Al Jackson and The 5 Keys. The Hearts still riding high with "Lonely Nights"... Gene & Ernie following up their initial Ko-Ko-Mo sizzler with a two sc'el smasheroo that's really a lulu. Their newest "This Is My Story" B/W "Move It Over Baby" should make the op's quite happy, for in this platter they are afforded two chances instead of one to snatch the coins. . . . Johnny Ace and the flip side of his "Pleading" deal getting stronger and stronger. It's a cute little novelty blues reading that really swings. Dig it and you'll see just what we mean. . . . Richard Berry and "Please Tell Me" just the things to round out an entire package of digging the disc. . . . Eddie Heywood drops by to let us know about the many vocal versions of his "Land Of Dreams" which are due to hit the market sooner than soon. . . . Joe Turner's "Flip Flop, Fly\, Ray Charles' "I Got A Woman" chartbuster, The Cardinals' "Door Is Still Open, It May Sound Silly" starring Ivery Joe Hunter and Arnett Cobb's exciting "Flying Home" have the Atlanta front office jumping about like mad. . . . Dean Barlow and "I'll String Along" steadily climbing. . . . "Most Of All" the latest by The Moonglows doing likewise. . . . Johnny Sparrow and "Sparrow's Next" blazing away and away. . . . "Boom Diddy Wa Wa" presents Junior and Marie in top form. Louis Jordan resting in the country cool breeze before moving into the cutting rooms. . . . The Midnighters taking off for a quick breather before hitting the open roads once again this time with a few oldies, a few newies, all of which also spotlight the dynamic Arnett Cobb and crew. . . . Buddy Johnson and sister Ella hitting once again. This time it's "If You Would Only Say You're Sorry" B/W "Alrighty, Okay". . . . The Swallows and "My Baby" starting to move skyward. Hal Jackson, Lloyd Williams, Sara Lou & Buddy and Vic Bozman, all of W.L.L.B. keeping things good and groovy over at that station.

SAVOY HAS THE ORIGINAL!

only NAPPY can render the "Lill-Lill" in his original version!

"DON'T BE ANGRY"

by NAPPY BROWN

Savoy 1155

For both POP and R & B BUYERS!

ANOTHER SAVOY HIT!

"WHEN DID YOU LEAVE HEAVEN"

LITTLE JIMMY SCOTT

Savoy 1154

AND, ANOTHER SAVOY HIT!

"RAIN OR SHINE"

BIG MIKE

Savoy 1152

SAVOY RECORD CO., INC.

58 Market St., Newark, N.J.

HI GANG! . . . see you at the MOA CONVENTION

Lester Sill

Jack Levy

WATCH FOR OUR MOA SPECIAL!

"I GOTTA NEW CAR"

by E. Groves & Band

#114

"I LOVE PARIS"

b/w "One Kiss"

THE ROBINS

#113

SPARK RECORD CO.

8567 Melrose Ave.

Hollywood 46, Calif.

Phone Chasiter 4-7548

PLATTER SALES COMPANY

2567 Melrose Ave.

Hollywood 46, Calif.

Phone Chasiter 4-7548

"It's What's in THE CASH BOX That Counts!"
NEW YORK—There's been a great fuss lately about so-called dirty lyrics in R&B and Blues songs. No one will deny that some lyrics in R&B are suggestive—just as some lyrics in Pop and any other field are off-color. However, it has been our observation that Rhythm and Blues songs which become popular among the general public have as clean lyrics as any other song that is played on the juke boxes and on the air today. There is no responsible R&B man, no major record company that would knowingly cut questionable lyrics. It would be folly for them to do so.

The cry against R&B lyrics obviously comes from those well-intentioned sources who hesitate to encourage any competition and who really can't understand any other forms than the ones to which they have become accustomed.

In an effort to find out just what is dirty in current R&B songs, we have gathered together the top tunes from the field which are currently making noise in pop charts and reprint them hereafter.

We don't by any means claim that these are the best lyrics we've ever read or the most sophisticated or the most intelligible. However we do claim that as far as smut or double entendre is concerned, you will find none in all these lyrics combined, which is more than we can say about almost any Broadway musical in the last twenty years.

**TWEEDEE DEE**

**SINCERELY**

Sincerely, Oh! yes, Sincerely, 'cause I love you so dearly, please say you'll be mine. Oh! just a little bit more than I love you, I'll do anything for you, please say you'll be mine. Oh, Lord, won't you tell me why I love that fellow so, he doesn't want me, Oh, I'll never, never, never, never, ever. Sincerely, Oh, you know how I love you, I do anything for you, Please say you'll be mine.

Reprinted with permission of Arc Music Corp.—Sole Selling Agent: Regent Music Corp.

**TWEEDEE DEE**

**THEE ANGEL**

Earth Angel, Earth Angel, Will you be mine, My darling, dear, Love you all the time. I'm just a fool in love with you. Earth Angel, Earth Angel, The one I adore. Love you forever and ever more. I'm just a fool, A fool in love with you. I fell for you, and I know the vision of your love's loveliness, I hope and I pray That some day I'll be the vision of your happiness. Earth Angel, Earth Angel, Please be mine, My darling, dear, Love you all the time. I'm just a fool, A fool in love with you.

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**HEARTS MADE OF STONE**

Hearts made of stone will never break, For the love you have for them, they just won't take. You can ask them please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, please, 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please, please, please, ple
Greetings
Music
Operators
Of
America

DOUGLAS BRAGG
singing
"THE TEXAS SPECIAL"
b/w
"DAYDREAMIN"
CORAL 61364

HELEN HALL
singing
"WASTED LIFE"
b/w
"HONKY TONK HUSBAND"
CORAL 61359

THE BELEW TWINS
singing
"BEWARE OF SPEEDY GONZALES"
b/w
"SHE WADED IN THE WATER"
CORAL 61360

THE TEXAS STOMPERS
playing
"PINEAPPLE PUSH"
b/w
"DOUBLE EAGLE STOMP"
CORAL 61361

Here are CORAL RECORDS' bid for the Country & Western next Top Money Makers. Latch on to them for your share.

"It's What's in THE CASH BOX That Counts"
Thank You Music

QUEEN OF AMERICA'S FOLK SINGERS

Kitty Wells

sings

"MAKING BELIEVE"

b/w

"WHOSE SHOULDER WILL YOU CRY ON"

DECCA 29419; 9-29419

GOING GREAT

Kitty Wells — Red Foley

"AS LONG AS I LIVE"

b/w "MAKE BELIEVE"

DECCA 29290; 9-29290

Exclusive Management:

FRANKIE MORE

FEATURED STARS ON "GRAND"
Operators of America!

COUNTRY MUSIC'S TOP DUET

JOHNNIE AND JACK

"SINCERELY"

"CARRY ON"

RCA VICTOR 20-6014; 47-6014

Best Wishes Dealers, Distributors and Disk Jockeys

631 Murfreesboro Rd.,
Nashville, Tenn.
Phone 6-2215

OLE OPRY" WSM - TV
American Music Becomes National Rather Than Regional

For many years now, The Cash Box has suggested, advocated and described proper programming procedures for juke box operators. We have done it so often and with such intensity, that today almost all operators who know their business have a proper conception of commercial programming material. They know that in any one location there are many different types of customers who want to hear many different types of music. There is no longer a location in which only one kind of record can be played. American tastes are becoming more and more integrated so that almost everyone who is exposed to music has a variety of tastes. That lesson has been learned by juke box operators. And proudly we feel that The Cash Box has had a great deal to do with it.

But it seems not yet to have been learned by retail dealers.

Today the musical picture is changing so fast that any retailer who doesn’t keep up with the latest developments is losing an untold amount of sales.

The change that is taking place is an acceleration of the rate at which American music is becoming national rather than regional.

The juke box, the radio, television and the movies have all contributed to this process. And the end result is that rhythm and blues music no longer is limited to what used to be considered a rhythm and blues audience. Folk music is no longer limited to a regional audience. And pop music is popular all over the nation. A hit tune is a hit in every state, in every corner of the country.

The meaning of all this is that people are fast recognizing that the tastes of other people in other regions are as valid as their own. And with an open mind, they are learning to appreciate qualities which they never could see before.

As we said this has become most noticeable in the recent popularity of R&B music among pop audiences. Today many of our hit tunes are taken from that field just as many pop records are in top positions in R&B regions.

The implications for the music business in this tendency are tremendous. For a whole new area of appreciation is being opened up. It means that there will be a greater freedom in the writing of songs. There will be records that will appeal to a much wider segment of the population and therefore will be able to sell in larger quantities. And finally it means that American tastes are becoming broader, embracing the music of all America rather than just part of it.

Retail record stores in many areas still have this great lesson to learn. For the most part, juke box operators already know it. The sooner the storekeepers know it, the sooner they will be doing their part to spread American culture in the fullest sense of the word and the sooner will they be expanding their own possibilities for greater business and greater profits.

"It's What's in THE CASH BOX That Counts"
Stars of the "Ozark Jubilee"

Saturday Night - Coast to Coast - ABC Television
Salute the MOA

Hawkshaw Hawkins
RCA Victor

Red Foley
Decca

Porter Wagoner
RCA Victor

Chuck Bowers

Jean Shepard
Capitol

Foggy River Boys
Decca

Pete Stamper

Slim Wilson
Decca

Penny Nichols

"The Crossroads of Country Music"

Personal Appearances - Top Talent

Lou Black
Jewell Theatre - Springfield, Missouri
Phone 2-5088

The "Ozark Jubilee"
Produced by
RadioZark Enterprises, Inc.
Springfield, MO.

"It's What's in THE CASH BOX That Counts"
NASHVILLE—Kitty Wells, voted the "Best Country Female Artist of 1954" by the music operators of America in the ninth Cash Box poll, is pictured displaying her award as Charlie Lamb of The Cash Box points out that Kitty also won the most programmed country female vocalist award in The Cash Box Disk Jockey Poll for 1954. In addition Kitty won the most programmed country female vocalist award in The Cash Box Disk Jockey Poll for 1953.

"Best Country Artist"

NASHVILLE — Webb Pierce was voted the "Best Country Artist of 1954" in the Ninth Annual Cash Box Poll, in addition to having the "Best Country Record". Above Charlie Lamb presents the Grand Ole Opry star with his award. In 1953, Webb also won the "Best Country Artist" award presented by The Cash Box.

"Best Country Song"

NASHVILLE — One of the "Best Country Songs of 1954" in The Cash Box Poll was "Slowly" as recorded by Webb Pierce for Decca. Charlie Lamb commemorates the achievement by presenting a trophy to Jim Denny, publisher of the song. Denny's son, Bill, is present to share the honors.

"Best Female Vocalist of 1954"

NASHVILLE—Kitty Wells, voted the "Best Country Female Artist of 1954" by the music operators of America in the ninth Cash Box poll, is pictured displaying her award as Charlie Lamb of The Cash Box points out that Kitty also won the most programmed country female vocalist award in The Cash Box Disk Jockey Poll for 1954. In addition Kitty won the most programmed country female vocalist award in The Cash Box Disk Jockey Poll for 1953.
“Thanks To The Operators”  
By Lou Black, General Manager  
Top Talent, Inc., Springfield, Mo.

...My missus thanks you...my two youngsters thank you...I thank you...and my stockholders thank you...Yes, everybody who derives something from this fellow's efforts at booking country music talent should this week make a deep bow in the direction of "Mr. Music Operator U.S.A." Not just because the operator is the key source of promotion of such artists in my stable as Red Foley and Jean Shepard, but—equally important—because the operator is the firm's most reliable predictor of whether a given personal appearance attraction will draw in his locality. For my money, he's better than a crystal ball!

I've heard it said that advice is cheap; and certainly there's no shortage of folks willing to spill forth words of wisdom on the subject of a recording artist's dollars-and-cents popularity at the boxoffice. But worth its weight in gold is the opinion of a man who's in a position to really know. And I have discovered that the operator, even more so than the record store man, is in a position to know the public's tastes. Perhaps this is because many of the potential showgoers are not record buyers, but nearly everybody is a jukebox customer at one time or another.

Oftentimes, the advice I receive from an operator is more than just a "Yes, I feel that your attraction will draw here" or a "No, it won't"...Many have offered such sound suggestions as, "I think that boy, Porter Wagoner, would help your bill in this area, after the way folks went for his 'Company's Comin'" or "You've missed a good bet by not having Hawkshaw Hawkins on that show." And darned if acting on these suggestions hasn't paid off!

My profound respect for the operator stems not only from the cooperation he has shown me, but also from my observation of his abilities as a real promotions-type of businessman in his own right. My hat is off, for example, to such fellows as the midwestern operator who always attends my shows with a pencil and notebook in hand. During the course of the performance he takes down the title of every song sung by each recording act; traveling back through his territory a week or so later you'll find many of these numbers on his boxes.

And he tells me that if I have had a good house for my show, he can fully expect good business (from my ticket-buyers) on nearly all of the records, old and new alike, which were performed on the show.

More power to you, Ops!
Thanks Op's!
for helping make my newest release a double-barreled hit!

IF LOVIN' YOU IS WRONG
ANNIE OVER

Hank Thompson

RECORD NO. 3030

Capitol Records

See you at the
MOA
CONVENTION

"It's What's in THE CASH BOX That Counts"
Ed McLemore Overcame Many Obstacles To Establish Big "D"

By Henry Clay
General Manager KWKH

The future of the Louisiana Hayride is unlimited. Folk music has always had its followers and will always be one of the most popular forms of expression. KWKH has been a leader in the folk music industry since the first day it began broadcasting. When other radio stations refused to play so-called "hillbilly music," KWKH was airing regular programs by such stalwarts as the "Sunshine Boys," "Jimmie Davis," "Bob and Joe Shelton" and an endless number of well-known singers. To mention the wonderful entertainers who have appeared on KWKH would fill a goodly portion of this magazine. In the first days of radio, when KWKH was very young, most of your folk music fanatics were in the country but in this day and time they come from all walks of life and are just as apt to live in the city as in the rural areas. This is reflected by the fact that the Louisiana Hayride attracts a whopping 65 per cent of the listeners in the city of Shreveport. Suffice it to say, the percentage is even greater in the rural areas. We have extensive plans for putting the Hayride on television, and offering it on an open end basis is being thoroughly investigated. There is a distinct possibility that a half hour of the Louisiana Hayride will be aired each Saturday night on the CBS radio network. The Hayride is now heard every third Saturday on "Saturday Night, Country Style." It is interesting to note that the Hayride has developed more lasting talent than any other show of its type in the world. KWKH's Louisiana Hayride will continue to be "The Cradle Of The Stars".

MOA Special

Tommy Collins
"It Tickles"

By Brad Collins

"LET DOWN"
CAPITOL 17162
CENTRAL SONGS, INC.
6308 Sunset Blvd., Hollywood 28, Calif.

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

MOA Special

Tommy Collins
"IT TICKLES"

By Brad Collins

"LET DOWN"
CAPITOL 17162
CENTRAL SONGS, INC.
6308 Sunset Blvd., Hollywood 28, Calif.

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

SHREVEPORT, L.A. — Slim Whitman, Louisiana Hayride star, poses here with a Seeburg 100 machine.

JIMMY WORK singing
"MAKING BELIEVE"
Dot 1221

COLUMBUS, MO.—Solving a pre-show problem on Radiozark’s “Ozark Jubilee”, singing star and host Red Foley is shown here huddling with Director Bryan “Walt” Bloney (left) and assistant Director Fred Rains.

RAY PRICE singing
“ONE BROKEN HEART”
Columbia 21354

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

JIMMIE WILLIAMS SINGS on MGM
“NO ONE KNOWS”
b/w “These Blues Over You”
White Oak Music-BMI
7771 Cheviot Rd., Cincinnati 11, O.

NASHVILLE—The latest group of artists to enter into a “package show” arrangement is Capitol’s Martha Carson, Capitol’s Ferlin Huskey, and Mercury’s Bill Carlisle. X. Cosse, at the extreme right, is personal manager for Martha and Bill. Cosse is exclusive booking agent for Huskey. Bob Ferguson, absent from the picture, is Huskey’s personal manager.

JIMMIE DAVIS (Decca) and T. Tommy Cutrer (Mercury) of KCIJ lead the singing!

SHREVEPORT—At a recent get-together, former governor of Louisiana, and Decca recording artist, Jimmie Davis, hosted a group of friends at his home. After dinner, the fellows all joined together for some “old-time” singing! Pictured around the piano, left to right, are Horace Logan, Program Director of KWKH and producer of the “Louisiana Hayride”; Norm Bales of KWKH; Ray Bartlett, Slim Whitman’s personal manager; Bob Strack of KWKH; Wilbur D. Atkins, Assistant Attorney General of the state of Louisiana, and Jeff Dale of KENT. Jimmie Davis (Decca) and T. Tommy Cutrer (Mercury) of KCIJ lead the singing!

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ED CAMP  
(Imperial 8285; X-8285)  

"IT TICKLES" (2:28)  
[Central BMI—T. & W. Collins]  

"LITTLE DOWN" (2:04)  
[Central BMI—T. Collins]  

TOMMY COLLINS  
(Capitol 3082; F-3082)  

It appears as though Tommy Collins has come up with the sides that are going to make his name high  
up on the popularity charts once again. On the top lid, Collins and his female vocalist dish up a  
sprightly, quick beat cutie, dubbed "It Tickles." Lyrics tell about a neighborhood  
romeo whose music  
teaches really delights the gals when he kisses them. On the lower portion, Tommy and the thrush turn  
in a top calibre vocal duct as they wax a fast-paced, sentimental piece, labeled "Let Down." Both ends  
are sure to create loads of excitement in the jukes and over the counter.

JEANETTE HICKS  
(Columbia 21274; 4-21274)  

"JUST LIKE IN THE MOVIES" (2:21)  
[Cedarwood BMI — W. Walker] Jennette Hicks steps up to bat out a fast paced talk about a romance  
that didn't go according to script. Fetching instrumentation on a deck that should lure the spins.

JIMMIE DAVIS  
(Beaco 29445; 9-29445)  

"I MIGHT EVEN LOSE MY MIND" (Jimmie Davis BMI—J. Davis) Jimmie Davis dishes up a fine  
voical interpretation on an original, up-tempo tune with touching lyrics. Melody and lyrics blend in  
fitting fashion. A good deck.

BOB AND WANDA WOLFE  
(King 1450; 45-1450)  

"HOME MADE WINE" (2:22)  
[4 Star BMI—Wolfe, Clemenza, Wolfe] Newcomers to the label, Bob and Wanda Wolfe, husband and wife  
in real life, come up with an engaging vocal duct on a delectable, quick beat piece.

THE BELEW TWINS  
(Coral 61430; 9-61430)  

"SHE WADED IN THE WAFTER" (2:16)  
[Trinity BMI—J. Hicks] The Belew Twins take hold of some sappy material and send it across in infectious  
fashion. Charmingly harmonious on this catchy, fast paced ditty.

GLENN KIRBY  
(TNT 121; 45-121)  

"I LOVE BLUE EYES" (2:31)  
[TNT BMI—Riley] Glenn Kirby comes up with some effective warbling on a fast tempo item with heartfelt  
lyrics.

"TIED" (2:42)  
[TNT BMI—Riley] The chanter waxes an upbeat, feeling piece in easy-on-the-ears style. Distinctive instrumental  
backdrop on both halves.

ED CAMP  
(Imperial 8285; X-8285)  

"I'M TIRED OF LOVE" (2:45)  
[Commodore BMI — E. Camp] Smooth voiced Ed Camp gives out with a soft, sincere vocal job on this  
middle tempo, romantic lament. Subdued strings support the chanter.

VONNIE FRITCHIE  
(Fabor 119, 119-45)  

"YOU CAUSE BOOGER AVENUE" (2:34)  
[Dandelion BMI — D. Grasley, M. Lorrie] The talented tones of Vonnie Fritchie come over in a  
sparkling style on a light-hearted, quick beat ditty. This gal really loves her guy. A deck to watch.

BOB AND WANDA WOLFE  
(King 1450; 45-1450)  

"FULL MOON" (2:01)  
[4 Star BMI—Wolfe, Clemenza, Wolfe] Bottom side the artists deck out a fast paced, romantic ditty in colorful style.  
Appealing string backdrop.

WADE RAY  
(RCA Victor 20-6061; 47-6061)  

"EXCUSE ME" (2:37)  
[Springfield BMI—C. Walker] The splendid vocal stylings of Wade Ray coupled with a pleasing melody pro-  
vide for a potent, coin-catcher. Could be a click side.

GLEN RAY  
(2:35)  
[Hill & Range BMI — H. Barnos, D. Robertson] Ray warmly delivers a middle tempo, moral type  
item. The chanter states that happy endings are much more appreciated when preceded by sad experiences.

"LET DOWN" (2:04)  
[Central BMI—T. Collins]  

TOMMY COLLINS  
(Capitol 3082; F-3082)  

This is a pleasure to extend my best wishes to the Music Operators of America.  
Gratefully

Jim Reeves  
Latest Release  
"DRINKING TEQUILA"  
b/w  
"RED EYED AND ROWDY"  
Abbott 178  
178-45

It’s What’s in THE CASH BOX That Counts
"LOVE ME"
[BMI—S. Lewis]

"LIPS THAT KISS SO SWEETLY"
[BMI—Davis, Collie]

DON HAGGARD
(Excelsior 2025; 45-2052)

JOHNNY LEE and WAYNE WALKER
(Chez 4863; 45-4863)

TEXAS STOMPERS
(Coral 6136; 9-11631)

CARL PERKINS
(Flip 501; 45-501)

CARL PERKINS
[Hi-Lo BMI—Perkins] Carl Perkins comes through with a tasteful performance on a tantalizing, quick tempo romantic opus. Looks like the best place for Carl to woo his gal is at the Saturday night picture show.

"TURN AROUND"
[Hi-Lo BMI—Perkins] Under side is a slow beat, tearful item that Perkins treats to a warm reading.

RANDY ATCHER
[GMG; 11954; K-11954]

BLACKWOOD BROTHERS quar.
(RCA Victor 20-6048; 47-6048)

BLACKWOOD BROTHERS quartet come over in stirring and rich fashion on a great, fast paced sacred tune. A best bet for the market.

THE CASH BOX
BULLETHOLE OF THE WEEK

THE CASH BOX
BULLETHOLE OF THE WEEK

SINCEREST THANKS TO THE MD A MEMBERS

MAC WISEMAN

THE BALLAD OF DAVY CROCKETT"
[Wonderland BMI—T. Blackburn, G. Bruns]

"DANGER! HEARTBREAK AHEAD"
[Robbins, ASCAP—C. Barefoot]

MAC WISEMAN
(Dat 1240; 45-1240)

...Mac Wiseman, whose voice is a real pleasure to the ear, comes through in one of his strongest offerings in quite a while as he fashions a potent country waxing of the current pop smash, "The Ballad Of Davy Crockett". The tune, plugged on for past week for the third time on the nationally televised "Disneyland" series, is a sure bet to reach the top in both fields and Wiseman's waxing should lead the way countrywise.

SINCEREST THANKS TO THE MD A MEMBERS

DON HAGGARD
(Excelsior 2025; 45-2052)

"SOMEbody CLipped your WINGS" (2:24) [Excellent BMI—Haggard, Don Haggard and Junior Bass combine their voices in a adept fashion as they etch an interesting, quick tempo item. The artists receive an adequate instrumental backing by the Sunset Drifters.

"UNLOVeD, UNWANTED" (2:48) [Excellent BMI—Haggard, McIntire]. Haggard sings with an effective edge on his end as he solos on a slow tempo, broken hearted item. Two fetching sides.

TEXAS STOMPERS
(Coral 6136; 9-11631)

CARL PERKINS
(Flip 501; 45-501)

"MOVIE MAGG" [Hi-Lo BMI—Perkins] Carl Perkins comes through with a careful performance on a tantalizing, quick tempo romantic opus. Looks like the best place for Carl to woo his gal is at the Saturday night picture show.

"TURN AROUND"
[Hi-Lo BMI—Perkins] Under side is a slow beat, tearful item that Perkins treats to a warm reading.

SINCEREST THANKS TO THE MD A MEMBERS

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(Excelsior 2025; 45-2052)

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SINCEREST THANKS TO THE MD A MEMBERS

CINCINNATI CUT-UPS

A new Hillbilly weighed in Wednesday morning at Good Samaritan Hospital in the pounds. He is the son of Mr. and Mrs. Marty Roberts emce of WCKY's "Jamboree at the Sky" and the third son for Marty (Cornel) and his wife Mary, who named him Martin Brent. Marty tells me he hopes he will grow up to be a ball player, but I wouldn't bet his son he wouldn't be a jumping discs just like his famous Dad.

OTTO邊
(Louis Innoke (King) back in town this time as the new A&R head of country music at King records."

"I LOVE DIXIE"
Potter 1008 & 100845

CTG DISTRIBUTING CO.
FRANKLIN, NORTH CAROLINA
Exclusive national distributor

SINCEREST THANKS TO THE MD A MEMBERS
...A SMASH
COUNTRY HIT

Live Fast, Love Hard, Die Young
b/w Forgive Me, Dear

FARON YOUNG
Record No. 3056

EXCLUSIVE MANAGEMENT
HUBERT LONG
319 Seventeenth Ave. N., Nashville, Tenn.

TOM EDWARDS
WREH-Oklahoma City, Okla.
1. Davy Crockett (Walter Hackett)
2. Daydreamer (Bob Nelms)
3. Little Tom (Lenny Hackett)
4. Rockin' Man (Randy Hackett)
5. 'Long As I'm There (Randy Hackett)
6. 'Long As I'm There (Randy Hackett)
7. I Love You (Randy Hackett)
8. I Love You (Randy Hackett)
9. I Love You (Randy Hackett)
10. Hillbilly Heaven (Hines Dean)

JOHNNY SWANSON
Davy

CLARENCE KNEELAND
WICH—Joliet, Ill.
1. Are You Mine (M. L. Daved)
2. I'm Telling You Now (Davie)
3. In the Jailhouse Now (Davie)
4. If You Ain't Young (Davie)
5. Boss Old Haul (Fernie)
6. Boss Old Haul (Fernie)
7. Pledging My Love (S. H. Snow)
8. Never (Davy)
9. Leave Me Go, Lover (H. Snow)
10. Yellow Roses (Hines Dean)

BOB MCKECHAN
KCH—Topeka, Kan.
1. In the Jailhouse Now (Fernie)
2. If You Ain't Lovin' (Davie)
3. Open Your Heart (Davie)
4. The Lord Is Counting On You (Davie)
5. In the Jailhouse Now (Fernie)
6. Leave Me Go, Lover (Fernie)
7. Wait Around Your (Fernie)
8. The Lord Is Counting On You (Davie)
9. Hearts of Stone (Red Foley)
10. Watch Me, You Know It (Fernie)

CHUCKWALLOW CHUCK
NICHOLS
KOW—Baltimore, Md.
1. If You Ain't Lovin' (Fernie)
2. Long Time (Fernie)
3. Tomorrow (Fernie)
4. Day To Cry (Fernie)
5. Sincerely (Fernie)
6. My Love (Fernie)
7. Davy Crockett (Fernie)
8. You Know It (Fernie)
9. Hearts of Stone (Red Foley)
10. Watch Me, You Know It (Fernie)

CARL J. SWANSON
WRUN—Utica, New York
1. Making Believe (Joe Lott)
2. My Heart Is In The Jailhouse Now (Joe Lott)
3. I'm Gonna Fall Out Of Love (Fernie)
4. Leave Me Go, Lover (Fernie)
5. You Know It (Fernie)
6. Open Your Heart (Fernie)

SHERIFF TAYLOR
WDUD—Ypsilanti, Mich.
1. Will You Change Your Mind (Fernie)
2. I'm Telling You Now (Fernie)
3. Leave Me Go, Lover (Fernie)
4. Open Your Heart (Fernie)
5. Watch Me, You Know It (Fernie)

LEE SUTTON
WWVA—Wheeling, W. Va.
1. Are You Mine (Carl Smith)
2. If You Ain't Lovin' (M. L. Davie)
3. Long Time (Carl Smith)
4. Southern Blues (Carl Smith)
5. Leave Me Go, Lover (Carl Smith)
6. Little Tom (Carl Smith)
7. I Feel Better All Over (Carl Smith)
8. As Long As I'm There (Carl Smith)
9. I Can Read Between The Lines (Carl Smith)
10. Hillbilly Heaven (Carl Smith)

F. M. SMITH
WKH—Huntsville, Miss.
1. Live Fast, Love Hard, Die Young (Huntsville)
2. Carry On (Huntsville)
3. Rockin' Man (Huntsville)
4. Pledging My Love (Huntsville)
5. 'Long As I'm There (Huntsville)
6. 'Long As I'm There (Huntsville)
7. I Love You (Huntsville)
8. I Love You (Huntsville)
9. I Love You (Huntsville)
10. Hillbilly Heaven (Huntsville)

LILIE ANNE
WRC—Hickory, N. C.
1. Gotta Get My Baby (Hickory)
2. Gotta Get My Baby (Hickory)
3. Hillbilly Heaven (Hickory)
4. Are You Mine (Hickory)
5. I'm Gonna Fall Out Of Love (Hickory)
6. Leave Me Go, Lover (Hickory)
7. Hillbilly Heaven (Hickory)
8. You Know It (Hickory)
9. You Can't Hardly Get Them../
10. Open Up Your Heart (Hickory)

"It's What's in THE CASH BOX That Counts"
Greetings Music Operators Of America . . . Best Wishes!

from ED Mc LEMORES

BIG “D” JAMBOREE

and its artists...

JOHN HARPER
(Co-producer & M C)

LA FAWN PAUL

SONNY JAMES
Capitol

JIMmie COLLIE
Hickory

HANK LOCKLIN
Decca

CHARLINE ARTHUR
RCA Victor

JOHNNY HICKS
Columbia

DOUGLAS BRAGg
Coral

RILEY CRABTREE
Columbia

HELEN HALL
Coral

BELEW TWINS
Coral

THE STOMPERS
Coral

BIG D BAND

ORVILL COUCH
Imperial

JOE BILL

THE SOUTHWEST’S BIGGEST, OLDEST, BOLDEST AND BEST COUNTRY MUSIC ATTRACTION!!!

Artist Available Through
BIG "D" JAMBOREE ARTIST BUREAU
Sportatorium, Dallas, Texas
Stering 4374

CBS RADIO
"SATURDAY NIGHT COUNTRY STYLE"
KRLD - AM-FM-TV

Presented Every Saturday Night from
Ed McLemore’s
SPORTATORIUM
DALLAS   TEXAS

“IT'S WHAT'S IN THE CASH BOX THAT COUNTS”
WSM GREAT OLE GREY... Cowboy Copas (King) and his group now in the midst of a thirteen-day tour of Army Camps. Copas is also scheduled for a tent show tour early this month with Al Jolson. On his tour are Acuff and his Smoky Mountain Boys and Kitty Wells getting set for a thirty-five day tour to the West Coast, according to the offices of Kitty Wells, manager of the Johnnye and Jack and Kitty Wells package says that business with this package has been solidly successful! Eddie Hill (RCA Victor) and his crew spent an entire day at The Opry with the program of all "old records" by country artists one night a week (Thursday) on the Opry at THE Opry: YOUTH WSM. 11:12-11pm. Hal Smith, manager of Carl Smith (Columbia) and his Tunesmiths, lining up a special record promotion for the sessions, will use the Opry to try to reach new personal contact and other mediums of record exploitation! Hank Snow (RCA Victor) just returned last week from a successful tour of the United States and Canada. Col. Tom Parker, Snow's manager, along with Mrs. Parker and Slim Whitman (Imperial) went back in Nashville after visit to Tampa, Florida. Tom Disken, of Jamboree Attractions cared for the business while Snow and Parker were out of town! Webb Pierce (Decca) back in Nashville after a very extensive and successful tour into Canada. Bob Ferguson, manager of Ferlin Huskey, reports that Bill Carlisle! Faron Young, the Wilburn Brothers along with Webb Dickerson just completed a group of personal appearances in the East. Also was a guest on the Pee Wee King Show last Saturday (March 26). Marty Robbins busy working in Texas this week. Benny Martin getting big push from his many deejay friends with his new tunes "I'm Glad You're Mine" and "You Know That I Know". Martin has been working with various groups on the "Opry" for several years and only recently was signed to a Mercury recording contract.

HAIRDYE HAPPENINGS... Jimmy Newman (Dot) continues to push ahead with his recording of "Daydreaming" and "Cryin' For A Pastime". Jimmy is a regular member of the "Louisiana Hayride" and just last month celebrated his first year with Dot Records! Jim Reeves, Jim Ed Brown, and Maxine Brown, and Dido Rowley continue on tour...this week they work personal appearances in Shreveport on April 7. Jimmy Lee and Tommy Walker (Chess) get good reception on their recent release "Love Me". "Cold Love" and "You Know That I Know". Martin has been working with various groups on the "Opry" for several years and only recently was signed to a Mercury recording contract.

BIG "F" JAMBOREE... According to word from publicity chief Johnny Delan, the Big "F" is having a successful tour. The group had their home base of Shreveport on April 7. Jimmy Lee and Tommy Walker (Chess) get good reception on their recent release "Love Me". "Cold Love" and "You Know That I Know". Martin has been working with various groups on the "Opry" for several years and only recently was signed to a Mercury recording contract.

FROM THE CROSSROADS OF COUNTRY MUSIC... Cliff Rodgers of WHK in Akron, Ohio plans to bring the entire "Ozark Jubilee" to the Armory there in April for a personal appearance. Red Foley on his "Ozark Jubilee" Show--ABC-TV, Saturday, March 26. Saluted the Music Operators of America prior to their convention being held in Chicago March 26-30. Dub Allbritton, Foley's manager, reports that Foley and his group will be working for Hap Foshee in Chicago, Kansas on January 24. Check Brown, another singer from the "Crossroads of Country Music" made his debut on the "Jubilee" Saturday, March 22. Joe Black getting assist from Jim McCone nell at the Top Talent booking office. McConnell presently has several "Jubilee" acts on tour.

WWVA WHEELING JAMBOREE... Doc Williams and his Border Riders just completed ten days in Vermont and have now worked into New Jersey. In spite of sixty (60) inches of snow!!! Lee Sutton now handling announcing chores on their show now at the Wheeling and Jamboree and their segment on the very successful "Night Country Jamboree" on West Virginia Network. Monty Blake, WWVA Artist Service head, just got some good crowds for the group at the Opry. For Lee Marcie Gay and Virginia Gomber (The Harmony Sweethearts) to do a six-month engagement in Anchorage, Alaska. "I'm The Devil Who Made That Way" is going very heavy and is one of the best sellers of the season. "I Keep On Singing" and the late Bill Wilma and the Clinic Mountain clan just back from two weeks in Maine and New Hampshire. Gene Hooper now doing twenty nights nightly "live" in Lee Sutton's Jamboree Party deck show. Don Edwards has a new Columbia release "Wouldn't You" and "Give Me A Little Chance".

COUNTRY SMATTERINGS... Note from Jack Turner (RCA Victor) let us know that the Junior Chamber of Commerce in Haleyville, Alabama...
Many Thanks to MOA Members for featuring the recordings of our artists...

The Louisiana Hayride

“It's What's in THE CASH BOX That Counts”
Select-o-matic music systems

HIGH FIDELITY HERE

high fidelity
at your
finger tips

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

America's finest and most complete music systems
The Family's Together Again

For the first time in many years the family has come together again. This fifth annual convention of Music Operators of America has brought together in Chicago members of the industry who haven't seen or met with each other in years.

Not only the manufacturers, distributors and operators of automatic music from all over the country, and from out of the country, but also vending and amusements people who haven't had the opportunity of seeing or greeting each other in years.

In addition there are the recording manufacturers, distributors, music publishers and their contact men, and many, many others allied to the automatic music, vending and amusements industries, who are meeting with people they haven't met with in some years now.

As someone stated, "MOA is bringing the family together again." And the possibility is, provided that Music Operators of America continue ahead as progressively as they have that in years yet to come, perhaps all the family will again come together as it used to once during the year, to meet and greet each other in convention-met.

If MOA accomplishes nothing more at this fifth annual convention at the Morrison Hotel in Chicago, March 28, 29 and 30, 1955, it can glory in the fact that it has been largely responsible for an achievement few ever believed would again come about. The meeting of a great majority of the members of the coin machines family in one city and at one time.

This large and festive convention is a far, far cry from the very first meeting that came about to create what is today known as Music Operators of America, Inc.

How well The Cash Box remembers this event. For it was The Cash Box that energetically hustled about thruout the City of Chicago the day before, and all the morning and afternoon previous, to bring about the first meeting ever called. This very first meeting was held in The Cash Box suite at the Bismarck Hotel here in Chicago just seven years ago.

At this meeting in its hotel suite, The Cash Box urged the formation of Music Operators of America as the "watch-dog" for the industry, against any and all adverse national legislation.

Those who were present, and practically all automatic music leaders were there, agreed with The Cash Box, and so Music Operators of America, Inc., came into being.

This fifth annual convention of MOA is a far cry from that very first meeting. The Cash Box, and all who were then present, can take great pride in this achievement. For definitely this is an outstanding achievement.

There is no doubt that those who are present here in Chicago at this fifth annual convention will have much to think about before and after they leave.

Whatever they will think of the business meetings, the exhibits, the general conversations and usual good times, is only a part of the bigger thought.

The big moment will be the nostalgia which this convention will bring to men who will remember how, prior to World War II, the industry met as a single and solid unit, year after year.

All the industry, whether music, vending or amusement, gathered together. Talked and laughed but progressed because of these once-a-year meetings.

The family, the greater part of it, is together again. Brought together by this fifth annual convention of Music Operators of America, Inc.

This is, therefore a very historical date. A date to remember. And to look upon with deep thought.

This proves that the family can and should get together, as it used to meet years ago, and bring back the comraderie as well as that harmony which existed between all divisions of the industry.

This is a great convention, regardless of what else happens and/or transpires during the three days of this meet, only because the family's together again.
MOA 5TH ANNUAL CONVENTION UNDER WAY

Biggest Meet Of All Time Of Nation's Music Operators Takes Place At Morrison Hotel, Chicago

CHICAGO — Beginning Monday morning, March 28, MOA (Music Operators of America) holds its 5th annual meeting and convention at the Morrison Hotel, this city.

Every indication points to the fact that will be more music operators, more people from the music industry, more operators of amusement machines, vendors and kiddie rides at this meeting than in any of the MOA's four previous conventions.

In addition, more exhibitors than in previous years are on hand with exhibit booths—and more to see.

Chicago manufacturers are without exception holding open house for conmen visiting the windy city.

The Tuesday night banquet, as in other years, will bring together the greatest array of recording stars.

EXHIBITORS

<table>
<thead>
<tr>
<th>Booth</th>
<th>Booth</th>
</tr>
</thead>
<tbody>
<tr>
<td>35—A. B. T. Manufacturing Corp.</td>
<td>32</td>
</tr>
<tr>
<td>7—Ami, Inc.</td>
<td>33</td>
</tr>
<tr>
<td>31—Auto-Photo Company, Inc.</td>
<td>50—London Records</td>
</tr>
<tr>
<td>58 and Bally Manufacturing Co. 59</td>
<td>12—Mercury Records</td>
</tr>
<tr>
<td>44 and Broadcast Music, Inc. 47</td>
<td>13—M-G-M Records</td>
</tr>
<tr>
<td>21—The Billboard Publishing Co.</td>
<td>20—National Juke Box Music, Inc.</td>
</tr>
<tr>
<td>16—Coral Records</td>
<td>1</td>
</tr>
<tr>
<td>18—Capitol Projector Corp.</td>
<td>2</td>
</tr>
<tr>
<td>14—Columbia Records</td>
<td>11—Permo, Inc.</td>
</tr>
<tr>
<td>25—Capitol Records</td>
<td>5—Rock-Ola Manufacturing Corp.</td>
</tr>
<tr>
<td>10—The Cash Box</td>
<td>24—RCA Victor Records</td>
</tr>
<tr>
<td>22—Decca Records</td>
<td>30—Sentinel Radio Corp.</td>
</tr>
<tr>
<td>15 and Dot Records 17</td>
<td>19—Star Title Strip Co.</td>
</tr>
<tr>
<td>9—Downbeat</td>
<td>6—J. P. Seeburg Corp.</td>
</tr>
<tr>
<td>57—Double A. A. Records</td>
<td>53—Waltco Records</td>
</tr>
<tr>
<td>8—Grand Ole Opry</td>
<td>4—The Rudolph Wurlitzer Co.</td>
</tr>
<tr>
<td>27 and International Mutoscope Corp.</td>
<td>38—Williams</td>
</tr>
<tr>
<td>28 and</td>
<td>41— Manufacturing Co.</td>
</tr>
<tr>
<td></td>
<td>23—Label X Records</td>
</tr>
</tbody>
</table>
World Premier of Model 1448, destined to be the Pace Maker of the Industry, is the Highlight of the M.O.A. Convention.

Preview Showing in the ROCK-OLA Booth in the Grand Ballroom of the Morrison Hotel takes everyone by surprise.

See the Great All-New 120 SELECTION HI-FIDELITY MODEL 1448 at your Distributor's Show Room during INTERNATIONAL ROCK-OLA DAYS, April 24th and 25th, 1955.
The DIME of 1955 is the Nickel of 1939

16 YEARS AGO-1939
THE YEAR ON WHICH AMERICA'S ECONOMISTS BASE THEIR VALUATIONS AND FINANCIAL CALCULATIONS
THE American Nickel WAS ACTUALLY WORTH A FULL, COMPLETE—5¢
BECAUSE THE American Dollar WAS ACTUALLY WORTH $1.00
TODAY-16 YEARS LATER-1955
WITH OVERHEAD EXPENSES UP FAR OVER 300% SINCE 1939
THE American Nickel IS WORTH 2 1/2¢
BECAUSE WHILE OVERHEAD AND ALL COSTS TO DO BUSINESS WERE ZOOMING UP FAR OVER 300% ABOVE THE 1939 LEVEL-THE American Dollar WAS LOSING VALUE DUE TO CONTINUING INFLATION-AND IS NOW WORTH ONLY HALF OF WHAT IT WAS WORTH IN 1939-THE American Dollar IS WORTH Only 50¢ IN 1955-THEREFORE-
The DIME of 1955 is the NICKEL of 1939

"Let's Get A Nickel A Play Again!"
Not a 'dime', in the meaning of what a 'dime' used to mean, 16 years ago, in 1939 but, a nickel all over again, because the Dime of 1955 is only worth as much as the Nickel of 1939.

Back in 1939 music operators paid 5¢ more than what they are paying today for phonographs, parts, supplies, gasoline, labor and everything else they require to do business. Today, in 1955, they are paying far over this 500% MORE and, yet, a lot of music operators continue to charge the very same coin they did in 1939, 5¢ per play.

Since the nation's economists have openly advised that the present American Dollar is valued at but 50¢, compared to what it was worth in 1939, this means that those music operators who are still charging a nickel per play are actually getting $4.5¢ per play.

In short, they are getting half of what they used to get per play sixteen years ago, in 1939, and they are paying over 300% more in expense to do business.

How any businessman can reconcile an increase of 300% in the cost of his merchandise, and charge only half of what he used to charge for that merchandise, is a mystery only some superior and mystical being can answer.

And since the nation's economists report that the present 1955 American Dollar is only worth 50¢, then this means that the present 1955 American Dime is worth but 5¢.

The DIME of 1955 is the NICKEL of 1939!!
There is one, and only one way, in which the music operator of 1955 can assure himself of somehow matching the tremendous inflationary increased overhead he is now enduring—and that is to get "A Nickel A Play Again"—which means changing over to dime play NOW!! Because the Dime of Today is the Nickel of Yesterday!
He won't be the first anymore! He won't be the daring pioneer anymore! He won't have to know whether this will, or will not, work out anymore! Because all over the nation, from coast to coast, other music operators have proved that the American public, just as they, realize that the Dime of 1955 is the same coin as the Nickel of 1939.
BUCKLEY electronic BINGO presents a perfect reproduction of the fascinating game of Bingo, loved and enjoyed by millions. See and play it at Buckley showrooms. Immediate delivery.

BUCKLEY MANUFACTURING CO.
4223 West Lake St., Chicago 24, Ill., U.S.A. • Telephone VAn Buren 6-6533

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

Due to the number of requests received to compile and publish "The Cash Box from all over the free world requesting that, at the termination of each quarter, an issue be printed with a review of all new and used amusement and amusements introduced during the quarter in their own language, for easier and speedier reading, for more clear understanding and a clearer knowledge of what has and is transpiring in the American market. The Cash Box has decided to meet this request by publishing: "The Cash Box Quarterly Export Edition" in Spanish, French and German, as well as in English.

The growing demand for American music and amusement machines, both new and used, from all over the free world, has caused "The Cash Box Price Lists" to become ever more important.

Governments all over the world are now requesting that we check whether the "Cash Box Price Lists" for customs duties and general customs regulations, as well as for taxation and other matters pertaining to the importation and financing regulations of each country.

International members of the industry, regardless in what country they may reside, are asking us to continue publishing "The Cash Box Price Lists", which are now over 16 years old, to give them a more clear understanding of the prices of American Music and amusement machines of all kinds.

In the past few years, American firms have begun to export in much larger numbers than before, both dollar-wise as well as quantity-wise. This has created an entirely new situation for the manufacturers and distributors of American machines of all kinds to the buyers in all the countries of the free world. They want to advise him of the new machines and what they have to meet with his requirements for his particular market.

More and more of our American manufacturers of used machines has come into effect. American firms are meeting the demand of the foreign territories of the world with exactly the type of equipment which is required. They have reconditioned and revamped equipment to meet demand.

This first issue of "The Cash Box Quarterly Export Edition" opens the path to better understanding and closer business contacts between the seller and the buyer of new and used American machines of all kinds. By printing the information in the language of the Importer of American machines they will be able to understand all surrounding circumstances and general conditions regarding the equipment being offered to them.

The following is a review of the first business quarter of 1955. This covers the months of January, February, and March.

Not only will all the new machines, which were introduced during that quarter come before you under the names of the manufacturer but, at the same time, all important information, related to each machine, will also be reported and this, in addition to the fact that we have information obtained on both new and used machines, should prove of great value to all concerned.

REVIEW

1954 ended on a very optimistic note. During October, 1954, there was much speculation as to whether the balance of 1954, and possibly the balance of 1955, would prove to be "good business" months.

Just then, there was a resurgence of business activity. Christmas and New Year Holiday Seasons, business continued to progress tremendously, with many manufacturers asking their employees to work overtime, and they could meet the press of orders which came into being.

The result was a very happy Holiday Season for manufacturers as well as distributors.

As 1954 came to its conclusion, the products then being produced by leading manufacturers, as well as those manufactured and sold by independent factories, would prove to be "good business" months.

In 1954, AMI, Inc., Grand Rapids, Michigan, U.S.A., was well under way, as far as production was concerned, with its "Fidelity 40" high fidelity, 40, 80, and 120 selection phonograph in production. This factory labeled this new product its "Model F-40 phonograph. In addition to these very colorful phonographs, this factory also produced "Fidelity Patrol", their new high fidelity automatic music accessories.

Bally Manufacturing Company, Chicago, Illinois, U.S.A., one of the outstanding manufacturers of the day, was introducing into being, with some of the finest products this firm had yet produced. This factory has been so successful for many years and had produced a very large following. During 1954 it seemed that this firm had reached the apex of its success. But, they are not standing still, they are producing new and better products than ever before. This factory was one of the first on the production list of new products of 1955. As 1954 ended this organization was producing: "Variety", an in-line type pinball game; "Champion", a coin operated games which was another coin operated ride for children; and a new coin operated bowling games: "Chicago Coin Machine Company, Chicago, Illinois, U.S.A., which was badly in need of a competitor. All other manufacturer of this popular game had been out of production, the Chicago Coin Machine Company, "Thunderbolt Bowler", and "Fireball Bowling", these coin operated bowling games had captured the imagination of the American public, as a public and the firm was, therefore, one of the busiest in the amusement games industry.

United Manufacturing Company, Chicago, Illinois, U.S.A., one firm that has passed the 50 year mark in the industry, was also busy at work meeting the demand of the international coin machine market. At the moment the most outstanding product of the firm was the "Sportsland Gun", a coin operated (all ages) rifle range. In an effort to get this firm was delivering such products to different parts of the world, "Roy Rogers Trigger", "Radolph The Red Nose Reindeer", "Pete The Rab- bit", "Sea Skate", all children's rides, featuring horses, reindeer, rabbits, and various other animals, were profitable sales products. "Vacuum Card Vendor", which was a popular addition this year, offered a number of automatic phonographs, Models: "1100", "1100A" and "1500A". This manufacture of the United Manufacturing Company, also new, high fidelity automatic phonographs, with music accessories to match.

International Mutoscope Corporation, Long Island, New York City, U.S.A., one of the oldest firms in the industry, was very busy attempting to meet the demand for its arcade machines like: "Drive-Mobile", and "Outdoor Fun Park, a picture talking machine", as well as its post-card vending machines: "Art Parade" and "Uni- versal Card Vendor".

Auto-Photo Company, Los Angeles, California, one of the biggest in the United States, was also working very hard to meet demand for its four-in-one automatic photograph machine, which had much popularity and was much in demand. For the next quarter, was tremendously enjoying the holiday season as 1954 came to its close. All manufacturers were working at top speed. Few, if any, believed that "business would ever be better". So all were surprised, as the first weeks of 1955 went by, to note that each and every factory in the trade was actually being deluged with orders. Not only from the domestic market, but also from all over the world.

JANUARY, 1955

The very first week in January of 1955 saw the first new amusement product of the year introduced. This was a new bowling game by United Manufacturing Company and the firm called: "Mercury Shuffle Alley", which this new product was almost instantaneous.

The very next week, Bally Manufacturing Company introduced a new in-line type amusement game which it called: "Big Time". Almost immediately the firm was swamped with orders for this new game, a type of game for which this particular company was exceedingly outstanding reputation. In addition to the other machines it was producing, this firm was hard put to meet all orders.

Bally Manufacturing Company wasn't far behind. They, too, intro- duced a new product in the field in January of 1955 and it was considerable. It was called, "Mars Shuffle Alley", a new in-line type machine which had great demand and all its facilities to meet the orders which were very rapid. This firm was also experimenting and engineering new products while working at top speed to produce these two machines.

Away from the busy Midwestern and Eastern parts of the United States were other firms, also engaged in the music and amusement game manufacturing. These manufacturers were working hard to meet the orders which they were receiving. One of the American manufacturers, as well as from markets all over the world.

Scottish World Company, North Tonawanda, New York, U.S.A., just outside of the city of Buffalo, was producing several different automatic phonographs, Models: "1700", "1950A", and "1500A". This manufacture of the Scottish World Company, now had its new, high fidelity automatic phonographs with music accessories to match.

Williams Manufacturing Company, U.S.A., was also introducing a new product, during this time, on January 22, 1955, to present an entirely new product. This firm introduced a "Big Fun", and "Cassette Game", "Full Screen" game, a very popular 1954, to present the "Big Fun", and "Cassette Game", a very popular 1954, to present the "Big Fun", and "Cassette Game", a very popular 1954.
MUSIC OPERATORS

FOR YOUR OWN SELF PRESERVATION YOU CAN'T AFFORD TO RELAX YOUR VIGILANCE OR HALT YOUR EFFORTS FOR EVEN ONE SINGLE SECOND

Before You Know It, Perhaps Even Before You are Prepared, You May be Faced with the News that Very Serious Decisions, Regarding Your Present Livelihood, Your Future Welfare, the Continued Happiness and Well Being of Your Family and Your Business Investment are Hanging in the Balance by a Very Thin Hair While Voting is Being Conducted in Washington by Your Senators and Congressmen! Decide for Yourself Whether You Want the Yoke of Enslavement Tightly Locked Around Your Neck in the Form of UNLIMITED PRIVATE TAXATION by ASCAP and Similar Such Organizations or Whether You Want to Continue on Ahead as Free, Proud and Independent Americans.

Not even a single, solitary music operator in the nation can afford to relax for even a second while there and his bailiwick, organizing his livelihood, his welfare, his future and his entire investment in this industry, in Washington.

He must remain vigilant. He must continue to work harder than ever, even if he feels that he has done everything he possibly could up to this moment, to get more and still more letters and telegrams to his Senators and Congressmen and all the Senators and Congressmen on the Judiciary Committees of both the House of Representatives and the Senate.

Even before he knows it, before he is prepared for it, these Senators and Congressmen, his Senators and Congressmen, may be voting on these three bills which will definitely decide whether he shall continue on with the yoke of enslavement tightly locked around his neck, or whether he will continue on as a free, proud and independent American businessman.

Every music operator who has been reading the facts published here week after week knows that the bills now in the Judiciary Committees of both the Senate and the House are not simply requesting that ASCAP, and similar such organizations, be given the right of UNLIMITED PRIVATE TAXATION AUTHORITY over him and his business. This means that ASCAP, and similar such organizations, will have the right to PRIVATELY TAX HIM whatever they feel like taxing him and continue to up that taxation whenever they feel.

IT'S A LOT LATER THAN YOU THINK: YOU MUST CONTINUE TO HELP SEND OVER A MILLION LETTERS AND WIRES TODAY TO SENATORS AND CONGRESSMEN WHO WILL BE VOTING ON YOUR FUTURE AND CONTINUED LIVELIHOOD ANY DAY NOW!
PREPACIO
Debido al número de solicitudes recibidas por los lectores de "The Cash Box" para que se los enviara una lista de precios, hemos decidido publicar una lista de precios de las máquinas de juego más populares de los Estados Unidos y otros países del mundo.

RESEÑA
El año 1954 terminó con una nota muy optimista. En el mes de octubre pasado, se había anunciado que el año de 1955 sería mejor y más fácil y rápida, para hacer mejor comprensión y para obtener un conocimiento de la forma y del alcance del sector de las máquinas de juego en el mundo. En consecuencia, hemos decidido publicar la información acerca de las máquinas de juego más populares de los Estados Unidos y otros países del mundo.

En 1954, los productos fabricados por las principales empresas fabricantes fueron los siguientes:

- AMI, Inc., Grand Rapids, Michigan, E.U.A.: Fabricó una máquina de juegos automática de alta fidelidad, modelo "Modelo 100". Esta máquina fue diseñada para una función sonora automática de alta fidelidad, y se caracterizó por su excelente calidad de sonido. En 1954, esta empresa aumentó su producción de máquinas de juego.

- Bally Manufacturing Company, Chicago, Illinois, E.U.A.: Fabricó una máquina de juegos automática de alta fidelidad, modelo "Modelo 100". Esta máquina fue diseñada para una función sonora automática de alta fidelidad, y se caracterizó por su excelente calidad de sonido. En 1954, esta empresa aumentó su producción de máquinas de juego.


- Exhibi Supply, Chicago, Illinois, E.U.A.: Una de las empresas más importantes en el mercado de las máquinas de juego, fabricó una máquina de juegos automática de alta fidelidad, modelo "Modelo 100". Esta máquina fue diseñada para una función sonora automática de alta fidelidad, y se caracterizó por su excelente calidad de sonido. En 1954, esta empresa aumentó su producción de máquinas de juego.

- Williams Manufacturing Company, Chicago, Illinois, E.U.A.: Fabricó una máquina de juegos automática de alta fidelidad, modelo "Modelo 100". Esta máquina fue diseñada para una función sonora automática de alta fidelidad, y se caracterizó por su excelente calidad de sonido. En 1954, esta empresa aumentó su producción de máquinas de juego.

En el próximo número de "The Cash Box" se presentarán las empresas que fabrican las máquinas de juego más populares de los Estados Unidos y otros países del mundo. Esta información se presenta para ayudar a los compradores a hacer una mejor elección de las máquinas de juego que más se ajusten a sus necesidades.

Un至此
Fast
Shipment
on
Bally
Kiddie-Rides
•
Pinball Games
•
Arcade Equipment
Of All Types

Entregas Rapidas
de las
Diversiones “Bally”
Para Niños
•
Juegos De Bagatela
•
Equipo De Todas
Clases Para Salas De
Diversiones

Envois Rapidides
des manèges pour enfants
“Bally”
•
de jeux de Pinball
•
d’équipement de parcs
d’attractions de tous
genres.

Schnellverschiffung
von
Bally’s Kinderfreuden:
Reiten und Fahren!
•
Pinball-Spiele
•
Arkadenausstattungen
aller Art!

World-Over Delivery
From Chicago, U. S. A.
The Center Of
Coin Machine Manufacture

It’s just good business to get
all your coin-operated equipment
from Donan Distributing Co., lo-
cated right in the front yard of all
coin machine manufacture. For
example, Bally Manufacturing Co.,
is the world’s largest manufac-
turer of coin-operated games, and
we are their local distributor . . .
just a stone’s throw from the big
Bally factory. This permits us to
give top service throughout the
world . . . unbeatable service. An-
other thing, we can show you how
to make real money, and lots of it
year after year, because the Donan
Organization is made up of vet-
eran coin-men . . . men who know
the game operating business thor-
oughly. So, make Donan your
headquarters for coin-operated
equipment of all types. You’ll be
mighty glad you did. Don’t wait!
Write at once . . . do it now!

Entregas a todas partes
del mundo desde
Chicago, EE. UU.
el Centro de Producción de
Maquinas Accionadas por
Monedas

Livraisons dans tous les
pays.
de Chicago, U. S. A.
de centre de la Machine
distributrice automatique.

Lieferungen nach aller Welt
von Chicago, U. S. A.
- dem Zentrum der
münzautomatischen
Industrie.

Es ist geschäftlich ratsam, alle
Ihre münzautomatischen Ausstau-
tungen von der Donan Distribu-
ting Co. zu beziehen, die ihre Zen-
tralstelle gleich vor den Türen der
Münzautomatenindustrie hat. So,
zum Beispiel, ist die Bally Manu-
factoring Company die größte Fabrik von münzautomatischen
Spielen der Welt, und wir sind
ihre örtliche Umschlagstelle ...
... auf einem Sprung von der großen
Bally-Fabrik. Das gestattet uns,
die ganze Welt bestens zu beob-
achten . . . und jede Konkurrenz zu
schlagen. Ausserdem können wir
Ihnen zeigen, wie Sie wirklich
Geld verdienen können—viel Geld,
Jahr für Jahr—besteht doch die
Fa. Donan aus alteingesessenen
Münzmaschinen-Experten . . . aus
Leuten, die das Spielunternehmen
geschäft gründlich kennen. Machen
Sie deshalb die Fa. Donan zu Ih-
ren Hauptquartier für münz-
automatische Ausstattungen aller
Art. »Später werden Sie darüber
froh sein. Warten Sie nicht!
Schreiben Sie uns sofort . . . heute
och!

DONAN DISTRIBUTING COMPANY
5009 NORTH KEDZIE AVE.
CHICAGO 25, ILLINOIS

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

"The Cash Box"-
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Our 54th Year of Service to Amusement Operators all over the World

For more than Half a Century the name "Exhibit Supply" has appeared on thousands of coin-operated amusement machines, which have made big money for operators all over the world.

1. Exhibit's Card Vendors sell millions of Exhibit Novelty Cards each year in parks, arcades, on streets and in locations. Special models available for vending scenic views, folders, booklets, etc.

2. Exhibit is the originator of gun games using the Dale system—today's biggest money maker has universal appeal. Four models, regular, match and/or free play combination. These gun games have unusual appeal and are now a big success in Europe.

3. Exhibit Kiddie Rides with their service free operation and big profits, have become the most stable operating equipment on the market today.

We solicit active distributors in foreign countries, who are interested in selling a quality line of coin-operated machines, which are acknowledged leaders in their field. To such distributors, we will sell Exhibit products at our best prevailing wholesale prices.

Peg más de medio siglo el nombre "Exhibit Supply" ha aparecido en miles de máquinas de diversión ac- clamadas por monedas, las que han reportado pingües ganancias a los empresarios en el mundo entero.

1. Los máquinas "Exhibit" para la venta de cartas de juegos han vendido, a lo largo de los años, millones de cartas tarjetas "Exhibit" en los parques de diversiones, salones de juego, establecimientos y lugares de ocio. Se dispone de modelos especiales para la venta de vistos para recreación, de lectura, libre, etc.

2. "Exhibit" fue la que originó los juegos de pistolas usando el sistema "Dale"—hoy día la mejor forma de hacer dinero con las máquinas a los empresarios y que tiene más demanda en todo el universo. Los juegos de pistolas son una verdadera atracción y han sido un verdadero éxito en Europa.

3. Las diversiones para niños "Exhibit" que pueden califi- cerse como libres de fallas y como un verdadero éxito financiero para las empresas, se han convertido en el equipo más lucrativo del mercado y hoy día se encuentra en el mercado.

Decenas de distribuidores activos en los países extranjeros que están interesados en operar máquinas para diversiones acclamadas por moneda de primera calidad, y que son reconocidas como las máquinas que van a la cabeza en este campo. A tales distribui- dores vendemos los productos "Ex- bhibit" a precios al por mayor más bajos del mercado.

Pendant plus d'un demi-siècle, la marque "Exhibit Supply" a paru sur des milliers de machines de jeux automatisques, qui ont repercutées un grand profit pour les opérateurs du monde entier.

1. Machines distributrices de cartes "Exhibit", qui vendent les milliers de cartes Exhibit chaque année, dans les parcs, les arcades, les magasins, et autres emplacements. Des mo- delles spéciaux sont disponibles pour les ventes de vues de paysages, dépliants, petits livres, etc.

2. "Exhibit" est l'auteur des jeux de fusils utilisant le systéme "Dale"—qui est au- jourd'hui le plus urgent—de- mande universelle. Quatre modèles, le régulier, le match, etc., sont combinables pour les jeux. Ceux-ci ont un appel immens et un très grand succès en Europe.

3. Exhibit Kiddie Rides, mises à disposition de leurs distributeurs libres de fallas et de gros profits, sont devenus un équipement le plus stable du marché d'aljourn'hui.

Nous sollicitons des distributeurs actifs dans les pays étrangers, qui sont in- teressés à renforcer la qualité de ma- chines distributeuses, fonctionnant avec pièces de monnaie, qui sont à la tête de cette industrie.

A ces distributeurs, nous vendons nos produits Exhibit aux meilleurs prix de gros en vigueur.

Über 50 Jahre lang ist der Name "Exhibit Supply" auf tausenden von Automatenausstattungs- Maschinen erscheinen, mit welchen Unternehmer in den ganzen Welt viel Geld verdient haben.


Lieberman Music, Omaha, Will Conduct Bally School April 12-13

OMAHA, Neb.—Bob Breither and Paul Calamari, Bally field engineers, will be at Lieberman Music Company offices, this city, on April 12 and 13 to conduct the Bally Service School.

Breither and Calamari jointly stated, "We will reveal the latest ser- vicing tips, better operating methods, give detailed explanations of wiring diagrams, and provide a thorough cover- age of the new Bally in-line game 'Gayety', together with 'Magic' and 'Mystic Bowler'. We will, as usual, conduct lengthy question and answer periods to provide the solution to in-

dividual operating and servicing prob- lems. Coimnen from the Omaha ter- ritory will do well to attend this school and obtain the valuable assistance we can give them."

Jerry Harris of the Lieberman or- ganization and member of his staff, will be on hand to greet operators and servicemen.

Pictured below is a recent photo taken of the Omaha offices, with Howard Ball, service manager; Howard Klein; Elizabeth Van Buskirk; Jerry Harris; an Iowa operator; Barney Luckman; and Merle Powell in front of the building.

ATTENTION! Only 36 left of entire BALLY MOON RIDE Stock! They all must go at only $450 each

HERE'S A SPECIAL OFFER!!

$300 ALLOWED FOR BALLY CHAMPION HORSES or EXHIBIT BIG BRONCOS in trade for BALLY MOON RIDES

KIDDIE RIDE HEADQUARTERS

HORSES
MOON RIDES
LINCOLN RIDES
BOATS
MOON RIDES
MERRY-GO-ROUND
SPACE SHIPS
DRIVEMORES

REDD DISTRIBUTING CO., INC.
298 LINCOLN STREET
ALSTON 34, MASS.

Exclusive Distributors for WURLITZER BALLY UNITED

"It's What's in THE CASH BOX That Counts"
INTRODUCTION
Vu le grand nombre de recettes musicales publiées en 1954 dans les bulletins trimestriels, il est sans doute utile de se concentrer sur les principales tendances de la musique de cette année. Le présent rapport est une synthèse des tendances et des tendances des années précédentes, et une analyse de la musique de la fin de l'année 1954.

Le premier trimestre de 1955 s'annonce encore plus prometteur, avec une musique diversifiée et une variété de styles musicaux. Les fabricants de mélodies sont en train de concevoir de nouvelles musiques pour satisfaire les exigences du marché. La musique de la fin de l'année 1954 est un témoin de cette évolution constante.

PREMIER TRIMESTRE 1955


Beaucoup de fabricants demandèrent à leur personnel de faire des heures supplémentaires, afin de faire face à la grande pression des commandes qui arrivaient. Les fabricants ont vu sauvé aussi bien que pour les distributeurs, et pour les fabricants de 1954, les machines fabriquées par les principales usines étaient les plus demandées.

AMI, Inc., Grand Rapids, Michigan, U.S.A., a présenté en chemin de fer un nouveau catalogue de mélodies, à l'aide de nouvelles phonographes à sélection automatique haute fidélité "high fidelity," 45, 50 et 120 selections automatisées. Cette usine a proposé un nouveau catalogue et une nouvelle phonographie. Le catalogue est devenu un succès pour les fabricants et les usines de musique. Ce nouveau catalogue a été un grand succès pour les usines et les fabricants, en plus de cette extension très nouveau pour coger durant musique auto-matique des auto-matiques.

Bally Manufacturing Company, Chicago, Ill, U.S.A., a introduit une nouvelle phonographie "Big Shuffle Alley" qui est devenue la plus demandée. Cette usine a eu un succès proactif depuis de nombreuses années, et elle a conquis la cliente des usines de musique. Elle a indiqué l'acheter de l'équipement moderne. Ceux qui l'ont acheté ont été satisfaits de la qualité et de la performance de cette usine.

Bally Coin Machine Company, Chicago, Ill, U.S.A., qui a un très bon succès à la production de son propre modèle, a lancé "Swift." Cette usine a été une des premières à offrir une nouvelle mélodie de musique. Cette usine a été un modèle pour les fabricants de musique et a continué à satisfaire les exigences des usines de musique. Elle a été une des premières à offrir un excellent produit, très bien conçu et bien fabriqué.

En publiant les informations dans le langage de l'emporter de musique, les usines américaines ont mieux saisir les conditions actuelles et les conditions générales concernant l'industrie actuelle.


Nous donnerons non seulement la nomenclature des mélodies de toutes les usines américaines, mais aussi le nombre de mélodies de différentes usines françaises. Pour les mois de Janvier, Février et Mars, 1955.

Nous donnons non seulement les mélodies de toutes les usines françaises, mais aussi les mélodies de toutes les usines d'autres pays, avec le moyen d'effets de musique, qui ont bien été appréciés. La condition actuelle et de ce fait, cette usine a été l'une des plus actives dans l'industrie des mélodies du monde. Elle a indiqué l'acheter de l'équipement moderne qui est devenue la plus demandée.

Exhibit Supply, Chicago, Ill, U.S.A., a présenté un modèle "Sportland Gun," tir à la carabine automatique. De plus, cette usine nous a présenté "Big Shuffle Alley," un robot de musique qui est devenu très populaire. Cette usine a reçu un nombre d'ordres de différentes usines de musique, mais elle a continué à satisfaire les exigences des usines de musique. Elle a été une des premières à offrir un modèle de musique qui est devenu très populaire.

Gesco Manufacturing & Sales Co., Chicago, Ill, U.S.A., qui avait maintenu à sa tête trois jeunes gens, lança dans l'industrie un très bon produit, un nouveau modèle de musicien, qui fut appelé "Big Top Rifle Gallery."
N. Y. Coinmen Start United Jewish Appeal Drive

NEW YORK—Plans for the local coin machine industry—UJA drive for 1955, in which Joe Young will be the guest of honor are progressing rapidly. The event, which each year is an outstanding charity program of local coinmen, will take place on Wednesday night, June 15, at the Hotel Astor.

Barney Sugarman, in accepting the chairmanship of the industry’s 1955 drive for the United Jewish Appeal, declared that a special drive will be made among the industry’s leading executives to insure the success of this year’s campaign. A special “badge of honor” will be awarded to those executives whose volunteer efforts have aided the executive committee.

Sugarman, in a short address at a committee meeting, pointed out, “The seventeenth annual New York UJA campaign now beginning aims to sustain the rapid rate of progress set in 1954 in programs of agricultural settlement and development, vocational training and education which create the environment and means to make self-supporting $45,000 refugee newcomers brought to Israel by UJA agencies.”

At a committee meeting, Meyer Parkoff was presented with a special bronze plaque in a surprise ceremony that honored him for his leadership in their UJA drives. Presentation was made by Sugarman.

Pictured above are members of the committee who met to lay plans for the drive: (l to r, seated) Jack Mit- chell, Meyer Parkoff, Abe Bodkin, Joe Young, Barney Sugarman, Sam Bushnell and Abe Lipker; (l to r, stand- ing) Joe Connors, Murray Kaye, Max Weiss, Aaron Sternfield, Barnett Tan- nenbaum, Lou Boorstein, Marcus Klein, Al Denyer, Harry Koeppel, Dave Stern, Seymour Pollak, Bob Slifer, Herbert Sternberg, Jimmie Cagiano, Sidney Levine and Jimmy Tolianno.

Other members of the committee, not pictured here, are Teddy Blatt, Melly Green, Arthur Herman, Lou Hirsch, Irving Holman, Morris Kahn, Sam Kreisberg, Bill Littleford, Perry Lowengrub, Sandy Moore, Mike Mue- ves, Joe Orleck, Bill Rabkin, Morris Rod, Harry Rosenberg, Barney Sablang, Al Schlesinger, Jack Senel, Al Simon, Dave Simon, Harry Siskind, Iaidore Usaksinda, Sam Wal- dor and Jack Wilson.
Compared to the launching of a ship, the launching of a column is, perhaps, somewhat less dramatic. Our column, however, has already contributed in the way of ideas, items, and information pertinent to the interests of this column.

For example: Most men, onegal informs, seem to consider the chattering of such a gals to some extent. But, very often, outside of this yalta-yalta kind of thing, it’s a promotional thst. These are usually not to good use by our men, unless they who then claim them as their very own.

We gals do have good ideas. This month’s column is one of the gals who are, too, often seen but not heard. Let’s gather together and nol our ideas. Write Phone. Wire. Tell me about yourselves. Your experiences. Your glamour secrets. Etc., etc.

Congratulations to Lt. Cowdr, USNR, Sylvia Silverman of Santa Monica, Cal., on her appointment as Promotions Manager for New Rollf’s Amusements Staff in her city. We hope that Lt. Cowdr Silverman will follow her first letter and newspaper clip with more news of her interesting activities.

If space permitted we would print, in full, the letter we recently received from Dolores Minthorne of Minthorne Music Co., Los Angeles. This is truly “encouragement” plus. Dolores has promised that, within a week, we can expect a detailed review of Southern California business happenings, along with chit-chat and general observations. These should prove interesting to both men, as well as their wives, especially those couples who work side by side, in this industry.

In answer to Senora Maria Sapochnik of Havana, Cuba: We shall be more than happy to show you our shopping centers as well as lunch with you in our famed Pump Room. (Como esta usted, Maria?)

We hear from Rose Bennett of Toledo, Ohio, that just two weeks she will be eligible for membership in The Cash Box “20 Year Club.”

Happy, happy birthday to Audrey Reynolds Hunter of Dallas, Texas, who sends to Lucile Laquer, a very happy birthday to your very sweet feller.

Linger in memory—Elaine Magnus, very beautiful Miami Hotel. A treasure trove of objects d’art. Especially that gorgeous vase seen through the picture window as you come down the front walk.

Around and about Chicago. . . .

Trudy Cane’s rapid recovery from recent operation is making her three days very happy. . . . Eve Feinlein doing a very commendable and energetic job for Brandeis University. . . . Now that Johnnie Long has been married, the family is complete. . . . Isabel Kline writes, promising to join us in our efforts to make this column “a real accomplishment.” . . . Pat O’ Donnell, always a busy mother, now busier than ever as a young and attractive grandmother.

In closing, remember what the great Rudyard Kipling said: “A woman’s guess is much more accurate than a man’s certainty.”

J. H. Keeney & Company, Inc., report that their “DeLuxe Coffee Vending Machine” is receiving great attention and that orders, many of which were taken weeks ago, are now being filled as rapidly as possible.

Quarterly Digest: The Bally Manufacturing Company, advises that it has entirely new products which are on their way to the market.

United Manufacturing Company has just released an entirely new in-line type pinball game, “Hamburg.”

SUMMARY

Most outstanding, this first quarter of 1955, is the continued growing popularity of the new coin operated rifle games which began to capture great attention and sales the latter half of 1954-

Many well known manufacturers are now engaged in producing these gun games. New models, introduced during the first quarter, have won very good comment.

Many are convinced that the success of these new rifle games is enjoying will continue them among the most popular amusements for sometime to come.

Phenomenal sales continue to be the case for the in-line type pinball games. There are two main manufacturers of these games. Both are located in Chicago, Illinois, U.S.A. Both are very well known in the industry and manufacture other well known amusement products.

The famed five-ball type pinball games, which are known and played all over the world, are being produced by two Chicago S.A. manufacturers. New models of these games are frequently presented. Their popularity continues unhalted.

Coin operated children’s rides are not being so chaotically produced by so large a number of manufacturers any longer. Those manufacturers who have remained in this field are among the more substantial factories in the amusement machines business. They continue to present new models, but at longer intervals than formerly, which has aided this division of the amusements field to greater solidity.

Many new type amusements are also in the offing. Such as the new product of a well known Chicago manufacturer regarding the “Spectator Type” Select-A-Train, and whether this product is indicative of a new trend, cannot as yet be determined. The following months should bring clarifications.

The new automatic music machines are another new addition which the industry has ever seen. The four well known manufacturers in this category of the coin operated music business have turned to high fidelity and to 45 rpm recordings. The industry is the most beautiful yet seen in the trade. They range from 60 to 70 cents in price.

Worldwide business in the automatic music field continues along at a very steady pace as well as many are asking about the sales mark. Forthcoming months are expected to be just as fruitful of business as has been the first quarter of 1955.

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**“It’s What’s in THE CASH BOX That Counts”**
Pittsburgh Park Orders Scientific “3-in-Line” Games

BROOKLYN, N. Y.—Max Levine, president of Scientific Machine Corporation, this city, advised one of the most famous parks in America, Kennywood Park of Pittsburgh, Pa., has placed an order for a battery of its “3-in-Line” games.

Describing the “3-in-Line” game, Levine said: “The game is based upon the ‘Tic-Tac-Toe’ principle. It is an individual game as distinguished from a group game. There are two ‘Tic-Tac-Toe’ cards on the illuminated backboard. The idea of the game is to achieve ‘Tic-Tac-Toe’ as often as possible. Scientific’s ‘3-in-Line’ game has been on the market now for the past four years, and it has taken a prime position in the amusement trade with other standard items.”

The firm’s latest number, which is reported to be going over very well, is “Bing-O-Reno”.

Open House at Exhibit

Frank advised, “This will be the first time, since my arrival in Chicago from California, when I shall have an opportunity to say ‘hello’ to a great many of the people from that state, as well as from all over the country whom I haven’t seen in some time.”

He also advised that Ed Hall, sales manager of the firm, Chet Gore, manager of the Postcard Division, and all the other executives of Exhibit Supply, “would be on hand to greet all who will visit here at our factory and enjoy our old-fashioned open house get-together”.

Mencuri also said, “We are going to have many items here which we believe a great many who will be attending the MOA convention will be very much interested in viewing. ‘Exhibit Supply’, he continued, “has been going far ahead in the field and we are ready to discuss new ideas with all visitors.”

“There is no doubt that our products are of importance to all in the field, and with the Spring and Summer seasons on the way, many are going to need what we are preparing to rush thru for the open air season.”

“IT'S WHAT'S IN THE CASH BOX THAT COUNTS”

IMPORTERS

IF IT'S COIN OPERATED—WE HAVE IT!

INQUIRIES INVITED

SIMON DISTRIBUTING COMPANY

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Cable address—Simondist
Keeney Premieres “Deluxe Coffee Vendor” at MOA Meet

"When we had gathered together a volume of reports we called in our engineers and started the process of developing the Deluxe Coffee Vendor, it has, today, resulted in what we believe is the finest hot coffee dispenser in the industry," the Keeney DeluLuxe Coffee Vendor."

"The reason we say this," Huesch believes, "is because tests have since indicated that this coffee vendor is absolutely what everyone wanted."

"It's small size is just what the average vending machine operator wants. The Keeney DeluLuxe Coffee Vendor is only 62" by 15."

"Yet," Huesch advises, "regardless of its size it still has a 300 cup capacity. Therefore the 'Keeney DeluLuxe Coffee Vendor' is just the dispenser that has been seeking. It is perfectly adapted both in measurements and capacity for the type of locations that want hot coffee vending machines and where it would be absolutely uneconomical to operate the large machines."

Report already received from Keeney roadmen indicate that the new coffee vending machine is already an outstanding success.

The first machines shipped around the beginning of the year have already proved themselves in actual operation on various types of locations as perfect for all year around profits.

As Huesch reports, "Here's a letter received from one of our roadmen which says that, for the first time, he has the perfect sized and capacity vendor for all nightilton stations.""

"Here's another," Huesch continues, "where the operator found he was losing money because of the expensive big capacity machine he had in this location, but couldn't take it out because, in the first place, he had no smaller unit to replace it and, second, he would lose the spot, even if he wanted this big capacity vendor for another location."

"Now he's very happy with the 'Keeney DeluLuxe Coffee Vendor' in which," he also reports, "has given him the opportunity to obtain many, many more locations in his area."

Shippers are starting to go out in quantity as production gets under way, the firm also reported.

The Whole Town's Talking About Gottlieb's New Look

"It's What's in The Cash Box That Counts"

Informe Trimestral de Exportacion de "The Cash Box" para el primer trimestre de 1955

(Viene de la pág. 98)

CHICAGO—"Our brand new "Deluxe Coffee Vendor" was actually built by the operators, themselves," is the way Paul Huesch, general sales manager of J. H. Keeney & Company, Inc., started his story about its newest automatic merchandising machine.

As Huesch explained, "For many months we were urged to build an entirely new type coffee dispensing machine. We listened to descriptions of what these men thought would be the type of hot coffee dispenser we should build."

"Then," he continued, "we sent our own regional men out on a general survey to learn from others, everywhere in the country, their ideas of the ideal hot coffee dispenser."

Deluxe, 1955, otros fabricantes introdujeron también nuevos productos. La Wurlitzer Company Machine Company tuvo gran éxito con cada nuevo producto lanzado al mercado. En 1955 el "Gipsy Cross-Target". Se trataba de un nuevo juego de bolos que acaparó muchísima población de jugadores del ramo, y que hasta ahora se considera que es el mejor producto en su clase que jamás se haya producido.

La Exhibit Supply, una de las empresas más grandes del ramo, tiene otro éxito con sus rife accionados por monedas, dece- dió que ya era tiempo de lanzar al mercado uno de sus productos que tenía en cartera o pendientes. Se trata de un nuevo rife automático denominado "Sportland Shooting Gallery".

La Wurlitzer Company Conceptualizó también en esta época—la semana del 22 de enero de 1965—era la más adecuada para introducir un producto completamente nuevo. Esta compañía lanzó al mer- cado el "Safari", un nuevo rife accionado por monedas muy diferente a los demás.

Durante la semana del 29 de enero de 1955, la D. Gottlieb & Company introdujo un nuevo juego de bolos (bowling), el "Twin B." (Bowler)."}

FEBRERO, 1955

Hubo gran emoción entre los amantes de la música cuando The Ru- dolph Wurlitzer Company anunció el "Riffle Lince Nacarado". La "Wurlitzer". Esta renombrada empresa ofreció a la industria un fenómeno único de bolas accionadas por monedas que revolucionó al mercado.

La Wurlitzer introdujo sus nuevas innovaciones bajo el nombre de "Transparente", de alta fidelidad, con selecciones 104.

Por espacio de una semana, más o menos, esta máquina revolucionaria, que luego la Chicago Coin Machine Company ofrió un nuevo juego de bolos (bowling), el "Triplet Strike".

Al cabo de varios días, la United Manufacturing Company introdujo también otro juego de bolos (bowling) denominado "Lightning Shuffle Alley".

La misma empresa, junto con la Genco Manufacturing & Sales Company como la Will- iams Manufacturing Company intro- dujeron los juegos de bolos (bowling) más interesantes.

Los jóvenes proyectiles del Genco continuaron estrenando el éxito inusitado que obtuvieron con su primera máquina de fusil y lograron obtener aún un éxito superior al de este mismo año. El nuevo rifle accionado por monedas y fabricado por esta em- presa tiene el nombre de "Wild West". La Williams Manufacturing Company presentó un nuevo juego de bolos (pinball) denominado "Spinthee". Se trata de algo muy novedoso, no antes ofrecido por la casa Williams, que ha sido bien acogido.

A medida que transcurre el mes de febrero de 1955, el tema principal de los directores de ventas de las fábricas es el del aumento cons- tante de las ventas. Se instituyó una semana de trabajo de seis días además de las horas extraordinarias de trabajo formaron parte de la pro- ducción en cada una de las fábricas de los juegos de bolos del ramo. A fines del mes de febrero, la D. Gottlieb & Company introdujo uno de sus mejores juegos de bolos (pinball), el "Ginny Queen". Los pedidos del mes de febrero fueron enormes, las firmas de 66 en grandes dificultades para dar vuelta a sus clientes, durante la semana y después de haber tenido gran éxito, la Chicago Coin Machine Company logró intro- ducir su último juego de bolos (bowling) "Arrow Bowler". Esta empresa tuvo la suerte de ganar la mayor parte de los pedidos que recibió.

MARZO, 1955

Se introdujeron dos nuevos fusiles que fueron muy del agrado de la In- dustria, En la Exhibición se presen-

taron el "Model S$8 Shooting Gallery", de la J. H. Keeney & Company, Inc., junto con el "Gino Machine Company" tipo rifle accionado por monedas, el "Ranger" que tuvo gran éxito. La "Wurlitzer" también habían habido irrupción en las dos fábricas.

En el momento en que primer númerito de "Informe Trimestral de Exportación de The Cash Box" entra en venida en las manos de los lectores, estamos en lo que respecta a las nuevas má- quinas accionadas por monedas y a los productos que pronto se ofrecerán al público.

La Rock-Ola Manufacturing Cor- poration, Chicago, Illinois, se está haciendo todos los preparativos para introducirlo, pero aún no ha hecho un producto muy importante, el "Select-A-Arm", ha dado a conocer que el nuevo rife parece que dar mucho al gusto de los más influyentes y se han destacado con la mayor rapidez posible.

Oriental Enterprises, como la Bally Manufacturing Company, ha dado a conocer con los nuevos juegos y juegos accionados por monedas que colocarán muy pronto en el mercado.

The American Manufacturing Company acaba de introducir un surtido completo de nuevos juegos (pinball) denominado "Manhattan".

RESUMEN

Principalmente, este primer tri- mestre de 1955 se distingue por la popularidad creciente y continua de los juegos de bolos (bowling) accionados por monedas que empezaron a popu- larizarse y a aumentar las ventas en el segundo semestre de 1954.

Muchos fabricantes bien conocidos se dedicaron actualmente a producir estos fusiles de entretimiento. Los nuevos modelos, introducidos durante los dos últimos meses, han resultado ser más novedosos. Muchas personas se han convencido de que el éxito obtenido con los nuevos juegos de rife seguirán siendo uno de los pasatiempos más populares.


Los juegos de bolos (pinball) accionados por monedas, conocidos y utilizados en todas partes del mundo, son producidos por dos fábricas de Chicago, Illinois, E.U.A., las cuales ofrecen frecuencia nuevas modelos de de los juegos. Su popularidad con- tinúa sin interrupción.

Los juegos accionados por monedas para niños no se producen en canti- dades tan grandes, pero los fabricantes en la actualidad. Las fábricas del ramo que aún siguen fabricando por el mercado, ofrecen nuevas máquinas para diversión. Continúan ofreciendo nuevos juegos cada uno de los inter- válculos más largos que anterior- mente, lo cual ha contribuido a aumentar la popularidad.

Hay también en perspectiva nuevos tipos de aparatos para los juegos accionados por monedas, un nuevo producto de un renombrado fabricante de Chicago, "Select-A-Arm" Tipo Super, si aún no se ha logrado determinar si este producto es indicativo de una nueva tendencia. Esto aclarará en el curso de los próximos meses.
30 years ago
20 years ago
10 years ago
and now

Then and Now... The World's Largest Distributors!

Throughout the years, many hundreds of operators have been friends of ours.

As then and now, Southern Automatic offers the same cooperation to all operators.

We have to offer:
- splendid products of the top manufacturers
- service at its best
- financial arrangements to suit all operators' needs.

To the best of our ability, we will continue to assist our operator friends.

Our sincere best wishes to you all.

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EDMONTON, CANADA

Mike Smulski of Wal Mac Amusements reports their country juke box locations doing better business than usual—despite the cold weather... Bill Carry of Carry Agencies, Calgary, visits here. Carry in Alberta distrub for Capital Records. .. Surprise visitor in town this week was Roy Ravelli of Denver, Colorado. Roy went to Edwardsville, Illinois, two years ago and coinmen always enjoy his company. Roy operates some of his juke boxes in the Penns River district in B.C., as well as 500 miles up the Alaska Highway. .. Bruce Arthur of Arthur-Powell Investments, Ltd., has a new name for his juke box business... It will be called "Harmony Lane Music." .. Stee Ferguson, Van Dusen Bros., kept busy supplying the trade with machines and service.
Mass. Ops Organize State-Wide Cerebral Palsy Drive

More than 100 operators, with visiting officials of out of state music organizations, attended the meeting of the Massachusetts Music Operators Association at Hampton Court Hotel, Brookline, March 17, and heard details of the first state-wide music promotion for organized charity in history—the “Music Helps Johnny Fight Cerebral Palsy Campaign” of the United Cerebral Palsy Drive.

Nelson N. Marshman, executive director, United Cerebral Palsy Associations for Massachusetts, guest speaker, thanked the association for their interest in cerebral palsy, and predicted that their planned promotion with automatic music machines, would become nationally known as a “most outstanding endeavor.” It was his second appearance before the group.

The plan, in which more than 10,000 music machines will be playing for cerebral palsy for the entire month of May, was further discussed by James Geracos, president of the association, and David Baker, treasurer. The plan calls for each operator placing on each of the following copy on his machine:

“Music Helps ‘Johnny’ Fight Cerebral Palsy. Your quarters and dimes will bring happier times to Cerebral Palsied Children. There are 10,000 C. P. Children like ‘Johnny’ in Massachusetts. Keep This Machine Busy! Every Friday proceeds of this machine will be donated to the Cerebral Palsy Fund. Courtesy Massachusetts Music Operators Association.”

Each operator may take as many cards as he wishes at a pre-determined rate per card. More than $15,000 is expected to be raised at present indications and hope is held for raising $25,000 if 100% co-operation is obtained from ops.

A discussion was held on ten cent pinball, and David Baker, treasurer, reported that the program of public relations undertaken by the publicity committee, Phil Swars, chairman; President Geracos; and Treasurer Baker; had got off to a flying start. Page one stories on dime play in the Boston Traveler, and United Press stories on the coming of the “dimeloan” were carried in papers as far out of state as Manchester, N. H., and in Sunday newspapers throughout the state last week. Radio and television mention of the change-over has been made, the committee reported, and columnists in the Boston newspapers and dime jockeys have given it heavy coverage.

Paul Stevens, president of Paul Stevens' Inc., a public relations firm, spoke on plans for the cerebral palsy tie-up. He told the group that the first machine of the lot to be put out by distributors, has been placed in the Hotel Vendome in Boston. Photos of Lu Ann Sims, star of the Godfrey show, and currently appearing a Blrintrasch, and Sunday Davis, currently at the Latin Quarter in Boston, were made with officials of the association and cerebral palsy in front of the machine.

The machine, a Wurlitzer, from Red Distributors, was chosen by the association in a draw, and will be in the Vendome for 18 days, to be followed by a machine from another distributor, and so on until all distributors have displayed their machines. The Hotel Vendome will serve as headquarters for the cerebral palsy drive and a float will be flying from the front of the hotel throughout the campaign.

Another guest speaker at the meeting was Myron S. Kornman of Lavelle & Hillman, Inc., Fall River, Mass., who has been associated with cerebral palsy as a chairman in previous drives.

He told the membership that it was “something that I have dreamed of for years in the business,” explaining that he had always been a staunch advocate of participating in community activities. Other out-of-town speakers attending were: John T. Lazar, Lazar Music Co., Manchester, N. H.; Sam Orrenstein, Triangle Distributors, Providence; George M. Godfrey, secretary of Musical Records of R. I.; Walter T. Stanick, Stat Distributing Co., Central Falls, R. I.; Edward A. Dyer, Gorham; Dr. Ronald A. Johnson, Christ Alexion, North Providence, R. I.

Pictured above are from left to right: James Geracos, Boston; David Baker, Brookline; Ray Sheu, Worcester; cerebral palsy chairman; and Nelson H. Marshman, executive director, United Cerebral Palsy Fund Campaign of Massachusetts.
Music Op Sends Over 1,000 Letters to Congressmen and Senators

Points Path for All Music Operators

HARRISBROG, PA. — One well known music operator here is pointing the way for all the nation's operators to follow. He is Sol Hoffman of Tri-State Music Company who has sent 27 letters to each Congressman and Senator who is a member of the House and Senate Judiciary Committees. This is a total of 1,266 letters in all. Probably the largest number sent by any single operator in the nation. Other music operators, as has been reported by this publication, were urged to send in at least 109 letters to Congressmen and Senators in an effort to defeat the present bills facing the industry in Washington at this time. Effort like this of Sol Hoffman of Tri-State Music Company, this city, may be considered what almost every operator throughout the country can accomplish if he will just as energetically set himself to accomplishing this task.

There is no doubt that these letters had their effect on the Congressmen and Senators who received them.

Frank Debarros Joins Phono-Vend of Texas

SAN ANTONIO, TEX.—Louis Sebastian, sales manager of Phono-Vend of Texas, this city, announced that Frank DeBarros has joined the organization as a sales representative. "DeBarros is well known in the coin machine field, both here in Texas and also in Louisiana" stated Sebastian. "He left here two years ago to try out another field of endeavor, and is very happy to be back among his friends in the phonograph business." Prior to leaving here he sold Rock-Ola phonographs for another distributor where he established a very good record. Phono-Vend of Texas covers this area as distributors for Rock-Ola phonographs.

Your Opinion is Important!

Won't you please give your opinion of this First Quarterly Export Edition of The Cash Box

(TEAR OFF AND MAIL TODAY)

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

Signed

Firm__________________________
Address_______________________
City____________________________
State__________________________

Informe Trimestral de Exportacion de "The Cash Box"

(Viene de la pag. 98)

Las nuevas máquinas musicales automáticas son, sin duda, las mejores que jamás haya producido la industria. Los cuatro bien conocidos fabricantes de estas máquinas aceleradas por monedas han recurrido a los mecanismos de alto fidelidad y de 45 r.p.m. Los instrumentos son los más atractivos que jamás se hayan visto en el mercado. Las selecciones oscilan entre 40 y 120. El negocio mundial en el ramo de música automática continúa progresando a un paso firme y estable, y las ventas son considerables. Se anticipa que los próximos meses serán tan fructíferos para los negocios como lo ha sido el primer trimestre de 1955.

"The Cash Box" — Vierteljährlicher Ausfuhrbericht

(Fortsetzung von Seite 150)

Richtung hinweisen, kann eben noch nicht festgestellt werden, doch werden wohl die nächsten Monate darüber Klarheit bringen. Die neuen automatischen Musikmaschinen sind, ohne Zweifel, die feinste, die je von der Industrie erzeugt worden sind. Die vier wohlbekannten Phono-Vend, mit diesen neuenautomensischen Maschinen befassen, benutzen jetzt torrige Triebwerke, mit 45 Umdrehungen die Minute. Diese Instrumente sind die schönsten, die der Hersteller je gesehen hat. Sie bieten von 40 bis 120 Auswahlstücke.

Das Weltgeschäft in den automatischen Musikmaschinen schreitet mit festem Schritt und mit hohen Umsätzen voran. Es ist zu erwarten, dass die kommenden Monate in diesem Geschäft ebensoweiterfortschreiten wie es das erste Viertel des Jahres 1955 gewesen ist.
Al Schlessinger Acts as Mediator Brings Two Groups Together

MIAMI, FLA.—At a meeting of coinmen from this area at the El Comodora Hotel, this city, it was de
decided to dissolve the two associations now in existence and a new solid or-
ganization was formed, called the Au
tomatc Machine Operators Associa
tion.

These two groups were at odds, and it was thus the gold opera of Al Schles
inger, who acted as mediator, that harmony was restored.

Officers elected are: Harry Zimin
d, president; Willie Levey, vice president;
Harold Carson, treasurer; and Keith
Nelson, secretary. Voted to serve on the
Board of Directors are: Al Miller,
Willie Blatt, Dave Friedman, Morris
Markel, Paul Firenzo, and Harry Stein
berg. Jimmie Bonnie was selected as
board manager.

At the conclusion of the meet, Al
Schlessinger was given a tremendous ovation for his fine work in bringing
these two groups together.

BULLETIN TRIMESTRAL EXPORTATION

DE DÉBUT DE L'ANNEE 1955

A.B.T.

invites you

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BOOTH

35

at the

M.O.A. Convention

Slug Rejectors
Wall Boxes & Accumulators
Coin-operated timers
Coin Chutes
Timing Meters
Electrical & Mechanical
coin-controlled mechanisms
Also... mechanism for
tellers’ vending equipment
A.B.T. has consistently been serving countless satisfied customers for over 30 years.
We invite your management.

ABT MANUFACTURING CORP.
715-723 N. Kedzie Avenue
Chicago 12, Illinois

Importateurs! VERSEZ-ITE SIE NENT! Wegen der allerletzten Neuheiten in
Unterhalts-Maschinen, Automaten und Musikapparaten
verlangen Sie zunächst Auskunft und Preise von der
INTERNATIONAL AMUSEMENT COMPANY

Scott Crosse Company
1423 Spring Garden Street
PHILADELPHIA, PENNSYLVANIA, U.S.A.

On Verlangen senden wir Ihnen kostenlosen Abbildungen und
Preislisten. Ersetzen Sie um Zusammen hervorragendes Kataloge über Telle mit Schemabildern für BINGOS und
1 Kugel-Maschinen.

Vertreter für die BENELUX-Länder von
BALLY—GOTTLIEB—GENCO—WILLIAMS—KEENEY—EVANS

WANTED FOR LEGAL EXPORT TO CANADA

MILLS

WANTED FOR LEGAL EXPORT TO CANADA

MILLS

Brand New West Pockets 5c

Jewel Bells
5, 10, 25c
Melon Bells
5, 10, 25c
Blue Fronds
5, 10, 25c
Brown Fronds
5, 10, 25c
Black Cherry
5, 10, 25c
7-9-7
Late Model QT's

JENNINGS

Standard, Light-Up & Sun Chiefs 5, 10, 25c
Tic-Tac-Toe 5, 10, 25c

Write

MODERN AMUSEMENT COMPANY

2381 JEANNIE D'ARC AVENUE

MONTREAL, CANADA

(PHONE: Tucotte 8330)

"It's What's in THE CASH BOX That Counts"
MORE players play MORE
thanks to new SUPER-STRIKE feature

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

Get your share. Get Magic-Bowler or Mystic-Bowler now.

Bally Manufacturing Company-2640 Belmont Avenue, Chicago 18, Illinois

Williams Mfg. Presents New Gun Game

CHICAGO—J. A. (Art) Weinand, sales manager of Williams Manu-
facturing Company, this city, advised this past week that the firm is now
in production on an entirely new gun game, "Polar Hunt."

Said Weinand, "From reports which we have already received from various
test points where 'Polar Hunt' was located, this new gun is the greatest
which we have presented to the field. "And that," Weinand claims, "is saying quite a bit for any gun, con-
considering the success which we enjoy with 'Safari.'"

Weinand explained that "Polar Hunt" would carry "an exclusive Wil-
liams' feature which has never before appeared on any similar product."

"This is," he said, "the new 'Park-Button-Handicap-Time-Selector'. This
new feature has won tremendous ac-
claim and all believe that it will prove
' the answer to greater profits' every-
where."

Weinand explained the feature in these words, "It evens up the play for poor shots against the sure shots.
By that I mean," he said, "that now the players can set their own hand-
caps. A poor player can set himself for 70 seconds of shooting time. A
middle-of-the-road shooter can set for 60 seconds. A sharpshooter can set for
50 seconds. In this way all three
actually start off at an even scoring
rate."

He also explained that the "scoring runs into four figures" and that the
top score is around 8,000.

One of the most novel of all the
moving and pop-up targets is the
"igloos," according to Weinand. He
explained that once the igloo is hit
then the North Pole appears. The
Pole grows smaller and smaller and
more difficult to hit with each shot.
After the fifth hit it disappears en-
tirely.

Weinand also stated, "Our new
'Polar Hunt' will appear in only one
model, with triple match feature and
replay, for we have found from our
test reports, that this is the perfect
model for the 'Polar Hunt', and the
one that outshot, outplayed and out-
earned all other guns that had been
located in the same test locations."

Wisconsin Phono Ops
Still Talk 10c Play

MILWAUKEE, WIS.—In its latest
report to its membership the Wis-
cconsin Phonograph Operators, state-
wide association of music operators, is still attempting to bring some solu-
tion to the many discussions which have been held in this city, as well as
throughout other parts of the state, on 10c play.

Operators here have reported, they
claim, to Clinton S. Pierce, president
of Wisconsin Phonograph Operators
that, as far as this city is concerned,
the majority favor dime play all the
way.

It is believed that after the MOA
Convention in Chicago, where leaders
of Wisconsin Phonograph Operators
will have the opportunity to talk with
others who have had dime play in
operation for some time that the change may come about in the next
meeting of this association.

A large part of the membership of
this organization intends to be present
at the MOA Convention in Chicago.

Among the officers of Wisconsin
Phonograph Operators are: Ed Dow,
secretary-treasurer, of Beaver Dam,
Wis. and Cliff Bockeimer, vice-presi-
dent, of Green Bay, Wis.

Heath Forms New Company

MACON, GA.—After a number
of years, Ed Heath, well known to
commen throughout the country, re-
ports that he has formed the Heath
Sales Company, this city, and will deal
in new and reconditioned in-line

games.

Heath advises that he will be at-
tending the MOA show this year.

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

If you are seeking information on any coin operated machines of American manufacture, write: “The Cash Box”—the authority of the coin operated machines industry.

OJO!

Si desean informes respecto a máquinas 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 a 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

“It’s What’s in THE CASH BOX That Counts”
Al Silberman Writes Congressmen and Senators on Copyright Bills

Praises The Cash Box Editorial Stand

LOS ANGELES, CALIF.—Al Silberman, vice president of Badger Sales Company, Inc., this city, in addition to writing Congressmen and Senators on the three copyright bills, has been extremely active in getting every operator possible in his area, to do the same thing.

Silberman enclosed a copy of a letter to The Cash Box, which he sent out. It is not particularly long, but is exceptionally pointed. A few last paragraph reads: “We are fighting for our very existence against this incredible obnoxious legislation and we, as well as the entire membership of California Music Merchants Association, are completely confident of your cooperation.”

With this copy, Silberman wrote Bill Gersh: “It is my personal opinion that The Cash Box has richly earned the grateful thanks of every Juke Box manufacturer, distributor, jobber and operator in every city, in every state in the country.”

“You, Joe Orlick, and the entire staff of The Cash Box showed us how to feel of comforting warmth in the knowledge that, win, lose or draw, you’ve fought the good fight, and everyone in the industry will be eternally indebted to you.”

Op Donates Phono to Girl Scouts

NEW ORLEANS, LA.—Vincent Marcello, juke box operator, joined the 43rd anniversary celebration of Girl Scouts in America by contributing a juke box to the West Bank troops for their headquarters at the A’iris hut in Algiers.

Marcello also gave the group a number of hit records for the machine. Pictured here with Marcello and three girls from the West Bank troop, Marie Rauochkol, Lillian Cox and Mary Hill.

ATLAS...Best Qualified to meet your needs with profitable, late model phonographs — wherever you are!

For hundreds of phonograph operators throughout the world, Atlas Music Company is a trusted source of supply. Dependably reconditioned, thoroughly tested phonographs, extensive export experience, proven business integrity...these are profitable advantages for operators who buy from Atlas.

SEEBURG M-100A

All phonographs thoroughly reconditioned and refinished like new!


References: Main State Bank, Chicago; J. P. Seeburg Corp., Chicago; International Forwarding Co.

see JOE MUNVES of MIKE MUNVES CORP. at the MOA Show, Chicago

We Are The Largest Exporters of Arcade Type Machines—write:

MIKE MUNVES CORP.
577—10th Avenue, New York, N. Y.

If you have PHONOGRAPHs for sale CALL

DAVIS DISTRIBUTING CORPORATION

SEEBURG FACTORY DISTRIBUTORS

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Prices on all types of coin machines for Export furnished on request.

INQIRIES SOLICITED

on all types of Coin Operated Phonographs and Games for immediate shipment.

5 ROCK-OLA FIREBALL

Model 1436, 78 or 45 rpm

Plus Crating

WM. H. LEUENHAGEN

& CO.

2277 W. PICO BLVD.

LOS ANGELES 6 CALIF.

Bill Kennedy Visits N. Y. to Attend Radio Engineers Convention

NEW YORK—Bill Kennedy, head of Kennedy & Company, advertising agency for several of Chicago’s coin machine manufacturers, was a visitor here this week, attending the I.R.E. (Institute of Radio Engineers) Convention. Kennedy’s interest was due to the fact that his firm handles the Guardian Electric Company account.

Kennedy left New York at the end of the week, so that he would be on hand to attend the MOA Convention for his coin machine accounts.

“It’s What’s in THE CASH BOX That Counts”
Do-it-Yourself:

CONVERT YOUR SEEBURG M100-A’s
TO 45 RPM and SAVE MONEY . . .
INCREASE YOUR TAKE!

The Nelson Modernization Kit enables operators with Seeburg M100-A’s
to convert to 45 rpm quickly, easily and at low cost . . . so low, in fact,
that the savings made possible by newly reduced 45 rpm disk prices
will soon pay for the cost of this kit.

Most operators can install the Nelson Modernization Kit themselves . . .
in approximately one hour . . . and without the use of special tools.

Remember, the low price of the Nelson Modernization Kit is all you pay . . . there are no extras . . . no installation fees. Buy direct from
the manufacturer and install-it-yourself.

Check the many advantages of 45 rpm operation and write today for full
details!

Enables operators to buy good used Seeburg M100-A’s, and upgrade locations.

ONLY 45 RPM PAY EASIER OPERATORS

. . . Advantages of Disk Price Reduction
. . . Better Sound Reproduction
. . . Longer Record Wear
. . . Less Storage Space
. . . Opportunity to Ease Into Dime Play
thru 45 EP’s!

FOR COMPLETE DETAILS, FILE OUT AND RETURN THIS COUPON NOW!

D. V. PRICE CORP., Manufacturers
11147 W. PICO BLVD., LOS ANGELES 64, CALIFORNIA

G.K., . . Show me how I can convert my Seeburg M 100-A
to 45 rpm play . . . and pay for conversion out of record
costs! Please rush information to:

Name
Company
Address
City . . . Zone . . . State

TRIMOUNT
AMERICA’S LARGEST EXPORTERS OF
RECONDITIONED COIN OPERATED
EQUIPMENT

SEEBURG M100A, B, BL
WURLITZER 1015, 1100, 1250, 1400, 1500
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ROCKOLA 1426, 1428, 1432, 1444, 1436
COMPLETE SELECTION of 5 BALL PIN GAMES,
BINGO GAMES and ONE BALLS,
ALL TYPES of ARCADE EQUIPMENT.

Send for Price Lists.

TRIMOUNT
A NEW ENGLAND INSTITUTION
WITH
A WORLD WIDE REPUTATION.

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Tel. Liberty 2-6460

See The Cash Box Staff
at the MOA Convention,
Booth 10, Morrison Hotel

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

Factoy Service Schools Proving
Very Popular With
Operators

CHICAGO—Service schools being
conducted at the nation’s distributors
are proving to be extremely beneficial
to both the operator and the manufac-
turer.

The practice, which is becoming
more and more prevalent, is for the
factory to advise its distributor when
a field engineer will be in his offices.
The distributor then informs his oper-
ator customers thru the mail, by phone,
and thru the trade press. When the
factory engineer arrives, there usually
are a good many operators awaiting
his instructions.

Operators and their servicemen are
finding out that they can learn quickly,
and without experimenting, just how
to best take care of their equipment.

Altho operators claim they and their
servicemen are acquainted with the
particulars of the machines, they soon
learn that the factory engineer and
sponsors’ servicemen give them inval-
uable information and hints on the
proper way to take care of their
machines.

For many years The Cash Box has
editorially advocated the formation of
“Service Schools for Mechanics.” With
the present day method evolved by the
factories, of sending their engineers
into the operator’s territory, the prob-
lem is being solved—and to the great
benefit of both the operator and the
manufacturer. And as time goes on,
when it is announced that a service
school is to take place, more and more
operators attend at the distributors’
offices, as they realize what great bene-
fit they receive. And as the sessions
are held before larger and larger num-
bers of operators, the manufacturers
are encouraged to continue, and to
enlarge its service engineer force to
help coomenthout the nation.

Bob Charles Reports
Binghamton Area Ops
Changing to Dime

FT. LAUDERDALE, FLA. — Bob
Charles, head of Binghamton Amuse-
ment Company, Inc., Binghamton,
N. Y., is vacationing in this city, and
writes he will remain here until April
10.

Before leaving for Florida, Charles
and other operators in the area started
changing their juke boxes over to 10-
3 for 25¢ play, with 40% of their rec-
ords on ep. Bob states that collec-
tions have shown an increase since
the changeover.

While in Florida, Charles advises he
ran into Art Herman, formerly of Al-
bany, N. Y., who is running a route
of music machines and games in Holly-
wood and Ft. Lauderdale. He reports
that another up-state New York opera-
tor, Manny Baker, formerly of Endi-
cott, has a cigarette machine opera-
tion going in Miami.
The Cash Box

April 2, 1955

Vol. XXXVIII, No. 15

NEWS PLASTIC ELEVEN REELS
FREE SWINGING NO-CHAIN GUN
RAPID TRIGGER ADJUSTABLE TO FIVE 30 SHOTS IN 30 SECONDS

NEW PLASTIC ELEVEN REELS
FREE SWINGING NO-CHAIN GUN
RAPID TRIGGER ADJUSTABLE TO FIVE 30 SHOTS IN 30 SECONDS

By KEENEY!

THE NAME
KEENEY
STANDS FOR
QUALITY

COIN OPERATED EQUIPMENT

★ You get dependable, trouble-free, quality performance and substantial financial repayments on your investment when you operate any of these Keeney units:

1. The Keeney RANGER Gun Game.
2. The Keeney Deluxe COFFEE VENDER.
3. The Keeney Electric CIGARETTE VENDER.
4. The Keeney 6-Player BOWLING Games.

WRITE TODAY—Ask us to send literature on the units listed above. In addition, we will send you full details on all Keeney Coin-Operated Equipment when produced in the future.

J. H. KEENEY & CO., INC.
2600 W. 50th STREET, CHICAGO 32, ILLINOIS, U.S.A.

"It's What's in THE CASH BOX That Counts"
Hope Grows Ops Visit Brandt Distrib Co. For Repeal of 20% Tax

CHICAGO—A favorable press is helping James C. Petillo, president of AFM, since his personal visit to President Eisenhower in Washington, to obtain repeal of the "wartime" 20% entertainment excise tax.

This tax is not only hurting employment of live musicians but, at the same time, means a great deal to the juke box industry.

As the "Chicago American" (Saturday, March 12) reported on its editorial page:

"The tax is the 20 per cent bite on nite clubs—a 'wartime' and 'emergency' measure!"

"Other amusement taxes have been reduced. This remains at the murderous rate of one-fifth of the check. It's costing jobs for musicians, entertainers and others.

"If it is removed or reduced, the increase in jobs and taxable incomes will more than offset any loss of revenue."

"We urge the President and the Congress to correct this injustice."

The entire automatic music industry has long been advised by this publication, ever since the end of War II, that this onerous 20% excise tax should be removed.

This would return thousands of locations, which are classified as mediocre today, to "hot spots".

Once this 20% tax is removed, their dancing can once again be allowed, without the location owner having to add 20% on the tab of each and every teenage dancing customer, or pay the additional 20% himself.

The entire automatic music industry has been urged, time and again, by The Cash Box to back James C. Petillo in this great endeavor to help repeal the present "wartime emergency" measure, the 20% excise tax, especially against such forms of entertainment like dancing being allowed to economical juke box music by teenagers.

This would, in the first place, allow the teenagers to dance off their tremendous energy and, thereby, help quell much juvenile delinquency and, second, bring about supervised gathering places for teenage groups, instead of having them roam the streets empty handed with nothing to occupy their time or minds.

ST. LOUIS, MO.—Pete Brandt, Brandt Distributing Company, this city recently played host to several music operators, and posed them in front of the new Wurlitzer model "1800" phonograph.

Seen here, left to right, are: Mrs. Al Librace, Al Librace, Mrs. Harry Dorn, Simon Aaron, Mrs. Simon Aaron, Mrs. Louise Dorn, and Harry Dorn.
Bally Brings Out New In-Line Game “Gayety”

CHICAGO — Jack Nelson, general sales manager of Bally Manufacturing Company, this city, announced that shipments of the new Bally in-line game, “Gayety,” were being made this week to distributors all over the nation. Nelson described the new ball-jumping feature contained in “Gayety” as one of the greatest game innovations in years.

With Magic Lines feature lit on backglass, player is permitted to move first three lines of card up and down for best possible score, by simply turning knob located on front moulding of cabinet. With Magic Pockets feature lit on backglass, player may move balls in top row of pockets to left or right for better score. Balls actually jump from hole to hole as player presses buttons at right side of front moulding. The Magic Pockets feature also permits player to release some balls from top row holes for downfield action. In addition to the new Magic-Lines and Magic-Pockets features, the new game also contains the popular Advancing Scores, 200 and 300 Corner Scores, Spot-Numbers, Extra Balls.

According to Nelson, new Bally “Gayety” has been carefully engineered for perfect mechanical performance, and has been thoroughly location-tested to insure high-profit operation.

“It’s What’s in THE CASH BOX That Counts!”
CONGRATULATIONS
and
BEST WISHES
to the
MOA CONVENTION
JEAN & DOLORES MINTHORNE AND THE ENTIRE MINTHORNE ORGANIZATION
MINTHORNE MUSIC COMPANY
EXCLUSIVE DISTRIBUTORS FOR—
J. P. Secburg Corporation
Exhibit Supply Company
Chicago Coin Machine Company
Williams Manufacturing Company
• LOS ANGELES • BEVERLY HILLS • PHOENIX

As you read this column, operators, record company officials, publishers and artists will be in Chicago for the fifth annual meeting of the Music Operators of America. Yes, we'll be all there. The largest congregation of music men from all over America ever assembled at one time in any one place is on hand to gain firsthand knowledge about their business, see the attractive displays of all coin machine manufacturers and meet old friends and acquaintances from all parts of the country. From all present indications, the West Coast will have the biggest assembly of coinmen that has ever attended a MOA meet. Oregon and Washington will be well represented with a host of operators from throughout the Northwestern territory. In California heavy reservations on the airlines and railway companies have been made by coin-ops and distributors in San Francisco and the bay region. The Central and Southern sections of the state will also be well represented with a record throng of both small and large operators.

Tom Sams, AMI district sales rep, phoned us from San Francisco to say that he and his lovely missus will be in the windy city for the big event. Tom will be present, along with other AMI execs., at the AMI booth on the exhibit floor of the Morrison. He just returned from a trip thru Alaska and reports that alito operators in the territory have huge scattered routes business has been pretty much on the boom side and play on all types of amusement machines has been exceptionally good. Tom also stated that soon after returning to San Francisco he had the pleasure of visiting with Rusty Draper who dropped in at the Huber Distributing Company showrooms.

Checking around Los Angeles and Hollywood we find that practically everybody in the coinops, and music field is on the way to the convention. Walt Brown, president of the California Music Merchants Association, and Ben Chemers, business manager flew back to the coltcenter a week early to work with MOA president, George Miller, to make the final arrangements for the event. Mr. & Mrs. Sam Ricklin of California Music Company, Lester Shl, head of Sparky Records and Herb Newman of the newly formed ERA Record Company all boarded the same plane the day before the convention. Others, too numerous to mention, embarked for the MOA in planes, trains and private auto. Among them were Pete Pellegrino, Fred Sheen and Ben Korte.

Jack Simon of Simen Distributing Company did some fast and furious traveling last week. He whisked to San Francisco on business then to Las Vegas to meet his new partner, Howie Freer, and came back to LA before leaving for the convention. . . . Bill Happe, proxy of Badger Sales Company, stated that unless his plans were suddenly changed he'd be in Chicago bright and early on the 28th.

For several weeks Lee Walker has been recovering from illness with hopes that he'd be okay in time to attend the convention. However, just as he was getting his hopes up that he could go, the doctor advised that he still wasn't well enough to make the long trip. "Get plenty of rest, no night life and don't work too hard," were the orders—which sound plenty monotonous, but in Lee's case it's the best prescription for longevity! All the gang in Chicago will be thinking of you, Lee, and hoping to see you next year.

COINROW NEWS NOTES—We are all happy to welcome Howie Freer to Southern California. With his new association as a partner of Jack Simon of Simon Distributing Company local coin-ops expect the firm will start a new expansion program. This program will undoubtedly include a greater concentration into the export market. A large part of the firm's business has already been in this field and now with Freer's vast knowledge of foreign trade a new approach is expected with an eye toward developing new coin machine markets through the free world.

Hats off to Minthorne Music Company for their new drive to promote dime play throughout the area. Their new display shows how EP albums can be effectively programmed on a 100 selection Secburg so that an operator can get a dime for his music without making the customer feel that he's getting cheated. Hank Trenick says that many operators decided to use the EP program and switch their machines to 10¢ or 3 plays for 25¢ after seeing the display. He adds that it is proving very profitable for those who tried it.

Operators from far and near ambiguity along coinrow last week to see three new coin machines which were on display at the Distributors' showrooms. At the Paul A. Laymon & Company showroom loops got a first hand look at Bally's new "Bull's Eye" gun for the wee crowd. All agreed that the gun would offer new opportunities and profit possibilities for the kidde rides op. . . . Up at the other end of the Pico Strip coin-ops were stunned by the other to get in the doors of the Minthorne showrooms and shoot the new Williams' "Polar Hunt" gun. Just a quick glance at all the glowing faces showed that the Williams factory had come up with a new hit here in the Southland. . . For the vending machine operators, the Donco Sales Company introduced the new Kenney coffee machine at their showrooms which received its share of noteworthy comments. . . Among the many operators who trekked in from out of town to view the new machines were Ed Neel, Bytho; Gene De Vilbis, Big Bear; Noble Craver, San Diego; Bill Shofer, Sams, Denver; Ken Noriega, Colton; Bill Bradley, Covina; Tom Ryder, Long Beach and Walter Hennings, C. L. Andrews, and Lee Nelson all from Santa Ana.

While attending the MOA meet drop up and greet THE CASH BOX STAFF IN SUITE 2531 AT THE MORRISON HOTEL, Bill Gereh, Dan Perry, Karyl Long, Sid Parnes, Bob Austin, Norman Orleck, Charlie Lamb and Carl Taft will all be there to meet you personally.

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

MEET OLD FRIENDS AT . . .

WESTERNER

RESTAURANT
GAMING • SALOON

23 Fremont St. DOWNTOWN Las Vegas, Nevada

"Play Around the Clock"

JOHN P. (MIDGE) RYAN • JOE K. HART • RON PEPPLE
HOPPEY PEPPLE • HENRY SYLVESTER • JOE SYLVESTER
MAHLON MURPHY • JOHNNY HAINES • ANDY FAYA
CHARLEY CAVANAUGH

Page 118 April 2, 1955

The Cash Box
Atlas Music Improved Facilities
Provide Sales and Service Efficiency

CHICAGO—"We planned increased benefits for our customers at home and abroad," reported owners Maurice and Eddie Ginsburg of Atlas Music Company, this city, "when we opened our new Atlas Building, but the advantages evident in our improved facilities have far outstripped our expectations. Our phonograph sales and service efficiency has been a revelation to ourselves and our staff."

Specially designed and constructed for all phases of phonograph sales and service, the huge, new Atlas quarters contain elaborate refinishing and rebuilding shops, extensive warehouse space and shipping facilities, including a department for special export packing and handling. Atlas' technical staff includes specialists on all makes of phonographs.

"Our handsome, well-appointed demonstration Lounge and the comfortable, spacious offices at centers of interest for a host of music men from all parts of the nation and many foreign countries," advises Harold Schwartz, chief of Atlas' sales department.

Nate Feinstein, at the head of Atlas' export sales division, announced that the new Atlas Export Catalog "F" is now being distributed throughout the world.

chicago coin's
ARROW BOWLER

New!...
SUSPENSE
"ARROW-LITE" FEATURE!

Match an Arrow to Number, Star and Crown for the Ultimate in an Added Exciting Scoring Feature!

New!...

4 WAY MATCH PLAY!

"Flash-O-Matic" Scoring!
With Traveling Score Lites in Formica Playfield!

Four Drum Scoring
All 4 drums operate to score!

Player by Timing His Shot When Highest Score is lit
on the Formica Playfield Gets as Much as 800 for
a strike in Each Frame!

chicago coin's
TRIPLE STRIKE BOWLER

Any time during the game when player scores 3 strikes he gets an "Extra Bonus of 600" added to his score!

chicago coin. . .

Today America's Foremost Manufacturer of Coin Operated Amusement Equipment For Every Type of Location!

Heute Amerika's führende Fabrik von münzautomatischen Unterhaltungsausstattungen für jeden Standort!

Actuellement en tête des fabricants d'Amérique de Jeux à fonctionnement automatique avec monnaie, pour tous genres d'emplacements!

El Fabriquante más Distinguido de Máquinas de Diversiones Accionadas por Monedas para Cualquier Localidad!

CRiss CROSS
TARGET

2-4 Style Game
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"It's What's in THE $H BOX That Counts"
When you read this column, a good many of New York's coinmen will be in Chicago attending the MOA Convention. More New Yorkers left for this show this year than in any previous year. This same holds true for coinmen from New Jersey and Pennsylvania. Looks like a great show.

Young Distributing service school on the Wurlitzer '1800' phone continues to draw large groups of music ops and servicemen. School held this past Monday, Mar. 21 brought out some 75 "students". Joe Young and Abe Lipsky reported that they handed out 40 radios to those men who attended every one of the classes. The operators who claimed they'll need at least 30 or more. Last class will be held on Monday, Apr. 4. ... Bally's new kiddie gun "Bull's Eye" on floor of Runyon Sales—causing some very fine comment. Barney (Shugy) Shugerman and Abe Green off to the MOA show. Shugy, who had intended to continue on from the MOA show to Miami Beach, now advises he'll have to return to New York to take care of some important biz. Hopes to get to Miami a little later on. ... Jack Mitnick, AMI regional representative, who has been accompanying AMI's field service engineer, George Kleser, to the various Runyon shows, may leave for the AMI plant in Grand Rapids, Mich, on Thursday. From there he'll fly up to the MOA show on Saturday. ... Hal March, outstanding New England coinman—Brattleboro, Vt, 72 years young this week. ... Mike Jonas' sister, Rose, came a singer in the RCA "Miss Jubilee Box of 1955" contest, and the girl wound up among the final three contestants. Winner will be decided by votes of music ops at MOA show. ... Music ops of Camden, Mon. met on Tuesday night, Mar. 28, to hold its annual banquet. Among those present were Barney Sugarman and Abe Green, Runyon Sales Co.; Harry Halszak and Joe Fishman, Atlantic Drive-In; Active Amusement Machines Co.; and Herman Scott and H. Katz, 8 & K Distributing Co. ... Another New Jersey group of ops formed the Garden State Operators Association. Some 50 ops in this area, made up of various clubs, running on 104, 3 for 25¢, with cp records in about 40% to 50% of the phone yellow pages, voted to make a group under the name of "The Newark". Others are officers are Frank Mandal, vice president and Danny Sylvester, secretary. Members of the board are Cookie Kirsh and Whitey Barbol.

Did you watch the Sid Caesar show on TV Monday, Mar. 21? One of the dance numbers was highlighted by a dozen shot boxes—all mfrs. models, some new, one of the best jobs of the night. The parade was a great show. ... Dave Starn, Bob Slifer and Ed Adams, Seacon Distributors, all excited about the new Rock-Ola product, as they leave for the MOA show. ... Al Simon, Albert Simon and Mel Stoffel, Stoffel-Wall Distributors, Al, by the way, flies out to the MOA show—"To see my many friends" is the way he puts it. ... George Fishman, Fishman's, crowded room today, our day call on the wholesalers. Due to terrible rain and fog started up has a tough drive, both in and out. ... Pat Voleno, Flamingo Enterprises, Pater- son, was up this morning from his home in the country and told us some of his adventures. ... Expects to fly down to Miami with his son in the near future. ... Bob McDevitt, Bob McDevitt Co., has some new photos! Tony Catapano of Silver King Amuse. Co., Suffern, N.Y. ... Harry Koeppel, Koeppel Distributing, leaves for Chicago for MOA show. ... Brother Hymie stays home to keep the home fires burning. ... Mayer Parkoff, Atlantic New York Corp., will fly out on Monday, Mar. 28, to MOA show. Couldn't get away earlier. ... Carl Pasved, president of Westchester Operators Guild, as well as other club members, busy with details for its 4th annual dinner and dance. ... Affair will be held at the New Parkway Casino, Tuckahoe, N.Y., on Wednesday, May 10. ... Bally's New York shows held over the past few weeks, plus those places where previous banquets were held, so many more coinmen will be able to attend. Souvenir journal goes to press on April 22. ... Max Levine, Scientific Machines Corp., advises that Jack Goldberg is the new famous Casino Arcade, Asbury Park, has just ordered an installation of its new "Bingo-O-Reno" games.

**EASTERN FLASHES**

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**DALLAS DOINGS**

Bob De Priest and Ed McLemore got acquainted with some of the artists while enjoying the Variety Club Show. ... Mrs. Ellison of Denton shopped in Dallas this week with her Mother vacations in Morocco. ... Nice to see Maloney of Panther Dist., in Ft. Worth in Dallas this week. ... Out of town visitors buying new equipment this week were W. W. Brown of Henderson, W. B. Byford of McGregor, Ralph Byes and Drew Osborn of Ft. Worth, Jimmy of Longview, and W. E. Lilly of Cleburne. ... We hear that starting as of April 1st the S. L. Lynch Company will be closed on Saturdays. ... E. D. Farleigh will spend this weekend-end at Notre Dame with his son at the Junior Parents Meeting. ... Operators by S. L. Lynch Company this week were J. E. Mayo and M. A. Walker of Waco (Walker says the rain has made his pastures green and that he is doing real well in cattle business). Saccarno, with Marlin, Buddy Clem of Paris, Jimmy Garrett, Bob Foster of Cleburne, C. H. Lyde of Sherman, and Jack Maloney of Ft. Worth, ... Jimmy Garrett reports good luck catching cat-fish, and Dual Price of Lilly is all fixed up for some fishing trips. Came by in his new station this week.

**UPPER MID-WEST MUSINGS**

John Morton and Bob Addington of Bismarck, N. D. made the trip into the Twin Cities this week and neither was a holder of duck hunting license and looking over the latest in coin machines and music machines. ... Andy Theisen, Northland Music Company of Brainerd, Minn. made a quick trip into town recently. ... Haven't seen one of their new location signs on the time picking out records for their route were Mr. and Mrs. Russell Gherity of Baldwin, Wisc. ... Don Hazelwood of Atikin, Minn. spent several hours in town the other day looking over some of his new bingo game equipment. ... Bob Winona, Minn. seen picking up supplies and records for his route and he states that he has been on this for so long that he has tired to find on the records over the phone. ... Getting all hepped up about the State High School Basketball tournament was Gabby (Casse) of Grand Rapids, Minn. ... Leo De Lue, De Lue Music, Grand Forks, Minn. was in town this week and voted to return to the state that should be in a few weeks, as soon's the ice leaves the bay in Lake Superior up there. ... Joe live in Litchfield, Minn. to see the Nellie's Island, a new water resort in the Porterfield of Winona, Minn., Bob Reef of Forest Lake, Minn.; Jim Lucking of Benson, Minn.; Hank Kruger of Fairfax, Minn.; John Galap of Memmenite, Winona, Minn.; Bob Rich of New Prague, Minn.; Frank Phillips of Winona, Minn.; Harry Galap of Memmenite, Wisc. and Charlie Gerov of Cloud, Minn. ... The Acme Music Company of Minne-apoliss, Minn., have done some remodeling in their record department and now they offer self-service which speeds up the sale of records and also cuts down on the time a busy operator must spend in purchasing records for their route. ... Vera Schwartz and Ivy Goren are pleased with the new arrangement and report that they have received many comments from operators who are pleased with the new arrangement.