Smiles are the order of the day as Milton Berle, Susan Hunter and Bobby Mellin watch the sales mount for "Not Yet". Berle is the writer of the song; Susan recorded it for Decca; and Mellin published it. Given a tremendous send-off on the Milton Berle show of a couple of weeks ago, the record took off immediately creating a new record star in Susan Hunter.
here they are!

**RCA VICTOR'S UNBEATABLE PAIRS!**

Four of the most exciting "Double-dates" in record history!

*CHEE CHEE-OO CHEE*

**TWO LOST SOULS**

(with Mitchell Ayres' Orch. Arr: Joe Reisman)

20/47-6137

*CHEE CHEE-OO CHEE*

**TWO LOST SOULS**

(from the musical production "Damn Yankees")

*HOT POTATO MAMBO*

**JAPANESE RHUMBA**

(with Hugo Winterhalter's Orchestra)

20/47-6132

*THE CATTLE CALL*

**THE KENTUCKIAN SONG**

(from the Hecht-Lancaster production "The Kentuckian" a United Artists Release)

20/47-6139

*SWEET AND GENTLE*

**FREDDY**

20/47-6138

"NEW ORTHOPHONIC" High Fidelity Recordings
In all this world, there is probably no more reliable news service than Associated Press.

Every single day of the year, thousands of newspapers and millions of readers rely on AP to bring them accurate, up to the minute, unbiased facts.

Therefore we are happy to report that when it comes to the music world, AP relies upon The Cash Box.

An important fact for the entire music industry to know is that The Cash Box charts go out over the AP wires every single week. They are relayed to newspapers and radio stations everywhere, and give program directors, disk jockeys and editors the latest standing of current pop records.

It is a rare thing that AP should use any but its own sources. Yet for a specialized field such as music and records, it seeks out the best possible source and in turn gives the information from that expert source to its clients.

We at The Cash Box are proud of this public recognition by the most respected and reliable news service.

We have always known that our charts were the most accurate, most timely, completely honest compilations available. We knew also that most of the music industry was aware of their effectiveness.

Now this superiority is attested to by the acme of reliability as far as the news world is concerned.

Once again we say we are extremely proud of this recognition. And we know that AP's use of our charts will have great meaning to everyone in the music business.
They're new! They're great!
Trudy Richards, singing
"Don't rush me" and
"Promises, promises"
Jubilee 5189

The Four Tunes
"Time out for tears"
Jubilee 5200
Della Renee
"In the still of the night"
Jubilee 5198

Kont Marini
his sax and ork.
"Saxaphobia" and
"Limehouse blues"
Jubilee 5199

Jubilee Record Co., Inc.
315 W. 47th St., New York 19

Kitty Kallen's greatest
"Forgive me"
Just Released
Decca Record No. 2956

Bourne, Inc.
136 W. 52nd Street, New York 19

"3 Great Songs...
For Your Program"

"If I May"
recorded by
NAT "KING" COLE
on Capitol

"Genuine Love"
recorded by
Les Paul & Mary Ford
on Capitol

"Smack dab in the middle"
recorded by
Mills Bros. . . . . . . Decca
Ella Mae Morse . . . . . . Capitol
Eddie Hill . . . . . . . . . . RCA Victor
Charley Calhoun . . . . . . MGM
The Jacks . . . . . . . . . . RPM

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Hal Pfen, Pres.
1650 Broadway, New York, N. Y.
ORDER FROM YOUR NEAREST MEDIA DISTRIBUTOR

ALABAMA

JUBILEE

Tenko String Band

SING A LITTLE MELODY

www.americanradiohistory.com
"WITH YOU BESIDE ME" (2:34) [Ben Bloom ASCAP—Silver, Schneider] An inviting shuffle jumper is colorfully fashioned by the warm Lou Monte voice. A happy pleaser that should draw a heap of spins. Could break.

"BELLA NOTTE" (2:42) [Walt Disney ASCAP—Lee, Burkel] A pretty ballad from Disney's forthcoming feature-length cartoon "Lady And The Tramp." gets a mellowness styling from Lou. Tender item.

THE CREW CUTS (Mercury 7-0258; 7-0258x45)

"UNCHAINED MELODY" (2:50) [Frank ASCAP—North, Zaret] One of the country's top hits is rendered by the Crew-Cuts. Brilliant song that should be a classic in the annals of Tin Pan Alley. From an EP.

TWO HEARTS (2:35) [St. Louis BMI—Stone, Williams] An R&B number that went wild on the pop field, is jumped through by the boys. Rhythmic rendition of a terrific novelty. Should happen well in final take. From an EP.

TWIN TUNES (Sund 116; 45-116)

"JAPANESE RHUMBA" (2:33) [Peer Inter BMI—Miller] A favorite of men in the armed forces, gets an exciting revival treatment from the Twin Tunes. Boys dish up a solid job on this novelty. Could click again.

"TILL YOU MAKE ME MINE" (2:37) [Berkshire BMI—Mann, Love] The songsters blend warmly on a shuffle beat rendition of a pretty love song.

JOE PICA (Original 518; 45-518)

"DOODLE DOO DOO" (2:25) [Feist ASCAP—Kassel, Stitzel] Joe Pica, "The Wizard Of The Keys," handles the vocal chores in addition to the keyboard activities on this cornball rendition of a great oldie.

"I LEARNED A LESSON I'LL NEVER FORGET" (2:20) [Robbins ASCAP—Davis] Another boomer with that old-time flavor is handled capably by the artist assisted by Roy Stevens and his New Orleans Nightmares.

LIONEL NEWMAN ORCH. (Liberty 5501; 45-5501)

"THE GIRL UPSAIRS" (2:27) [Robbins ASCAP—Newman] From the flick "Seven Year Itch" comes this exciting melody beautifully handled by Lionel Newman and the orchestra. An attractive arrangement. Good dance item too.

"CONQUEST" (2:23) [Robbins ASCAP—Newman] This vibrant march number halls from the film "Captain From Castile." Appealing melody.

"TWO LOST SOULS" (2:24) [Frank ASCAP—Adler, Ross]
"CHEE CHEE-OO CHEE" (2:26) [Hill & Range BMI—Turner, Parsons, Seracinil]
"WHO'S GOTT THE PAIN" (Frank ASCAP—Adler, Ross)
PERCY COMO & JAYE P. MORGAN (RCA Victor 20-6117; 45-6117)

"CHEE CHEE-OO CHEE" (2:38) [Hill & Range BMI—Turner, Parsons, Seracinil]
"THE RIGHT TO BE WRONG" (2:19) [Burlington ASCAP—Kelsey, Baguley]
THE JOHNSTON BROTHERS (London 1565; 45-1565)

"RIDIN' INTO LOVE" (3:15) [Mark Gray ASCAP—Gocetti, Brown, Gray]
DEAN MARTIN (Capitol 3132; F-3132)

JOHNSON BROS.

In the race for top honors on "Chee Chee-oo Chee," Dean Martin comes up with a strong contender. His mellow, easy going voice adds warmth to the delightful novelty and he's pleasantly showcased by a fine choral backdrop. A potent rendition of a tune that should make it. Flip is an attractive lilted ballad dubbed "Ridin' Into Love." It's a melodious romantic number that paints a musical picture of a cowboy atop his horse, heading home.

GEORGIE SHAW (RCA Victor 7-0156)

"THERE'S AN OLD SAYING" (2:55) [Trinity BMI—Moore] Georgie Shaw gets a fine assist from the Dave Lambert Singers as he wends his way through a pretty ballad. Appealing set of lyrics.

"DO IT NOW" (2:45) [Shapiro—Bernstein ASCAP—Garman, Garson] A one hit wonder that swings from start to finish. Good tune that the Indy fans will take to.

FELICIA SANDERS (Columbia 40508; 4-40508)

"BLUE STAR" (2:35) [ Shapiro—Miller ASCAP—Heyman, Young] Lyrics are added to the beautiful "Media" TV theme and are presented emotionally by Felicia Sanders. Great melody that's been doing well as an instrumental. Could break with lyrics.

"MY LOVE'S A GENTLE MAN" (2:48) [Morton BMI—Jordan, Minor] A wonderful love song gets a feelgood reading from the talented threesome. Another hit from the tunesters along in back-drop. Tricky arrangement that could stir up noise.

RICHARD MALTBY ORCH. (X-0135; 45-0135)

"HIGH TIDE BOOGIE" (2:40) [Jubilation BMI—Freed] Richard Maltby has a top grade contender in this fabulous boogie arrangement of a familiar Walt Disney novelty. Imaginative performance that'll have the boys hopping. A big side.

"UMPINO TRUMPETS" (2:47) [Gornstein SESAC—Tolbert, Malton] A funny number that takes over on this rockin' instrumental. Exciting side that brings back the fabulous sound of the real cracker. Great hit.

LES BAXTER ORCH. (Capitol 3120; F-3120)

"TILL NEVER STOR LOVING HITS WITH IT" (2:54) [Robbins ASCAP—Cahn, Brodzky] Currently riding, high with his big version of "Unchained," Baxter has another contender in this soft sofa rendition of a big tune. Has the picl nose appeal. Or Leave Me." Has hit possibilities.

"MAKE THE TOWN AND TELL THE PEOPLE" (2:39) [Joy ASCAP—Lavignione, Gallop] The Notables handle the vocal portion of this pretty ballad. Interesting lyric for a romantic number.

THE VOKES THREE (Big 601; 45-601)

"COO, COO, COO," (2:18) [Hometown ASCAP—Hendricks, Stride] The Vokes Three give the new big label an impressive start with a sensational new rhythm novelty that could be a smash. Side rocks. A "big" start.

"CALL ME DARLING, MY DARLING" (2:54) [Village BMI—Verrone, San Domenico] The talented trio shows its versatility on this easy-going and beautiful love song. Boys have a commercial sound that could carry for a little help.

"Only those records best suited for commercial use are reviewed by THE CASHEX"
DONT LEAVE ME NOW"

"THE VERDICT"

Capitol-3127

"WE MAKE-UM POW POW"

Dakota Staton

"DON'T LEAVE ME NOW"

Capitol-3128

"A LITTLE YOU"

"It's What's in THE CASH BOX That Counts"
SLEEPER OF THE WEEK

"STORY UNTOLD" (2:40) [Rush BMI—Griffin]
"CARMEN'S BOOGE" (2:37) [Broadcast BMI—Coffin, Lenox]

THE CREWCUTS (Mercury 70634; 70634a4)

- The rhythm and blues, field continues to supply a big share of today's pop song material. Here, the Creweots, currently on the charts with an R & B click "Don't Be Angry," take hold of another fast rhythm and a beautiful blues number and fashion it for the pop market. It's a lovely ballad tagged "Story Untold." And the mellow Creweots' rendition should do big things. This is a very sentimental song, and the boys have made since they joined Mercury. Watch it go. The line, "Carmen's Boogie" is a jumped up version of the "Banana's" from "The Country Dance," with a new set of lyrics. A colorful deck to keep an eye on.

THE CATTLE CALL" (2:30) [Forster ASCAP—Owens]

"THE KENTUCKIAN SONG" (2:44) [Frank ASCAP—Gordon]

EDDY ARNOLD with HUGO WINTERHALTER'S ORCH. (RCA Victor 20-6139; 47-6139)

Eddy Arnold teamed with one of the top names in the conductor-arranger field, Hugo Winterhalter. Winterhalter supplies a lush string background for Arnold's easy-going vocal treatment of a beautiful cowboy type tune called "The Cattle Call." The melody is a touching one and could hit big just as "Indian Love Call" did a few years ago. Arnold hands in some of the prettiest yodeling we've ever heard. Side has a heap of potential. Bottom half, "The Kentuckian Song" is a charming love song from the Hecht-Lancaster production "The Kentuckian." Another beautiful piece of material.

GO ON BY" (2:39) [Hamblen BMI—Hamblen]

THE LITTLE BLACK SHEEP" (2:59) [Hamblen BMI—Hamblen]

THE COWBOY CHURCH SUNDAY SCHOOL CHOIR (Decoo 29590; 9-29590)

- The Cowboy Church Sunday School Choir which made an impressive mark on the music business with the Stuart Hamblen tune "Open Up Your Heart," has a new Hamblen release that could be just as big. It's an up beat ditty tagged "Go On By," a tune with another important story to tell. The youthful charm of "Open Up Your Heart" is ever present on this release, and adults are sure to want it for children. A definite contender that should be as enduring as their first platter. "Coiling The Little Black Sheep" is a touching story about a little lost sheep. A moving fairy tale. Should rack up a huge sale.

JAYNE AND AURPUD MEADOWS (RCA Victor 20-6132; 47-6132)

- JAPAN CHUMBA" [Feer Intern'l BMI—TV's popular Meadow Sisters make a great debut on the chart with an attractive story and catchy vocal rendition of a rhumba novelty that's been a big favorite of P's for years. Great arrangement. Girls sound terrific. Could hit big.

- HOT POTATO" (1:52) [Box & Staub ASCAP—Newhall, Patrick] The mambos beat takes over on this side. The girls belt out a good novelty with a heap of commercial appeal. Sisters could be big wax stars. They have a good sound.

ROBBIN HOOD (MGM 121997; K-11997)

- MIRROR MIRROR" (2:40) [Miller ASCAP—Constance] Robbin Hood, a talented songstress, debuts on the MGM label with a dramatic love song that could take off. Big arrangement of a good piece of material.

- ONE LOVE IS ENOUGH FOR TWO" (2:47) [Miller ASCAP—Jacob-Wilson] A lovely ballad, of course, and the lyric is pretty treated by Robbin. Ray Charles chorus and Frank DeVol's ork assist with the light, happy tempo.

GEORGIA CARR (Big 602; 45-402)

- SITTING ALONE" (2:47) [Village BMI—Wilson, Wilson] A pretty hillbilly type ballad introduces the talented Georgia Carr on the new Big label. Some effective multiple voicing. Good side that could swing into a hit.


FESS PARKER & BUDDY EBSEN (Columbia 40510; 4-00510)

- BE SURE YOU'RE RIGHT" (Unay BMI—Park, Eben) Fess (Davy Crockett) Parker and his side-kick Buddy Ebsen offer a song rendition of the celebrated pioneer's motto.

- OLD BETSY" [Wonderland BMI—George, Brown] Crockett's rifle ride is honored by a rhythmic outdoor type tune, Banjo and chorus round out the side.

VICTOR YOUNG ORCH. (Decca 29523)


- THE WORLD IS MINE" (3:69) [Famous ASCAP—Young, Adams] The conductor presents his own composition employed as a theme to the film "Strategic Air Command." Another top notch Victor Young melody.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
RECORD REVIEWS

BEST BETS

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

★ "FREDY"/"SWEET AND GENTLE"... Eartha Kitt & Perez Prado (RCA Victor 20-6138; 47-6138)
★ "HARD TO GET"... Giselle MacKenzie "X"-0137; 4X-0137
★ "COO, COO, COO"... The Voices Three MGM 11997; K-11997
★ "MIRROR, MIRROR"... Rebben Hood MGM 11997; K-11997
★ "HIGH TIDE BOOGIE"... Richard Maloey "X"-0135; 4X-0135
★ "BLUE STAR"... Felicia Sanders Columbia 40508; 4-40508

ALAN MARTIN (Dot 15354; 45-15354)

"TWILIGHT TIME"... [Porgie BMI—Rom, Nevins, Nevins, Dunn] Aided by a beautiful string backdrop, Don Martin weaves his way through one of the prettiest oldies. A warm, heartfelt reading of a top love tune.

"WHAT A SWEETHEART"... [Porgie BMI—Hannum, Leesak, Leesak] This half is an appealing rhythm number with the choicest assisting.

LEROY HOLMES ORCH. (MGM 11997; K-11992)

"GAMARRA" (2:47) [Robbino ASCAP—Raper] The enchanting theme from MGM’s "The Prodigal," is dramatically portrayed by the Leroi Holmes orch featuring the voice of Mary Mayo, used as an instrument. Chilling item. Mary’s echoy chanting is penetrating.

"JUST FOR THE BRIDE AND GROOM" (2:42) [E. H. Morris ASCAP—Mann, Hilliard] This pretty waltz melody stems from the musical review "Balloons Ever After." A glowing minor key melody with an "Anniversary Song" flair.

GISELE MacKENZIE ("X"-0137; 4X-0137)

"HARD TO GET"... [M. Witmark & Sons (ASCAP—Segal) Giselle MacKenzie makes an impressive debut on "X" with a beautiful waltz number which she performed on the "Justice" TV Show last Thursday. Tune has the stuff needed for a hit. Big TV tuff could make it another "Let Me Go, Lover."

"BOSTON FANCY" (2:30) [Skridlovsky BMI—Coleman] Richard Marlowe has put another fine orch assist as Giselle lilts through a light and contagious ditty.

THE MARINERS (Columbia 40514; 4-40514)

"CHEE-CHEE-OO CHEE" (2:32) [Hill & Range BMI—Turner, Parsons, Snow] A cute novelty about a bird’s song is delightfully treated by the Mariners. Very contagious item that should be a smash. Many recordings.

"A RUSTY OLD HALO" (2:39) [Shearing ASCAP—Merrill] An excellent, spiritual with a lighter than usual lyric, is capably handled by the quartet. Mahalia Jackson did a big job with it recently.

LEAD RECORDED JANUARY 24, 1955

DESIRED FOR A HIT

“Chee Chee-oo Chee” MERCURY 70630

BY THE

GAYLORDS

"It’s What’s in THE CASH BOX That Counts"
### Billboard, Cash Box, Variety

<table>
<thead>
<tr>
<th>Song</th>
<th>Billboard Rating</th>
<th>Cash Box Rating</th>
<th>Variety Rating</th>
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</thead>
<tbody>
<tr>
<td>CHEE CHEE-OO-CHEE</td>
<td>Spotlight</td>
<td>Spotlight</td>
<td>Very Good</td>
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<tr>
<td>PERRY COMO &amp; JAYE P. MORGAN (Victor)</td>
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<td>THE GAYLORDS (Mercury)</td>
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<td>JOHNSTON BROS. (London)</td>
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<td>DENNIS MALE (London)</td>
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<td>DADDY LOVES YOU</td>
<td>C&amp;W Spotlight</td>
<td>Bullseye</td>
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<td>MARTY ROBINS (Columbia)</td>
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<tr>
<td>DON'T DO IT</td>
<td>R&amp;B Spotlight</td>
<td>Award o' the Week</td>
<td>Very Good</td>
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<td>THE PENGUINS (Mercury)</td>
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<tr>
<td>GO ON BY</td>
<td>Spotlight</td>
<td>Sleeper of the Week</td>
<td>Very Good</td>
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<tr>
<td>COYOTE CHURCH SUNDAY SCHOOL CHOIR (Decca)</td>
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<tr>
<td>LEAVE MY HEART ALONE</td>
<td>76 (Good)</td>
<td>B (Very Good)</td>
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<td>BUNNY PAUL (Capitol)</td>
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<tr>
<td>OLD BETSY</td>
<td>75 (Good)</td>
<td>C- (Good)</td>
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<tr>
<td>VOICES OF WALTER SCHUMANN (Victor)</td>
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<tr>
<td>PROMISES, PROMISES</td>
<td>77 (Good)</td>
<td>B- (Excellent)</td>
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<tr>
<td>THE FOUR COINS (Epix)</td>
<td></td>
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<tr>
<td>TRUDY RICHARDS (Jubilee)</td>
<td>72 (Good)</td>
<td>B- (Excellent)</td>
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<tr>
<td>ROLLIN' STONE</td>
<td>Best Buy</td>
<td>Disk of the Week</td>
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<td>FONTANE SISTERS (Dot)</td>
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<tr>
<td>EDDIE FONTAINE (&quot;X&quot;)</td>
<td>75 (Good)</td>
<td>Best Bet</td>
<td></td>
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<td>THE MARIGOLDS (Excelsa)</td>
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<td>R&amp;B Sleeper</td>
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<td>SMACK DAB IN THE MIDDLE</td>
<td>Spotlight</td>
<td>B (Very Good)</td>
<td></td>
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<tr>
<td>MILLIS BROTHERS (Decca)</td>
<td>74 (Good)</td>
<td>B (Very Good)</td>
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<td>CHARLIE CALHOUN (MGAM)</td>
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<td>ELLA MAE MORSE (Capital)</td>
<td>77 (Good)</td>
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<tr>
<td>A STRAW HAT AND A CANE</td>
<td>Weise &amp; Barry</td>
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<tr>
<td>JOHNNY DESMOND (Coral)</td>
<td>76 (Good)</td>
<td>B (Very Good)</td>
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<tr>
<td>THAT'S THE WAY</td>
<td>75 (Good)</td>
<td>C- (Good)</td>
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<tr>
<td>THE FOUR COINS (Epix)</td>
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<tr>
<td>THAT'S THE WAY LOVE GOES</td>
<td>Satisfactory</td>
<td>B (Very Good)</td>
<td>Best Bet</td>
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<tr>
<td>THE RON BONS (London)</td>
<td>(Regent)</td>
<td></td>
<td></td>
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<tr>
<td>YOU ALL YOU</td>
<td>Satisfactory</td>
<td>C- (Good)</td>
<td>Best Bet</td>
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<tr>
<td>MITZI MASON (MGAM)</td>
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### THE TEN RECORDS

#### DISK JOCKEYS PLAYED MOST THIS WEEK

(PLUS THE NEXT TEN)

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

<table>
<thead>
<tr>
<th>No.</th>
<th>Song</th>
<th>Label</th>
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<tbody>
<tr>
<td>1.</td>
<td>UNCHAINED MELODY</td>
<td>Les Baxter</td>
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<td></td>
<td></td>
<td>(Capitol)</td>
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<td>2.</td>
<td>CHERRY PINK AND APPLE</td>
<td>Al Hibbler</td>
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<td>BLOSSOM WHITE</td>
<td>(Decca)</td>
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<td>3.</td>
<td>BALLAD OF DAVY CROCKETT</td>
<td>Roy Hamilton</td>
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<td></td>
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<td>(Epic)</td>
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<td>4.</td>
<td>DANCE WITH ME, HENRY</td>
<td>Perez Prado</td>
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<td></td>
<td></td>
<td>(RCA Victor)</td>
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<td>5.</td>
<td>WHATEVER LOLA WANTS</td>
<td>Alan Dale</td>
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<td></td>
<td></td>
<td>(Coral)</td>
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<td>6.</td>
<td>THE BREEZE AND I</td>
<td>Bill Hayes</td>
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<td></td>
<td></td>
<td>(Cadena)</td>
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<td>7.</td>
<td>PLAY ME HEARTS AND FLOWERS</td>
<td>T. Ernie Ford</td>
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<td></td>
<td></td>
<td>(Capitol)</td>
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<td>8.</td>
<td>DON'T BE ANGRY</td>
<td>Fess Parker</td>
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<td></td>
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<td>(Columbia)</td>
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<td>9.</td>
<td>LEARNIN' THE BLUES</td>
<td>Georgia Gibbs</td>
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<td>(Mercury)</td>
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<td>10.</td>
<td>HONEY BABE</td>
<td>Sarah Vaughn</td>
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<td></td>
<td></td>
<td>(Decca)</td>
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<tr>
<td>11.</td>
<td>TWO HEARTS.</td>
<td>Johnny Desmond</td>
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<td></td>
<td>12) A BLOSSFELL.</td>
<td>(Corral)</td>
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<tr>
<td>12.</td>
<td>13) MOST OF ALL.</td>
<td>Nappy Brown</td>
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<td></td>
<td>14) HEY, MR. BANJO.</td>
<td>(Savoy)</td>
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<tr>
<td>15.</td>
<td>15) HEART.</td>
<td>Frank Sinatra</td>
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<td>16) HOW IMPORTANT CAN IT</td>
<td>(Capitol)</td>
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<tr>
<td>17.</td>
<td>17) CRAZY OTTO MEDLEY.</td>
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<td></td>
<td>18) DARLING, JE VOUS</td>
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Dave Sweet (WB&SM-New Bedford, Mass.) advises the Four Aces' "Bluefoot" has been moving very fast due to the contest being conducted by Vic Selman. Dave advises the free instruction booklets have disappeared like "apples in a depression." Sweet also tells us he plays the top "30" from The Cash Box 50 Best Sellers with wonderful listener reaction. . . . Tennessee Ernie Ford has given a total of four network NBC-TV shots to Nick Gillow's "Laugh, Laugh, Laugh." Song got its start via Lorry Raine's record. . . . Jim Ameche doing TV as well as KMPC-Los Angeles.

Pic of the week: Buddy Deane (WITH-Baltimore, Md.) says NO for "Not Yet." Wanna bet? . . . Hank Goldman (WANN-Annapolis, Md.) predicts "I'll See You Again" will be a "Hit of the Year." . . . Robin & Polly Bonneau welcome Bob Mack to WTSF-Claremont, N. H. Bob will take over night time duties and the Bonnae's three hour weekly "Record Party" now moved up to Monday nights . . . Henry Okus, just returned from a road trip visiting deejays and ops on behalf of Art Mooney's MGM "Honey Babe," and Teresa Brewer's Coral "Silver Dollar," claims both are zooming. Okus recently took him to Harrisburg and the coal mining area. . . . Bob Kloss (WTRF-TV and WEWK-Wheeling, W. Va.) will fulfill jock duties on WJAC-TV, Johnstown, Pa. on Saturday, May 21. The show, called "Pop Shop," is produced by and stars Pittsburgh's Jo Ann Miller. Bob also encloses a love note telling us at the C.B. how much the mag means to him. . . . Al Radka (KFRE-Fresno, Calif.) expects "Rock Around The Clock" (which has been taking off all over again and in real strength) to really get going in his area after the file "Blackboard Jungle" plays Fresno. . . Steve Paul reports that he will return to WELE-Richmond, Va. as music director of the new TV station. Paul will also do his Piano Portrait Shows. Steve was recently hospitalized with a serious case of the flu. . . . KKKV-TV-St. Louis, Mo. welcomes Tom Brooks, who moved from WSAB (Huntington, W. Va.) to join its staff. Ed Pearsone (WEAN and WFPJ-Providence, R. I.) would like to receive spiritual records from all the major and indies. . . . Bob Sticht formerly with WMPS-Memphis, joined KOWH-Omaha, Nebraska on April 11. The Bob Sticht Show is heard every weekday morning 7:30 to 10.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
A Hit Is Born!

NEW YORK:
Two artists are being switched from Mercury to the disc jockey’s new subsidiary, Wing. They are Lola Dee and Nick Noble. When Wing’s first record releases in two weeks, there will be about twenty EPs issued. Don Elliott and his quartet making pretty music at the Composer, ... Decca is issuing its first EP by Bill Haye’s and its first LP by Caterina Valente. ... Terri Stevens and Wil Jordan will appear at the Coral Reef Beach Club at Lido Beach, N.Y. over the Memorial Day weekend. ... Greer Davis of Decca’s has become a father. Ditto Marshall Robbins of the Jack Robbins family. ... Jimmy Myers sends a card from Europe where he says he’s working like mad. ... Bob Watson doing record promotion for Lou Monte in the east. Bill Hayes will be presented with a gold record for “Davy, Crockett” on the Milton Berle Show May 17. Archie Bleyer, musical director and head of Cadence, will make the presentation. ... MGM Records has made arrangements with NBC radio to air the new sound track album of “Interrupted Melody” on 200 stations of the radio network Sunday May 15 at 6 P.M. Irving Fields into the Theatre Guild in Cleveland June 6. ... Harry Belafonte leaves the Broadway musical “Three For Tonight” in June for a Las Vegas engagement. ... “The Dapper Yankees” album must have set a record in some way, it was recorded on Sunday and by Monday afternoon it was in Liberty Music Shop. The same day advance copies started going out all over the country. ... Look for Decca has a find in Frank Yernas. His first disk has been getting terrific air play.

CHICAGO:
On Friday (5/7) Hol Fredericks, representing WAAF station manager Tom Davis, presented a gold record on stage to Eddie Fontaine, signifying the first “bunch tune of the week.” Record was presented on behalf of the station and Recorded Music Service Association, as Eddie’s “Rollin’ Stone” was first disk chosen in new tieup between WAAF and Chicago music trade association. ... The Chicago music trade association and the Chuckles, who were on the same bill, simply thrilled to see The Cash Box “Sleeper Of The Week” awarded to their new “X” recording of “So Long.” ... Mitch Miller, Felicia Saunders and Julius Laroa among the artists in town this past week to take part in Mitch Miller’s closed circuit TV show. If all goes well, it is expected that Howard will soon begin a network TV show in conjunction with his brand new CBS contract. ... Heard about two clever promotion stunts this week. First, in connection with The Ames Bros., latest Victor waxing, “Southern Cross,” Rocky Rief, Victor’s promotion man here, concocted a cocktail being called a “Southern Cross” which is being served in many of the eateries ‘round town frequented by the guys and gals in the music biz. ... The second, dreamt up by Decca’s Warren Ketter, Warren mailed out raffle tickets on an automobile, saying, “You’re not taking a chance when you play Ella Fitzgerald’s Taking A Chance On Love.” Clever people, those promotion folk. ... Gerry Teafet, just back from Cleveland and Detroit, plugging “Unchained Melody” and “How Important Can It Be,” as well as the score from the Broadway hit, “Dann Yankees.” Lex is like Jerry has nothing but hits to work on. ... Hear tell the McGuire Sistars have been booked back into the Chicago Tavern for the summer. The sometimes fun Be. ... Meanwhile, The Mariners and Mr. Beef, deemed this past Friday (5/12) where Pat is giving out with his Dot hit, “Two Hearts.” ... This air age! Burt Taylor, currently appearing at the Black Orchid, flew to New York as York, booking his 6 A.M. show. In New York last week and was back at the Orchid the same nite, before most people had a chance to discover that he was gone. ... Eddie Fisher certainly made many friends during his week stay, here, where he made the rounds of the discs, and with his latest for Victor, titled “Heart.” He was most friendly and cooperative.

HOLLYWOOD:
Most unusual waxing we’ve heard in a long time is featured on the latest Key Records release by Jack Benny’s Sportsmen Quartet. The tune “Hot Rod Hop” is a rhythmic blending of voices and gimmick automotive sounds such as motors, fender grilles and other realistic hot rod sounds has introduced the record in San Francisco during their engagement at the Fairmont Hotel which brought immediate reaction following the first exposure. Tune is catchy enough to burst through the big-time. “Dearest One” by “Schat Mank” Goersh on Century has been a real sleeper that’s suddenly starting to wake up. Al Kavelin informs us that the tune is raking in Portland, Ore., New Orleans and Norfolk, Va. ... Watch for Lawrence Welk and his Champs Pagne Music to soon go coast-to-coast. Welk and his manager Sam Lutz are now making final arrangements for the new show which will start in July and will be carried over the full facilities of the NBC network. ... Platter star Carl Ravassza follows singing comedienne Kay Ballard in Las Vegas May 24th for two weeks stint. ... The Dorsey Bros. headline the new show which opened at the Last Frontier in Las Vegas May 9th. Low Chud, head of Imperial, makes his entry into the pop market this week with two strong sides by The Sinaloa Bros., titled “Spark of Love” and “Boy Never A Day Gone By.” The group formerly recorded for Decca, “Jetty of the Night,” noted San Francisco disc jockey, has inked a pact with Cavalier Records to record several songs which will include Vincent Ruman’s “Without A Song” and Albert Milano’s “Prayer.” ... Tunesmith Dan “Red Hot Papa” Reed has composed a song titled “Eight-One” to honor the birth of his new baby boy born May 2. ... The Dave Brubeck Quartet opens at the Imperial Village Inn in Las Vegas for a two week stand. They leave for Las Vegas June 7 for a month’s engagement at the Desert Inn where they will co-star with Neil Connors in Imperial Records. ... Last teen-age dance craze “The Bop” is currently sweeping the country.

Felicia Sanders
“My Love’s a Gentle Man”

h/w
4-40508

Blue Star (first lyrical treatment of the “Medic” theme)

COLUMBIA RECORDS

"Only those records best suited for comme-icial use are reviewed by THE CASH BOX"
DECCA Announces with pride

A NEW Voice!
A BIG Voice!
A Great Record!

IF WE ALL SAID A PRAYER
AS I LIVE AND BREATHE

With Chorus and Orchestra dir. by JACK PLEIS
DECCA 29524 (78 RPM) and 9·29524 (45 RPM)

Sing by...

VERNA
America's Fastest Selling Records

“It's What's in THE CASH BOX That Counts”
Top 15 Best Selling Pop Albums

1. THE STUDENT PRINCE—Mario Lanza (RCA Victor LM 1837; ERB 1837)
2. STARRING SAMMY — Sammy Davis, Jr. (Decca DL 8118; ED 2214-5, 6)
3. CRAZY OTTO — Crazy Otto (Decca DL 8113; ED 2201, 2)
4. BRUBECK TIME — Dave Brubeck (Columbia CL 662; B 473)
5. MUSIC FOR LOVERS — Jackie Gleason (Carnegie Hall 352; EBF 352)
6. I LOVE YOU — Eddie Fisher (RCA Victor LPM 1097; EBF 1097)

Small Hours of the Morning

11. SOFT AND SWEET — The Three Suns (RCA Victor LPM 1041; EBF 1041)
12. MUSIC TO REMEMBER HER — Jackie Gleason (Carnegie Hall 570; EBF 570-
13. MUSIC FOR TONIGHT — Fess Parker & Buddy Ebsen (Columbia CL 666; B 203-1, 2, 3)
14. DAVY CROCKETT — Benny Goodman (Carnegie Hall 565; 1, 2-565)

Artists Perform At Westchester Ops' Dinner

TUCKAHOE, N. Y.—With the aid of a number of top recording stars, the Westchester Operators’ Guild, Inc., celebrated its 4th Anniversary at the New Parkways Inn in Tuckahoe, N. Y., Thursday evening.

A friendly greeting from the guild’s president, Carl Pavese, told ten different recording artists performed for the guests. Metz Mason (MGM) opened the show and was followed by Francis Lester (“X”), Richard Hayman (Mercury), Steve Lawrence and Edie Gorme (Coral), Miss Julie Box of 1955, Sonny Grahn (RCA), Danny Capri (Capitol) Robin Hood (MGM) and closing the show with a rocking performance, Bill Haley and his Comets (Decca).

Representatives from record companies, the trade papers, coin machine manufacturers, record distributors and all other phases of the trade, along with the association’s members made up the tremendous audience.

NEW YORK—MGM Records’ Artist Art Water is all “Smiles” as Frank Walker, general manager of the disc label hands him the first disk off the press of “Dippy Dippy Doodle.” The new novelty disk click that is beginning to gain operator attention throughout the country. The flip side is “Smiles.” Plug intended.

His Newest Hit!

A BLOSSOM FELL

DICKIE VALENTINE

Nt. 1584

LONDON

The Nation’s Number One Star’s NEWEST RELEASE!

AL HIBBLER

sings

“AUTUMN WINDS”

b/w “You Will Be Mine”
# 1098

Still Selling BIG!
AL HIBBLER

“After the Lights Go Down Low”
# 1086

2 Great Instrumentals!
ROY STEVENS’ “BLACK VELVET”

b/w “Down In Villa Capri” # 515

JOE PICA

plays and sings

“I LEARNED A LESSON I’LL NEVER FORGET”

b/w “Doodle Doo Doo” # 518

OLIVE RECORDS

10 BERGEN PIKE
LITTLE FERRY, N. J.

POPULAR

RODGERS & Hammerstein—OKLAHOMA/CAROUSEL SUITES

Morton Gould and his Orchestra — RCA Victor LM-1884 (12" LP)

Three great names of the music world make up this absolutely beautiful LP. Produced by Oscar Hammerstein and Morton Gould, Gould fashions the music from Rodgers and Hammerstein’s greatest musicals "Oklahoma" and "Carousel." Two plays which have become classics in the annals of show business and as it is delivered expressively it would just about be unapproachable. The music and arrangements are enchanting. And now with the Todd-AO film version of "Oklahoma," the ballads of "Carousel" scheduled for release very soon should enjoy an even greater sale than expected. Beautiful cover photo of a boy and girl (herself in love, should attract many a buyer. An LP that ranks with the best.

“HOLIDAY IN ROME”—Mick Legrand and his Orchestra — Columbia CL 647 (12" LP)

The master string orchestra of Michel Legrand captures the magic of Italy and Rome with a penetrating album of some of the most melodic Italian melodies, some familiar, some not so well known. It’s a warm and pleasurable forty five minutes of listening. If you close your eyes, you can almost picture Italy. Legrand had a big seller in his "I Love Paris" LP. This one should appeal just as greatly if not more so. The maestro has a definite feeling for the deeper strains of music and he skillfully offers an imaginative LP. Tops in background music.

“THE WILD SIDE OF LIFE”—Burl Ives—Decca DL 8107 (12" LP)

With IDEAL LP-905-1, LEFT MY GIRL IN THE MOUNTAINS; CRAWLEY SONGS; LONESOME SO LONESOME; ONE HOUR AHEAD OF THE MOON; GREAT WHITE WILD GROUND HOGGERS; I’M UP IN TOWNSELE ARIZONA; IT’S SO LONG AND GOOD-BYE TO YOU; CLOSE THE DOOR, RICHARD.

Burl Ives is making a big name for himself as an actor in the legit theater and in films, he’s still the world’s foremost singer of folksongs and ballads. This album proves it. It’s not the usual Burl Ives accompanied by his own guitar, but it’s an Ives showcased by varied backgrounds. On some, the easy-going instrumental background of Greek, Italian, and Celtic instruments. On the other hand, some of which are so beautifully arranged that they have a near classical nature. Disk is housed in a lovely sleeve featuring a great work of art depicting the title of the LP. Should enjoy a long and healthy sale.

“LOST LOVE”—The Coronet Orchestra—MGM E 3167 (12" LP)

CAST LOVE; CASTLE BERKELEY; SUGARBEER; SEBRETT; DAWN; HEARTBEAT; EIDRO; TANGO OF LOVE.

The Coronet Orchestra, a newly formed top class aggregation specializing in folk music, displays its wares on the MGM platter with a dozen melodies of varied emotions. The themes rendered include the sultry type, seductive and others. Interesting platter. Some numbers were previously released in single form.

“PICcadilly DANCE PARTY”—Buddy Brennan and his Orchestra—X, LA-3038 (10" LP)

KISS ME AGAIN; THE MAN I LOVE; I’LL BE AROUND; IT AIN'T NECESSARILY SO; THE GLOW WORM; THE HAUNTED BALLROOM; TILL THEN; THAT OLD FELING; YOU SO.

Buddy Brennan’s Orchestra, well known in England for his own delightful brand of dance music, treats eight great pop hits of yester year to some smooth easy-going orchestrations. There is nothing elaborate about the delivery, on the contrary, they have the same simplicity that makes Guy Lombardo’s music the rage in the U.S. Its music that’s easy to dance to. A treat for all listeners in the middle aged class.

“THROUGH A LONG AND SLEEPLESS NIGHT”—Jerome Courtland—Jubilee LP 22 (10" LP)

SLEEPLESS HOURS; I DON’T KNOW WHAT TIME IT WAS; SHE’S DREAMING THAT WAY; DOWN BY THE RIVERS THROUGH A LONG AND SLEEPLESS NIGHT; OLD TOWN’S LIT.

Jerome Courtland, a versatile and very talented performer, displays his intimate and inviting vocal skills as he offers an octet of wonderful standards. The mood is sentimental and comes because of the moving and meaningful lyrics of the selected standards. Jack Kelly and his ensemble add to the intimacy with a subtle accompaniment.

POETRY

POET’S GOLD—Helen Hayes, Raymond Massey, Thomas Mitchell, Geraldine Brooker, Norman Macdonald—RCA Victor LM-1812; 1813; 1893 (12" LP each)

A recording survey made by the nation’s best known poet. Reading them, one is lured to them the gentle, captivating, thoughtful, delightful but simple voice of Helen Hayes, Raymond Massey and Thomas Mitchell on LP’s 1812 and 1813. The third of the trio offers the warm and stimulating voices of Geraldine Brooker and Norman Macdonald. If exposed, we believe these albums could attain a good sale. The poems come alive under the masterful readings of the five artists. They are vivid, moving and beautiful. The melody of the voices, hearing words spoken with fluid diction, the intonations that give meaning to words—all these could bring new readers to poetry. For fiction classes, anthropology classes, literature classes, releases such as these should prove invaluable.

POETRY

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
Kanaga Elected Vice-President of RCA Victor Record Division

Under the Palm

NEW YORK—An international pow pow and conference of stars and spinners, Bill Savoy of EMI and Angel, Laverne Baker, Atlantic, Jonath Jones, Trumpet and Angel Artist, Ted Heath of London, and Joe Deroie, Bethlehem take over the LP situation while WOV disk jockey Leigh Kamman takes time out from his 1250 Club show. The broadcasts are nightly features of "Jambalaya" which originates from Harlem's famous pub, the Palm. Jambalaya is WOV's 7 hour cross-board program (8 p.m. to 3 a.m.) known for its unique formula of fine dance, jazz, and rock and roll.

THE CASH BOX

THE GENIUS OF ART TATUM—Clef MC G-657, 658, 659, 660, 661—(Each 1-12"

JAZZ

HAL McKUSIC—East Coast Jazz Series No. 8—Bethlehem BCP-16 (1-12"

"WONDERFUL and WORDS and "HEART"

MGM 11988 (78 rpm) K-11988 (45 rpm)
Fisher Becomes Star Salesman For Coca-Cola

CHICAGO—King-sized Coca-Cola in the new 10-cent bottle got off to a king-sized, resoundingly successful start in its first major market, Chicago, this week, thanks to a one-man army named Eddie Fisher. Spear-headed by the young horticulturist, the new product sold so well in its first week that it outstripped the Chicago bot-tle week’s production facilities. Coca-Cola execs immediately tagged Eddie their “number one salesman.”

Fisher was in addition to doing his Wednesday and Friday “Coke Time” shows from Chicago, appeared on 20 or more radio and TV interviews, presented Eddie Fisher Coke party conventions and banquets singing the praises of Coke’s new bottle.

The visit to Chicago marked the first ‘full-dress’ “Coke Time” broadcast from anywhere but New York or Hollywood with the exception of one special appearance from Washington. Fred Robbins, Azel Stordahl, NBC radio and TV personality: Ed Colee exec Bob Kenner, D’Arcy veep Paul Louis, and a half-dozen other showmen provided the trip with Fisher. Shows were presented from NBC’s previously shuttered Studebaker Theater, opened especially for the show with an audience of 600. Friday night’s session was held open for members of Fisher fanclubs, with members from almost 100 in the Chicago area present.

The Chicago trip climaxl two busy week-ends in which Eddie appeared in Detroit and Toledo, followed by Des Moines and Cleveland. At the last, he did a heavy sell for Coca-Cola at the Supermarket convention. In Des Moines, he did two shows at the KRM The theater.

Faggen Named General Manager of Marquee

HOLLYWOOD — Irving Mills has announced the appointment of Jay Faggen as general manager and public relations director of American Recording, Artists Inc., producers of the new Marquee label.

Faggen assumes his new assignment immediately and is actively lining up distribution and key promotions for the initial Marquee releases, which will reach the national market this month.

The public relations organization which Faggen heads will function under his direction on behalf of Marquee and will continue its regular activities otherwise under the guidance of Lee Hewitt in Los Angeles and Freddy Warren in New York.

Marquee’s new manager has been closely identified with music and record business through public relations work in California’s and Californias since 1931. In the mid-thirties Faggen was general manager for the Crawford Music Company, which succeeded De-sylna, Brown and Henderson.

Airmall Subscription The Box $30.
**THE CASH BOX**

**SOLDIERS**

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<th>Title</th>
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<td><strong>35—Silver Dollar</strong></td>
<td><strong>CR-6194 (9-6195)</strong></td>
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<td><strong>27—It May Sound</strong></td>
<td><strong>JOHNNY WEGER</strong></td>
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<td><strong>36—Love Me Or Leave Me</strong></td>
<td><strong>CR-6103 (9-6104)</strong></td>
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<td><strong>38—Sand And The Sea</strong></td>
<td><strong>JOAN DAVID</strong></td>
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<td><strong>39—Donner, Heartache, We're Back</strong></td>
<td><strong>DE-2950 (9-2951)</strong></td>
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<td><strong>40—Wound And Foolish</strong></td>
<td><strong>CA-1036 (F-1036)</strong></td>
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<td><strong>41—The Berry Tree</strong></td>
<td><strong>V-20-6018 (F-20-6019)</strong></td>
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<td><strong>42—Earth Angel</strong></td>
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**TOMATO'S TOPS**

Joan Fairfax, the CBC-TV and Radio thrill has made an auspicious pateo debut with her just-released spiral disk of Norm Campbell's lush ballad "The Way in the Boy". Flip side is an up-coming move into "Something's got to Give", so Joan looks like a twi-the time winner her first time out. Y. Top designate this sector continue to give heavy plays to Priscilla Wright's Spartan waxings of "Man in a Raincoat" and "I Wanna Dance at a Mambo Combo", and who knows if the Canadian enthusiasm is spilling over the border of the U.S.A. I understand that the 14 year old song still will be journeying to Detroit with Ed McKenzie. Little known fact about Priscilla is that she is the grand-daughter of Arthur Mine, Canada's only live ex-Prime Minister. ... Art Tatum and Slam Stuart had a busy week here last week renewing acquaintances with their old friends. Going without saying that their date at the Town Tavern was packed with patrons all week long. The Casino Theatre is enjoying the office box magic of the old "Black Magic" man—Billy Daniels. The Mercury star has always gotten terrific support from the local den of Albany and the airwaves have been heavy with airings of his Mercury platters. RCA Victor's Bob King temporarily breaking his Ottawa dates to guest on WWVA, Wheeling, West Virginia. The handsome Byrd is building nicely with his Victor platters in Canada and his U.S. dates should open that territory for him. ... The Colonial is playing host to Phil Napoleon this week, and I hear t'e'll Phil is really packing them in.

**PRISCILLA WRIGHT**

**TAKING OFF**

NEW YORK—Dori Brooks, the "Voice With The Built In Echo Chamber," takes off in her own plane from New York City on a mid-week tour of TV and radio stations. The label "X" recording star will make her own air hops from city to city making personal appearances for her latest hit disk of "Ev'ry Day."
New Label Promotes South Dakota Talent

Harrold, South Dakota—A new record release that is an entirely unique product of the new Columbia label that has been issued this week. Both sides were titled by Grace Lee, an employee of the State Capitol office and Danny All, a 9 year old South Dakota angler sings to his own star accompaniment.

One side of the disc, written especially for Danny, is titled “Idaho Dan,” a title the youngster received from country star Smiley Burnette. The other half is “I Come From South Dakota,” a tune Miss Lee offered to the 855 participants for submission as a state publicity theme song.

Bessie Mae Muchho

New York—Lanny Ross, resuming his chores at CBS, after his trip to Spain, ran a contest to name a guitarist he brought back from that country. Lanny originally had a guitar tagged “Macho” which was given a name for the companion piece. The winning title turned out to be “Macho Muchho.”

Recorded by GISELE MAC KENZIE

“THAT’S ALL I NEED”

Audivac Records 99 W. 57th St.
NEW YORK—Buddy Costa has just recorded street "Of Make-Believe," a song about Broadway, for Pyramid Records. Showa above are four who are connected with the recording: John Mical, arranger-conductor; Buddy Costa; Richard Marquis, composer of "Street Of Make-Believe"; and (seated) Elmo Ross, president of U. S. Music.

Americas Leading One Stop Record Service

LESLIE DISTRIBUTORS

NEW YORK

PITTSBURGH, PA.

HARTFORD, CONN.

ATLAS MUSIC BLDG

(Phone: Giant 1-9223)

THE CASH BOX

The Nation's Top 50

Complied by “The Cash Box”

May 27, 1955

"Only those records best suited for comme use are reviewed BY THE CASH BOX"
ROGER CLARK
1. Oh Yeah (Sarah Vaughan)
2. Unchained Melody (Baxter)
3. Rock Around the Clock (Bill Haley)
4. Cherry Pink (Frede Prado)
5. Strange Lady (Frankie Laine)
6. Love Me Or Leave Me (Bobby Darin)
7. Dance With Me Henry (Gibbs)
8. Whatever Lola Wants (Baxter)
9. Cherry Pink (Frede Prado)
10. Where Will the Dimples Be (remain your own)

BOB COUPE]
Lassen WMP—Milwaukee, Wisc.
1. Unchained Melody (Baxter)
2. Cherry Pink (Frede Prado)
3. Honey Bee (Art Money)
4. Dangerous Heartbreak Ahead (Bill Haley)
5. Plantation Boogie (D. Dee)
6. Tell Me You Love Me (Bobby Darin)
7. 1 Am The One To Blame (Cammie Codette)
8. Don't Be Angry (Crewcuts)
9. Learnin' The Blues (Sinatra)
10. Aladdin's Lamp (S. Clayton)

WES HOPKINS
WTTN—Trenton, N. J.
1. Dance With Me Henry (Gibbs)
2. Cherry Pink (Frede Prado)
3. Blue Eyes (Art Money)
4. Do It All Over Again (Don Cornell)
5. Blue Eyes (Art Money)
6. Door Is Still Open (P. Sherriff)
7. Learnin' The Blues (Sinatra)
8. Breeze (Gibbs)
9. Don't Be Angry (Crewcuts)
10. My Baby (Gaylord)

DICK GILBERT
KTFY—Faribault. Ariz.
1. Unchained Melody (Baxter)
2. Cherry Pink (Frede Prado)
3. My Baby (Rocky Lee)
4. Whatever Lola Wants (Baxter)
5. Cherry Pink (Frede Prado)
6. Benny & I (C. Valente)
7. Tweedle Dee (Baxter)
8. Honey, My Baby (Bennetta)
9. Learnin' 'Em The Blues (Sinatra)
10. Aladdin's Lamp (S. Clayton)

FRANK POLLOCK
KOOL—Phoenix, Ariz.
1. Unchained Melody (Baxter)
2. Cherry Pink (Frede Prado)
3. Whatever Lola Wants (Shore)
4. Brothers In Arms (Baxter)
5. Whistlin' (Whiting)
6. Keep Me In Your Heart (Baxter)
7. Cherry Pink (Frede Prado)
8. Benny & I (C. Valente)
9. A Blossom Fell ("King" Cole)
10. Be Diddler (Be Diddler)

RICHARD HAYES
ASC, MUTUAL, Radio Networks, N. Y., N. Y.
1. Unchained Melody (Baxter)
2. Cherry Pink (Frede Prado)
3. Whatever Lola Wants (Shore)
4. A Blossom Fell ("King" Cole)
5. Whatever Lola Wants (Shore)
6. Whatever Lola Wants (Shore)
7. Whatever Lola Wants (Shore)
8. Whatever Lola Wants (Shore)
9. Whatever Lola Wants (Shore)
10. Whatever Lola Wants (Shore)

E. MIKESON
VWD—Detroit, Mich.
1. Unchained Melody (Baxter)
2. Whatever Lola Wants (Shore)
3. Whatever Lola Wants (Shore)
4. Whatever Lola Wants (Shore)
5. Whatever Lola Wants (Shore)
6. Whatever Lola Wants (Shore)
7. Whatever Lola Wants (Shore)
8. Whatever Lola Wants (Shore)
9. Whatever Lola Wants (Shore)
10. Whatever Lola Wants (Shore)

M. MITCHELL
WNOP—Newport, Ky.
1. Unchained Melody (Baxter)
2. Cherry Pink (Frede Prado)
3. Whatever Lola Wants (Shore)
4. Whatever Lola Wants (Shore)
5. Whatever Lola Wants (Shore)
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7. Whatever Lola Wants (Shore)
8. Whatever Lola Wants (Shore)
9. Whatever Lola Wants (Shore)
10. Whatever Lola Wants (Shore)

J. MASON
KQV—Chicago, Ill.
1. Unchained Melody (Baxter)
2. Don't Be Angry (Crewcuts)
3. Three Things (4 Expresses)
4. No Letter Today (Paul & Ford)
5. Blossom Fell (Denny W.)
6. Is This The End Of Our Love? (Joni James)
7. Young And Foolish (Stordoff)
8. Whatever Lola Wants (Sarah Vaughan)
9. Whatever Lola Wants (Sarah Vaughan)
10. Most Of All (Fontaine & Carroll)

WILL LENAY
WSAI—Cincinnati, Ohio.
1. Cherry Pink (Frede Prado)
2. Whatever Lola Wants (Shore)
3. Whatever Lola Wants (Shore)
4. Whatever Lola Wants (Shore)
5. Whatever Lola Wants (Shore)
6. Whatever Lola Wants (Shore)
7. Whatever Lola Wants (Shore)
8. Whatever Lola Wants (Shore)
9. Whatever Lola Wants (Shore)
10. Whatever Lola Wants (Shore)

JIM BOLLINGER
WKY—Louisville, Ky.
1. Cherry Pink (Frede Prado)
2. Whatever Lola Wants (Shore)
3. Whatever Lola Wants (Shore)
4. Whatever Lola Wants (Shore)
5. Whatever Lola Wants (Shore)
6. Whatever Lola Wants (Shore)
7. Whatever Lola Wants (Shore)
8. Whatever Lola Wants (Shore)
9. Whatever Lola Wants (Shore)
10. Whatever Lola Wants (Shore)

JOE SMITH
WVDA—Boston, Mass.
1. Unchained Melody (Baxter)
2. Whatever Lola Wants (Shore)
3. Whatever Lola Wants (Shore)
4. Whatever Lola Wants (Shore)
5. Whatever Lola Wants (Shore)
6. Whatever Lola Wants (Shore)
7. Whatever Lola Wants (Shore)
8. Whatever Lola Wants (Shore)
9. Whatever Lola Wants (Shore)
10. Whatever Lola Wants (Shore)

DICK WHITTINGHILL
KMPC—Hollywood, Calif.
1. Whatever Lola Wants (Shore)
2. Whatever Lola Wants (Shore)
3. Whatever Lola Wants (Shore)
4. Whatever Lola Wants (Shore)
5. Whatever Lola Wants (Shore)
6. Whatever Lola Wants (Shore)
7. Whatever Lola Wants (Shore)
8. Whatever Lola Wants (Shore)
9. Whatever Lola Wants (Shore)
10. Whatever Lola Wants (Shore)

WALT GAINES
WCCS—Amsterdam, N. Y.
1. Dance With Me Henry (Gibbs)
2. I Don't Want To Be Angry (Crewcuts)
3. Whatever Lola Wants (Shore)
4. Whatever Lola Wants (Shore)
5. Whatever Lola Wants (Shore)
6. Whatever Lola Wants (Shore)
7. Whatever Lola Wants (Shore)
8. Whatever Lola Wants (Shore)
9. Whatever Lola Wants (Shore)
10. Whatever Lola Wants (Shore)
LOS ANGELES:
The smash success of Bill Doggett and his band at the Five Four Ballroom May 6 thru 8 proved, once again, that Eastern artists, who have become popular through their own records, can make a highly successful tour of the West Coast even though they have never appeared here before. This talented organist received a royal reception and it's our bet that he'll be greeted by the same Western hospitality all along the Coast during his six week tour. . . . The Biharis excited by the new West Coast group, The Cadets. Modern Records quickly snatched them up and hustled the group into the recording studios to cover "Don't Be Release (out this week) "Collin Stone" has stirred and the Modern diskery hat both sides will be a fe says that it's the best used in a long time. Ben named the group and is dates. . . . Johnny Otis from a record breaking test. Johnny is now back cord store on Western, "remit" the subbed on the . . . Art Rupe is plenty that the boys waxing of one that has come out is like the turning point so came last Wednesday lounge of the new Las ms. . . . Lester Sib, top ad signed Frankie Mar- nely been held which Les creptive adjectives when our, it's colloquial, it's sen- B. "I've Got A New Car" jock will be flying low in s for the tall timbers of month. . . . The Jewels s and guest appearances ing "Angel In My Life" Joe Houston, Marvin & the five four ballroom sly evening show at the successful engagement at t for Empire, Oregon, eing in the "Wallflower v" by Etta James and king wide open through- complete swing through ett and The Jewels will m May 22 . . . Two big l Park—are now booking ering a lucrative deal to k when Period gathered Kirby orchestra, except will be an LP issued rranger with the Kirby cations, acted as leader ing the bands years akastra, also participated care, alto sax, now with piano, now with Louis for the past decade has men had worked together cted as commentator on Joe's CBS Network shows.

"It's What's in THE CASH BOX That Counts"
Los Angeles: The smash success of Bill Doggett and his band at The Five Four Ballroom May 6 through 9, proved once again, that Eastern artists who have not been seen through their own records, can make a highly successful tour of the West Coast even though they have never appeared there before. This talented organist received a royal reception and it’s not too early for the Southern California publisher to cover: "Don’t Be Angry," Now their second release (out this week) "Fine Lookin’ Baby" b/w "Rollin’ Stone" has stirred up the momentum. A strong demand for the record that says Billikas predicts that both sides will be a natural double headed hit. He says that it’s the best record they’ve had in a long time.

Johnny Otis and his band have returned from a record breaking ten day tour of the Southwest. Johnny is now back to disc-spacing from his record store on Western Avenue in Los Angeles. Rustbett and Dave Armett subbed on the latter half. "Rollin’ Stone" is already a hit and is quite pleased over his newest artist Jesse Belvin. He says that the boys waxing of "One Little Blessing" is proving to be the hottest tune that has come out in the past three months. Looks like the turning point in Oscar McConville’s career is now here. The big break came last Wednesday when McConville and his HoneyJumpers opened in the lounge of the Los Angeles Riviera Hotel for a two week stand with options. 

Jazz

An unusual jazz session was conducted this week when Period gathered together the entire personnel of the original John Kirby orchestra, except for Kirby himself, who died in 1952. The results will be an LP issued on Period label. Charlie Shavers, trumpeter and arranger with the Kirby band when it was blown in 1935, conducted the session. Maxine Sullivan, Kirby’s wife during the band’s years of fame, will be a boss and sing with the group on its weekly broadcasts, and also participated in the LP. The other Kirby veterans were Roy Freeman, drummer, now with Duke Ellington; Buster Bailey, clarinet; Billy Kyle, piano, now with Louis Armstrong; and Gordon Jenkins, who has been on staff at CBS. It was the first time the six of them had worked together in fourteen years. Jack Walker (WOW-New York) acted as commentator on the record in the role Canada Lee used to play on Kirby’s CBS Network shows.

The Cash Box, Music May 21, 1955

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The HOTTEST LABEL in the COUNTRY

SIZZLERS from SAVOY

“DON’T BE ANGRY”
Nappy Brown  Savoy 1155

AND

“EVERYBODY NEEDS SOMEBODY”
Jimmy Scott  Savoy 1154

AND

“CHOP CHOP CHING A LING”
The Roamers  Savoy 1156

AND

“I’LL BE FAITHFUL”
The Dreams  Savoy 1157

AND

“BUCKEYE BOUNCE”
Chuz Alfred Combo  Savoy 1158

AND NOW

Her Latest and Greatest
Double Sided Smash Sensation

“YOU'RE THE ANSWER TO MY PRAYER”
b/w
“PROMISE MR. THOMAS”
By Varetta Dillard  Savoy 1160

MERGER

LOS ANGELES, CALIF. — Bandleader Roy Milton, seated, scans long term contract he recently signed with Dootone Recording Company, while agent Ben C. Walker points out special clause features of the merger. Beaming his approval is Dorothy Williams, Dootone's presy, who made jazz industry history with her "Earth Angel" by The Penguins. Milton's first release for the dialtery is "Foils Are Getting Seaver" b/w "I Can't Go On."

3 SPIRITUALS

“GREAT DAY”
PARTS I & II
REV. LOFTON’S 250 VOICE CHOIR

FEED ME ’TILL I WANT NO MORE"
b/w
“THERE IS A CHRISTIAN"
The LOCKHART SINGERS

“CLIMBING HIGH MOUNTAINS”
 BY
“THE FOUNTAIN”
BROTHER ISAIAH'S CHOIR

“HEROZ’ RECORDS, INC.
4747 Cottage Grove Ave.
Chicago 11, Illinois

NEW YORK CITY

1. UNCHAINED MELODY
Al Hibbler  (Decca 29441)
Ray Hamilton  (Epic 1920)

2. STORY UNTOLD
Savoy 1160

3. THIS IS MY STORY
Gene & Frankie  (Aladdin 1302)

4. MY BABE
Little Walter  (Checker 811)

5. IF IT’S THE LAST THING I DO
Elijah Washington  (Mercury 19665)

6. DON’T BE ANGRY
Missy Brown  (Savoy 1155)

7. CLOSE YOUR EYES
Five Keys  (Capitol 3032)

8. MOST OF ALL
Moonshiners  (Chess 1539)

9. I’VE GOT A WOMAN
Ray Charles  (Atlantic 1050)

10. BO DIDDLEY
Bo Diddley  (Checker 814)

SAN FRANCISCO

1. UNCHAINED MELODY
Al Hibbler  (Decca 29441)
Ray Hamilton  (Epic 1920)

2. WHAT’CHTA GONNA DO
Clay McPhatter & the Drifters  (Atlantic 1055)

3. MY BABE
Little Walter  (Checker 811)

4. I’VE GOT A WOMAN
Ray Charles  (Atlantic 1050)

5. DEANIE BOY
Tommy Driscoll  (Vee-Jay 119)

6. YOU DON’T HAVE TO GO
Jimmy Reed  (Vee-Jay 125)

7. HEAVEN AND PARADISE
Re WIlliams  (Dootone 329)

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

9. THIS PARADISE
Buddy Banks  (Flip 303)

NEWARK

1. UNCHAINED MELODY
Al Hibbler  (Decca 29441)
Ray Hamilton  (Epic 1920)

2. STORY UNTOLD
Savoy 1160

3. THIS IS MY STORY
Gene & Frankie  (Aladdin 1302)

4. MY BABE
Little Walter  (Checker 811)

5. IF IT’S THE LAST THING I DO
Elijah Washington  (Mercury 19665)

6. DON’T BE ANGRY
Missy Brown  (Savoy 1155)

7. CLOSE YOUR EYES
Five Keys  (Capitol 3032)

8. MOST OF ALL
Moonshiners  (Chess 1539)

9. I’VE GOT A WOMAN
Ray Charles  (Atlantic 1050)

10. BO DIDDLEY
Bo Diddley  (Checker 814)

BALTIMORE

1. UNCHAINED MELODY
Al Hibbler  (Decca 29441)
Ray Hamilton  (Epic 1920)

2. STORY UNTOLD
Savoy 1160

3. THIS IS MY STORY
Gene & Frankie  (Aladdin 1302)

4. MY BABE
Little Walter  (Checker 811)

5. IF IT’S THE LAST THING I DO
Elijah Washington  (Mercury 19665)

6. DON’T BE ANGRY
Missy Brown  (Savoy 1155)

7. CLOSE YOUR EYES
Five Keys  (Capitol 3032)

8. MOST OF ALL
Moonshiners  (Chess 1539)

9. I’VE GOT A WOMAN
Ray Charles  (Atlantic 1050)

10. BO DIDDLEY
Bo Diddley  (Checker 814)

“Only those records best suited for commercial use are reviewed by THE CASH BOX”
The Cash Box

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

**RO DIDDLEY**
Bo Diddley
(Checker 814)

**DON'T BE ANGRY**
Hopi Brown
(Savoy 1353)

**MY BABE**
Little Walter
(Checker 811)

**MOST OF ALL**
Monotones
(Chess 1589)

**THIS IS MY STORY**
Gene & Ernest
(Aladdin 1328)

**I DIDDIE**
Dinah Washington
(Atlantic 1362)

**CHOP CHOP BOOM**
Drifters
(States 147)

**PLEDGING MY LOVE**
Johnny Ace
(Duke 134)

**STORY UNTOLD**
Nuttmegs
(Herald 452)

**THE DOOR IS STILL OPEN**
Cardinals
(Atlantic 1950)

**THE CASH BOX**

Philadelphia

Los Angeles

St. Louis

**MY BABE**
Little Walter
(Checker 811)

**UNCHAINED MELODY**
Roy Hamilton
(Epic 9102)

**DON'T BE ANGRY**
Hopi Brown
(Savoy 1353)

**MY BABE**
Little Walter
(Checker 811)

**THIS IS MY STORY**
Gene & Ernest
(Aladdin 1328)

**I DIDDIE**
Dinah Washington
(Atlantic 1362)

**CHOP CHOP BOOM**
Drifters
(States 147)

**SINDY**
Sinders
(Aladdin 1363)

**CHERRY PINK**
Pooh Ploof
(RCA Victor 20-5965)

**MY BABE**
Little Walter
(Checker 811)

**BLUE VELVET**
Cherries
(Atlantic 1052)

**LOVING YOU**
Lewis Parker
(Checker 812)

**CHOP CHOP BOOM**
Dandoliers
(States 147)

**I DIDDIE**
Dinah Washington
(Atlantic 1363)

**IT'S A SHAME**
Fats Domino
(Imperial 5148)

**THE CASH BOX**

Cleveland

Atlanta

Nashville

**MY BABE**
Little Walter
(Checker 811)

**UNCHAINED MELODY**
Roy Hamilton
(Epic 9102)

**WHAT'CHA GONNA DO**
Clint McPhatter & The Drifters
(Atlantic 1053)

**THE WALLFLOWER**
Etta James & The Peaches
(Modern 947)

**I'VE GOTTEN A WOMAN**
Roy Hamilton
(Atlantic 1050)

**SWITCHIE VITCHIE TITCHIE**
Midnighters
(Federal 12266)

**BO' RHYTHM AND FLAMES**
Joe Turner
(Atlantic 1053)

**FLIP, FLOP, AND FLY**
Joe Turner
(Atlantic 1053)

**I'M A MAN**
Bo Diddley
(Checker 814)

**WHEN WE GET TOGETHER**
Champs
(DeLuxe 6087)

**UNCHAINED MELODY**
Roy Hamilton
(Epic 9102)

**DON'T BE ANGRY**
Hopi Brown
(Savoy 1353)

**AINT' IT A SHAME**
Fats Domino
(Imperial 5148)

**THAT MIDNIGHTER**

Chicago, Illinois

Detroit, Michigan

New York, New York

**I WANNA RAMBLE**
Little Junior Parker
(Duke 137)

**I WANT TO BE LOVED**
Muddy Waters
(Chess 1596)

**ROLLIN' STONE**
Marigolds
(Excello 2057)

**STORY UNTOLD**
Nuttmegs
(Herald 452)

**HEADED FOR THE TOP!**

**THE MARIGOLDS**

"ROLLIN' STONE"

Excello 2057

**SELLING BIG**

LOUIS BROOKS

and his Hi-Topers

Vocal by: Earl Gaines

"IT'S LOVE BABY"

(24 Hours: A Day)

Excello 2056

Western Trade Order From Monarch in L. A.

WRITE — WIRE — PHONE

NASHBORO RECORD CO., INC.

177 3rd Ave., N., Nashville, Tenn.

(Phone: 42-2315)

"new BIGHITS!"

**HEAVEN & PARADISE**

Don Julian's Moodwinds

Doo-wop 139

**KISS A FOOL GOODBYE**

The Penguins

Doo-wop 162

**FOOLS ARE SCARCE**

Ray Milton

Doo-wop 183

"HERE I'M IS" "TONKY HOOK"

Chuck Higgins

Doo-wop 363

**THE PENGUINS**

EP Album

4 Hits On One Record

Visto 125

"It's What's in THE CASH BOX That Counts"
THE PENGUINS (Doontee 362)

"FOOL GOODBYE" (2:45) [Doontee Williams—Bermud] The Penguins chant a slow beat blues slowly. The beat is in a potem gaw and the group has a good sound and the disk comes up strong with a solid performance. Ok. 

"BABY LET'S MAKE SOME LOVE" (2:49) [Doontee Williams—Bermud] The Penguins rock on this flipside for a strong pairing. Lends buy appeal to the release, the for the asker side it will probably be a "Kiss A Fool Goodbye".

BIG BEN (DeLuxe 2032)

"MOONLIGHT IN THE GANNET" (2:15) [Arc Eweve, Wallace] Big Ben strums the banjo for an engaging cornball treatment of "Gannet," a sided take box material currently in a growing vogue. 


THE CASENOVAS (Apollo 474)

"IT'S BEEN A LONG TIME" (2:45) [Bess BMI—Woodward] The Case noises come up with a good beat blues wax. The lead does a moving job in reading and voice. Good wax. 

"HUSH-A-MEARCA" (2:32) [Bess BMI—Samuels] The Case noises change the pace with a fast beat bouncer cuttly story of the soldier who will soon be home to stay. Driving wax that comes off a good coupler.

THE RHYTHM Aces (Vee-Jay 138)

"FOOL, OLLY, ATSEN, FREE" (2:48) [Tollie BMI—Rowan, House, Carter] Cute fast beat novelty rockers that moves with gavity and excitement. Good jingle dity for the kids, Happy stumpished vocal treatment could stir up... 

"WHISPER TO ME" (3:00) [Tollie BMI—Rowan, House] The Rhythm Aces blend on a soft breeze wafted sentimental. Ok coupler. 

BUDDY GRIFFIN (Ches 1597)

"KEEP ME GUESSING" (2:43) [Griffin, Swan] That expert team of Buddy and Claudia blend on a middle tempo romantic bouncer and the result is a potent wax. Watch it carefully. It could happen. 

"DON'T CHA GO" (2:38) [Flair BMI—Berry] The group has a good beat rockers with a quick beat. Flys over hot into the blues. Cuts like green to the kids. 

RICHARD BERRY (Flair 1968)

"I GAVE ME YOU" (2:37) [Modern BMI—Matola] Slow dramatic rock type material, melodic in tune and tenderly, romantic in theme. Berry could break through with this one. 

"DON'T CHA GUESS" (2:38) [Flair BMI—Berry] The flip is a bouncy quick beat item for the dancers. Slows down the driving quality demanded today, but falls short of being a top etching. 

THE BEL-ALIRES (Flip 301)

"THIS PARADISE" (2:45) [Linmax BMI—Woodas] The Bel-Aires chant a usual slow beat blues and the result is a potem gaw. The group has a good sound and the disk comes up strong with a solid performance. Ok. 

"LET'S PARTY AWAY" (2:33) [Linmax BMI—Woodas] The group has a good beat rockers with a quick beat. Flys over hot into the blues. Cuts like green to the kids. 

THE MIDNIGHTS (Federal 12224)

"HENRY GOT FLAT FEET" (2:38) [Jay & Cee BMI—Glover, Mann] The Midnighters get into the Henry series with a driving cuttly that should keep the dance bit going. As proven in previous similar series, several best sellers on the same side can be. The Midnighters have a good beat and the man has his troubles. The M's quickly turn the beat, the usual high performance on the side, but it doesn't have the particular appeal of the "Henry" etching. 

"WHATSOEVER YOU DO" (2:20) [Jay & Cee BMI—McKay]

THE FIVE OWLS (Val 2334)

"PLEASING TO YOU" (2:25) [Pennant BMI—Harris, Henderson, Sumton, White, Dickerson] The Five Owls rock gently through a slow swaying ballad. Lead is good and the group maintains an effective rhythmic beat drop. Melodic item that could catch on if given enough exposure. 

"I LIKE MOONSHINE" (2:15) [Pennant BMI—Dalton, Simms, Shad] The Owls change pace with a middle beat bouncer. The leads chart their appreciation of the Smith... 

EARL BOSTIC (King 4799)

"CHERRY BEAN" (2:19) [Lois BMI—Josea] Echoes merrily through the boisterous melody. Good jump side for the Boc... 

"REMEMBER" (2:25) [Berlin ASCAP—Berlin] Bostic adds the Berlin style... 

"GET YOUR MIND OUT THE GUTTER" (2:36) [Jay & Cee BMI—McGhee] Sticks McGhee chants a middle beat country blues that will hit the spot. McGhee's sad chant is potem Southern market fare. 

"SAD, BAD, GLAD" (2:47) [Jay & Cee BMI—Sticks McGhee] Sticks McGhee found a note from his baby telling him she left him. A slow bouncer blues waxed in ok manner by McGhee. 

"ONLY those records best suited for commercial use are reviewed by THE CASH BOX"

THE CASH BOX

John Lee Hooker (Modern 598)

"BAKKE DRIVER" (2:37) [Modern BMI—Hooker] John Lee Hooker wails a slow down country blues over the mountain. Hooker's sad chant is potem Southern market fare. 

"YOU RECEIVE ME" (2:27) [Modern BMI—Hooker] The flip is also a slow Southern blues ballad with the heart and emotion that makes Hooker one of the better blues singers. Good blues wax.

Elmoe James (Skeez 110)

"HAPPY HOME" (2:32) [Flair BMI—James] Elmoe James changes the beat, the down home flavor. Deck comes off ok, the routine. 

"IN MY HEART" (2:30) [Flair BMI—James] James ups the beat on this side for a boun... 

Mister Ruffin (Vee-Jay 133)

"TOUCH OF HEAVEN" (2:49) [Quintet Music BMI—Leiber, Stoller] Mister Ruffin, in a distinctive bit and air, does a fast beat bouncer in a big voice style. Strong upper in the break keeps the lead in the driving, ok wax. 

"BRING IT ON BACK" (2:40) [Quintet BMI—Ruffin] Ruffin rocks through a fast beat bouncer with a strong voice. Etching seems to lack the drive it needs. 

The Empires (Morgan 2333)

"MAKE ME OR BREAK ME" (2:35) [Kase Music BMI—Single] The Empires sing a melodic slow rhythmical effort that comes off an ok side. Group has an unusual sound and material is good. Could stir up some action. 

"BRAIN ON A COCK" (2:40) [Quintet BMI—Ruffin] Ruffin rocks through a fast beat bouncer with a strong voice. Etching seems to lack the drive it needs. 

The Tenderfoots (Federal 12219)

"MY CONFESSION" (2:35) [Gallo BMI—White] The Tenderfoots wail a toned down beat blues. Emotional lead in good, Ok side. 

"SAVE ME SOME KISSES" (2:15) [Gallo BMI—White, Frazier, Bass] Fast beat bouncer treated quite exciting. Effective lead singing the romantic bouncer is given good rhythmic chant and instrumental support, filling the beat. 

Sticks McGhee (King 4800)

"GET YOUR MIND OUT THE GUTTER" (2:36) [Jay & Cee BMI—McGhee] Sticks McGhee chants a middle beat country blues that will hit the spot. McGhee's sad chant is potem Southern market fare. 

"SAD, BAD, GLAD" (2:47) [Jay & Cee BMI—Sticks McGhee] Sticks McGhee found a note from his baby telling him she left him. A slow bouncer blues waxed in ok manner by McGhee.
**STARS OVER HARLEM**

The past week found this writer once again entertaining some of the nation’s top notch blues belters. The first to appear on the local scene after very successful stints in leading spots of the far western, midwestern and southern areas was Guitar Slim who dropped by to tell us all about his next releases which he says are definitely his greatest pair. A few paces farther we find Fats Domino and crew who are busy plus unloading for a short stay in and around the New York, New Jersey and Connecticut parts. . . Energetic Sid Frenson getting off to a flying start with his latest Big Record venture. First releases stars sgiongational W.O.V. dee-jay Georgia Carr and The Voices Three. Georgia’s are called “Sitting Alone” b/w “The Horse And Carriage”. The group sings “Coo, Coo, Coo” and “Call Me Darling, My Darling”. Lowell Fulson and “Lovin You” a real crowd pleaser. . . Memphis Slim racing away to the platter chatter men with his “She’s Alright” late one. This waxing really moves. . . Willie Mabon and “Come On Baby” starting to get the many calls. . . And speaking of the blues, think this a good time to call to the attention of all concerned the fact they could very easily have a double deck dynamo if they were to get a few more plays on the Dean Barlow’s “Don’t Ever Leave Me” now that the “Forever” flip side has taken such firm foothold. . . Sat with Atlantic’s Jerry Wexler who allowed us to hear the results of the latest Ray Charles calisthenics in the cutting rooms and it’s a twin batch of hits once again for the deserving maestro. . . Success to latest W.O.V. Jack Rick Willard whose Gospel Way stint airs each early a.m. for one hour starting at six. . . Ruth Brown “Moving” platter doing just that. . . Al Hibbler’s “Unchained Melody” still growing. . . Same goes for Dinah Washington and “If It’s The Last Thing I Do”. . . Charles Brown and “Nite After Nite” a real good bet. . . Nat Cole’s “If I May” and “Blossom” one of Harlem’s top notchers. . . Red Prysock, his big toned tenor and groovy little group have another smasharoo. It’s called “Hard Rock”. It is easily one of the hardest hitting instrumental readings now appearing on the scenes. . . Watch Jubilee Record’s new singing stars, The Gues, and their “Only You” pressing. Definitely loaded with all the good gimmicks. . . Bab’s Gonzales’ “Rockin’ And Rollin’” has Crazy records executives Tommy Myers and Clarence Jackson smiling broadly and struttin’ all about real proud and peacock-like.

---

**NEW RELEASE!**

**BUDDY AND CLAUDIA GRIFFIN**

**BRING YOU**

**YOU KEEP ME GUESSIN’**

b/w

“I’VE GOT A SECRET”

No. 1597

---

**THE CASH BOX**

**AWARD OF THE WEEK**

FATS DOMINO

“AINT IT A SHAME”

b/w

“La-La”

“5348”

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**NEW MEMPHIS RUTH WATCH A1. good Energetic Charles—**
1. IN THE JAILHOUSE NOW... Webb Pierce (Decca)
2. LIVE FAST, LOVE HARD, DIE YOUNG... Faron Young (Capitol)
3. MAKING BELIEVE... Kitty Wells (Decca)
4. BALLAD OF DAVY CROCKETT... Mac Wiseman (Dot)
5. ARE YOU MINE... Hank Snow (RCA Victor)
6. WOULD YOU MIND... Simon Crum (Capitol)
7. CUZZ YORE SO SWEET... Hank Snow (RCA Victor)
8. YELLOW ROSES... Jimmy Newman (Dot)
9. DAYDREAMING... Eddy Arnold (RCA Victor)
10. I'VE BEEN THINKING... Eddy Arnold (RCA Victor)
11. LOOSE TALK... Webb Pierce (Decca)
12. WAIT A LITTLE LONGER, PLEASE JESUS... Hank Snow (RCA Victor)
13. IT TICKLES... Hank Snow (RCA Victor)
14. NO ONE, DEAR, BUT YOU... Hank Snow (RCA Victor)
15. I WANNA, WANNA, WANNA... Hank Snow (RCA Victor)
16. WHOSE SHOULDER WILL YOU CRY ON... Hank Snow (RCA Victor)
17. IF YOU AIN'T LOVIN'... Hank Snow (RCA Victor)
18. THE WALL AROUND YOUR HEART... Hank Snow (RCA Victor)
19. THERE SHE GOES... Hank Snow (RCA Victor)
20. PLEDGING MY LOVE... Hank Snow (RCA Victor)
Music

TUCKER BECOMES MANAGER OF ERNEST & JUSTIN TUBB

Tucker Becomes Manager of Ernest & Justin Tubb

NASHVILLE, TENNESSEE — Gabe Tucker, well-known deejay and promoter of country music last week moved into Nashville and immediately announced that he has taken over the personal management of two of Decca's top recording artists — Ernest Tubb and Justin Tubb.

Tucker, for the past eighteen years has been associated directly in the country music field. In Houston, Texas Tucker formerly handled country music shows on radio stations KLEE and KATL. Just prior to his move to Nashville, Tucker was with Radio Station KLGY in Dallas, and has worked on many country music show promotions and one of the most recent was the Firemen's Show.

Tucker was with Eddy Arnold for seven years and with Red Foley for two-and-one-half years, and was one of the original members of each of these bands. At one time, he was a featured comedian on the CBS network, working the show from Denver Valley, where it originated.

Tucker remarked that although he will serve as personal manager for both Ernest and Justin, the two will not be booked together as a 'tandem' package. At the present time, each artist will be booked separately, he said. Ernest Tubb, one of the strongest and most consistent artists in the country field, and Justin Tubb, one of the strongest and most consistent artists on top record and personal appearance promotion under Tucker's guidance, office is at 417 Broadway in Nashville.

RUBY WELLS

(RCA Victor 20-613; 47-613)

"ROLLIN' STONE" (3:30) [Excellent BMI — Ray] Ruby Wells could have a real winner on her hands if she continues to engage an engaging Latin-tempo, r&b piece of distinguishment.

"FIGHTING THE BLUES" (3:50) [Roll & Range BMI — J. T. Wrangell, R. Krandel] Joe "Cannonball" Lewis brags about his experiences as a wandering minstrel during his days on the road, as he pickles an emotional up-beat waltz item. An attractive pairing for maximum sales.

JOE "CANNONBALL" LEWIS

(MGM 11996; 1923)

"I'M MIGHTY HARD TO BEAT" (2:30) [BMI — R. Daves, R. H. Enright, R. E. Smoydor] Bottom end is a happy-go-lucky quick beat-topper with contagious melody and feeling.

LYNN HOBARD

(Capitol 20-509; 45-209)

"BLUE SHADOWS" (2:50) [Sage & Sand BMI — C. C. Bean] J. Howard comes through with an inviting portrayal of a pretty, middle tempo romantic ballad. Nest instrumentals are very well done. Bottom end tempo传达s a softness that etches a catch, quick beat novelty.

ANITA CARTER

(2:22) [Acuff-Rose BMI — Lewis, Rader] Lewis sings in a beautiful style on an up-tempo lover's lament.

OPEL JEAN

(Nicky 1023; 45-1023)

"THAT'S WHAT MAKES THE JUKE BOX PLAY" (2:22) [Acuff-Rose BMI — R. H. Heaton, R. E. Smoydor] An effective plea for the present, middle tempo, heartbreaking ballad.

COFFY COBOP

(King 1464: 45-1464)

"MAYBE IT'S JUST ME" (3:28) [Showcase BMI — B. Bryant] Lloyd "Coffy" Cobop, along with a chorus, comes up with a first-rate performance on a tearful, moderate paced ballad of YOUR HEART.

SUMMER KISSES" (2:11) [Showcase BMI — S. Bennett] Cobop deftly expresses his feelings about those quickly forgotten summer romances. Good two-sider.

JEAN SHEARD

(Capitol 3118; 4118)


"TAKE POSSESSION" (2:25) [Shapirro Acuff-Rose BMI — B. Lane, T. Glazer] The throttle warms an infectious, up beat ditty with easy lyrics.

JOAN HAGER

(Mercury 76072; 7062-X5)

"LOVE LAST ON TO KNOW" (2:20) [Valley BMI — F. Wilson] Joan Hager dishes up a touching, moderate beat item in a reflective fashion. Strong side that should garner many a spinning.

"BO-GO-LINK BLUES" (2:19) [Acuff-Rose BMI — J. Studebaker] Bottom end is a happy-go-lucky quick beat-topper with attractively styled lyrics.

LYNN HOWARD

(Sage and Sand 202; 45-202)

"THAT'S WHAT MAKES THE JUKE BOX PLAY" (2:22) [Acuff-Rose BMI — Lewis, Rader] Lewis sings in a beautiful style on an up-tempo lover's lament.

BONNIE & BILLIE

(Mercury 76072; 7062-X5)

"I'LL NEVER LOVING YOU" (2:15) [Leo Frist ASCAP — S. Cahn] "I'LL NEVER TAKE YOU BACK AGAIN" (2:50) [Harron BMI — E. Tubb, R. Stewart]

SLIM WHITMAN

(Imperial 8792; 8X798-45)

Slim Whitman, whose vocal stylings are always a favorite on the deejay circuit, comes up with another pair of lovely tunes on his newest release. On the upper end, labeled "I'LL NEVER LOVING YOU," the warbler eases through a most wonderful piece of material from the current MGM film "Love Me Or Leave Me." It's an entertaining, slow, beautiful set of lyrics. Under sidling, "I'LL NEVER TAKE YOU BACK AGAIN" is an expressive up-beat, heartfelt piece that Whitman projects with warmth and great feeling. Top notch coupling.

GEORGE MORGAN

(RCA Victor 20-613; 47-613)

"I'D LIKE TO KNOW" (2:48) [Tree — H. Carrigan, Kelle] George Morgan's latest release comes up with a polished reading on a lovely, slow beat, tropical-flavored item. Could make the grade.

"THE BEST MISTAKE" (2:48) [Cedarwood BMI — Dill] Under laid, a pronounced, up-tempo weeper with loads of potential. A double threat.

DERRY DOVE

(TNT 20-032; 20-032)

"YOU'RE WASTING YOUR TIME" (2:20) [TNT BMI — R. E. Smith, F. W. Davis] The duet busters set up a spirited backbeat for a pleasing Bob Martin vocal. A fast paced sentimental platter.

"STAND STILL" (2:20) [TNT BMI — Tanner] Martin distingishes himself, in his up-beat twangy piece as Dove and the boys assist.

MELVIN PRICE

(Starday 186; 45-186)

"THE FACE THAT KILLS" (Starday BMI — J. Nixon, A. Glenn) Melvin Price handles the vocal efforts in adopt fashion as he tells his tale to slow down her life-shortening pace.

"IT'S BECAUSE I LOVE YOU" (Starday BMI — J. Nixon, R. Dee) Price etches this middle beat sentiment as he tells of his nard-loving girl's weeper that Fe Ranger lends fetching support.

CURLY ALLEN

(Starday 186; 45-186)

"YOU PULLED THE WOOD" (20-032) [BMI — Allen] Curley Allen grooves a fast moving bopper in this country notch.

"WILD FLOWERS" (2:04) [BMI — Allen] Allen comes on one of guitar pickin' in different states on this interesting, quick tempo instrumental. Please joy.

"Only those records best suited for commercial use are reviewed by THE CASH BOX."

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SERVING HIGH FIDELITY MUSIC TO MILLIONS!

America's finest and most complete music systems
WASHINGTON, D. C.—For many years now, in an effort to bring about better public relations, this publication has been urging the nation's coinmen to take part in their social responsibilities as citizens of their communities. Coinmen have been advised to join all types of charitable efforts to aid their local communities. They have been advised to loan use of trucks and of manpower whenever and wherever possible. They have been asked to join eagerly and enthusiastically in all good and charitable efforts. All this leads up to a statement by Harry A. Bullis, chairman of General Mills, Inc., who, speaking before a gathering of 3,500, in this city, at the U. S. Chamber of Commerce, said: "As a business faces up to its social responsibilities, so will society stand up for business." He suggested that local businesses develop programs to help their communities on educational problems, to help their employees improve themselves, and to help with local civic and commercial development projects. He said, "The recognition of social responsibility and doing something about it does not depend on a good public relations department."

(Ed note: This sage advice was spotlighted for us this week, when we personally had to canvass the trade, right in big New York City, to beg for aTHIS messly three juke boxes needed for community centers in their difficult fight against juvenile delinquency. We are aware that in most communities, these machines are available by coinmen who are aware of their social and moral responsibilities.)

NEW YORK—The Institute of Life Insurance, which keeps statistics on the life and death of the country's peoples, issued one of its most encouraging reports this past week. The 1954 death rate was 607.7 per 100,000 compared with 621.4 the year before and 786.5 ten years ago. Deaths due to tuberculosis, heart disease, influenza and accidental death dropped this past year, with an increasing being noted only in the case of cancer.

CLEVELAND, O.—It was revealed at a convention of the Super Market Institute in this city, this week, that there are a total of 3,506 stores, owned by 558 companies. In recent years, operators have discovered that this type of store is a very fine location for several types of coin operated machines—particularly kiddie rides.

Inflationary Higher Taxes and Zooming Inflationary Costs to Continue Doing Business Require Music Operators to Obtain More Equitable Depreciation Schedule on New Equip't.

Increased Overhead Expenses Plus Higher Taxes and Zooming Inflationary Costs to Continue Doing Business Require Music Operators to Obtain More Equitable Depreciation Schedule on New Equip't.

**RECOMMENDED DEPRECIATION SCHEDULE FOR NEW PHONOGRAPHS AND MUSIC ACCESSORIES**

**FIRST YEAR — 40%**

**SECOND YEAR — 30%**

**THIRD YEAR — 20%**

**FOURTH YEAR — 10%**

For some years now this publication has urged the nation's music operators to apply for a four year depreciation schedule to their local office of the Internal Revenue Department in an effort to save themselves money. As all in the automatic music industry realize, within a year's time almost every type of new machine depreciates approximately 50% and, in a great many cases, much more.

Therefore, to somehow obtain an equitable depreciation schedule, so that the average phonograph operator can proceed to purchase more new equipment, he must arrange to completely depreciate the cost of his capital merchandise (his new phonographs and music accessories) within a period of four years.

The suggested schedule as shown above was published for the very first time on recommendation of two very well known certified public accountants who are intimate with the problems of this industry.

**These men are Leo Kaner, C.P.A., of Chicago, Illinois, and Herman Jaffe, C.P.A., of New York, New York.**

Some years ago, when The Cash Box first recommended that the nation's music operators attempt to clarify the depreciation of their capital merchandise investment with the local offices of the Internal Revenue Department, and thereby obtain a four year depreciation schedule, almost all agreed that this was, at that time, a very vital necessity. Today, it has become more important and more vital than ever, especially as overhead expenses continue to increase and new equipment had to be purchased at more regular intervals to maintain peak play action on any music route.

In view of the fact that, after a year or so, a phonograph is moved into secondary locations and, after being in such locations for about a year, is again moved to even lesser income spots, the new phonograph within a four year period has completely depreciated itself, as far as its capital investment value is concerned.

The operator, at that time, usually trades it in and, in many cases, in even less time for a brand new phonograph as well as new music accessories.

In such areas where music operators are forced to depreciate their phonographs at the rate of 20% per year over a period of five years, they are actually losing money.

The fact remains that any new phonograph will drop in value from 50% to even more within a period of one year, and then gradually continue to lose value as the months go by.

The four year depreciation schedule which this publication has urged the nation's music operators to obtain: 40% the first year, 30% the second year, 20% the third year and 10% the fourth and final year, is considered, by all well acquainted with the automatic music industry, as extremely fair in every regard.

It is agreed that the Treasury Department may lose some revenue the first year and possibly the second, but, in the long run, this revenue loss would return in income taxation on the whole amount of earnings without any depreciation.

At the same time, such action on the part of the Treasury Department, allowing the music operator to depreciate his phonographs and music accessories within a four year period, would tremendously help to stimulate business all down the line.

Certainly few, if any, would want to hold on to a completely depreciated piece of equipment. This would make for increased purchases of new units.

This means a more stable and better economy. Better business, More taxes. Greater income, in the long run, for the Treasury Department.

Many operators, it is reported, have already arranged the four year depreciation plan. This is progressive. It ties in perfectly with modern business methods. It means a quicker write-off and a definite savings in the beginning. But it also means a return of taxation in another form as the years go on with business better than ever because of sounder economic procedure.
Automatic Music Leaders Believe Dozens of Small Wildcatter Uncontrolled Copyright Collection Agencies Would Spring Up All Over the Nation to Cash in on New Royalty Bonanza and Would Definitely Harass Automatic Music Merchants Right Out of Business

CHICAGO—"If ASCAP ever wins in Congress and succeeds in having automatic phonographs removed and an 'exception' to the payment of royalties to copyright organizations, I'm going right into the copyright collection business myself," is the way one well-known music leader put it this past week, "and", he added, "I mean it.

As he explained, "There will be dozens of new copyright collection societies pop up all over the nation. And why not? Think of the tremendous royalty bonanza these uncontrolled wildcaters would have before them.

"In short", as he continued, "there would be every reason for any man who had any music writing ability to not only publish his own music, but, at the same time, create his own copyright society and go out to collect as much, if not more, than ASCAP and similar such present organizations, would attempt to collect from the nation's automatic music merchants."

"Remember this", he said, "they will all have the backing of the Federal Government, and certainly Federal Law should ASCAP ever win."

This music leader, like many others throughout the nation, realize that there is absolutely nothing in the present bills before both the House of Representatives as well as the Senate Judiciary Sub-Committees that, in any fashion whatsoever, says "those" the money is to be collected, "when, where, how much and what extra charges can be made" for the "use" of any copyrighted music in automatic musical instruments.

There is every reason, then, this man believes, that music writers all over the country, should ASCAP ever win in Congress, immediately create copyright collection agencies. Set up their own publishing firm. Record their own music as well as add whatever music they can purchase and then, after any automatic music owner places these recordings in his phonographs, jump him for whatever they possibly can obtain.

Even if its much more than ASCAP, and similar such organizations, will be asking. Because there is no limit and no basis and no control over how much and when and why and how many times they can and should collect.

Nor is there any set rules as to the creation of a copyright collection society or any organization of a similar nature.

Nor does such an organization have to be of the opinion that its songs won't become the nation's biggest hits.

Nor does such a society have to try to collect from radio and TV stations or from any other users.

As this automatic music leader explains, "There will be plenty just collecting from the automatic music merchants."

In short, as can be realized, should ASCAP ever succeed, it would create the worst chaotic condition which has ever existed in the history of all music industry, and in all its various divisions.

It would bring on dozens of new wildcatting collection agencies with a few copyrighted tunes to start them off after what seems like a tremendous and golden royalty bonanza.

It would be simply another gold rush and would, in the end, as this man and all others believe, mean harassment of the automatic music merchants to such a point that the entire automatic music business might be bankrupt and, thereby, completely smashed out of the picture to the detriment of the very people who now desire this amendment to the present "Copyright Act."

"That is why", this automatic music leader concludes, "If ASCAP's own members would pause for a moment to think over what could and would definitely happen they, of themselves, would halt this entire legis'a-tive fracas and would, instead, appeal for more mechanical royalties, if they do not believe that they are getting what they require for their music at this time."

Choose Chicago For "20 Yr. Club Council" Initial Meet

First Meet of Industry's Old Timers to be Held at Morrison Hotel, Mon., June 6, to set Program and Decide on Date and Place for First Annual Convention of '20 Yr. Club.' Consider This Historical and Momentous Meet as Old Timers Get Together for First Time in History of Industry

It will, instead, be the very first meeting of the newly created "20 Year Club Council" which came into being this year.

The members of the "20 Year Club Council" will meet to set up a program as well as to consider a place and date for a full convention of all the members of The Cash Box "20 Year Club."

There are, at present, approximately 1,000 members of the "20 Year Club. A convention of these old timers is bound to prove of tremendous value to all the industry.

As far as this very first meeting of the "20 Year Club Council" is concerned, it is not only a momentous, but also a historical meeting.

The fact is that this is the very first time in all the history of the coin machines industry where old timers, those men who have given 20 years and more of their lifetimes, will be meeting to discuss what can be done for the general betterment of the entire industry.

As many have agreed, the experience and knowledge which these men have gained, can prove of tremendous value to all concerned with the field.

Some have been in this industry for 35, 40 and even 50 years. These are the men who have already solved problems which are now besetting many of the youngsters in the industry.

Even though this meet concerns itself with the "20 Year Club Council" all members of the "20 Year Club" are welcome to attend.

The only requirement for admission to the meeting itself will be a membership card in the "20 Year Club."

Mondial Commercial Appointed Distrib. for Gottlieb in Fr. Morocco and Algeria

CHICAGO — Mondial Commercial Corporation was recently appointed distributor for D. Gottlieb & Company in France, Morocco and Algeria. This was announced this past week by Judd Distributing Company, world sales agency for D. Gottlieb & Company, this city.

Mondial, headed by S. D. Fejsian, has its United States offices in the Empire State Building, New York City. This firm opening offices in Casablanca sometime this month.
Miller Urges Nation’s Ops Support “Miss Juke Box”

OAKLAND, CALIF.—George A. Miller, president and business manager of Music Operators of America (MOA), with headquarters in this city, advises he has notified all members of the association, as well as non-members, to support the sale of Sonny Graham’s first RCA recording.

Miss Graham was selected as “Miss Juke Box of 1955” by the vote of music operators attending the recent MOA Convention in Washington, D.C.

Miller also urges all of the country’s music machine operators to continue to send letters to their Congressmen and Senators voicing their opposition to the four copyright bills now before the Sub-Committee of the House and Senate.

“We must be fully aware that it’s necessary to send in thousands and thousands more letters” said Miller, “from your personal friends, organizations, location owners, etc., so as to convince the members of Congress that the present copyright laws are unfair and equitable regarding the automatic phonograph business.”

The names of operators who won attendance prizes at the recent MOA Convention, were also announced. Winners were Rodney A. Fantagis, Hollywood, Calif.; Kenneth Shyvers, Seattle, Wash.; D. C. Fortner, Carmi, Ill.; A. W. Wietalas, Cleveland, O.; J. R. Bush, Peoria, Ill.; Gerald Davis, Silver Springs, Md.; Dick Mitchell, Boston, Mass.; Pete Pellegroino, Huntington Park, Calif. and Jerry Sanzari, Stockton, Calif. These men won a $100 government bond.

Miller advised that “Each year, as the attendance grows at the MOA Convention, more government bonds, in larger denominations, will be presented to the music operators for attendance prizes.”

Barber Demonstrates Rolldown

New Orleans coinrow very busy this week.... Lynch and Zanders busy shipping conversion kits for ep-10e play. John, with three telephones at once, reported ep was going over in a large way. Ops who have switched are happy with the results — some reporting up to $14.00 increase in take.... E. B. Stewart in Mississippi this week.... At F. A. B. business was good. Dupuy extremely busy, says he last heard from F. A. Blasko in the Carolinas.... Seemed all Biloxi was in to see Nick Carabajal this week to look over equipment.... Nastash Distributing Co. also reported a busy week in which much equipment was moved out.... Ditto A. M. & F. Distributing Co. Al Lucianelli still recovering from the crackup a couple of weeks ago. Gaspar Musco trying to get away from the office for a short time.... Huey Distributing Co. impatiently waiting for their shipment of Rock-Ola phonographs. A. C. Huffman still talking about the MOA show.... Operators seen on coinrow were Griff McEachern, Hoffer, T. E. Order, G. E. Brand, C. O. Allston, Woodrow Gemmell, J. B. McNally, C. Canega, E. Wall Grooters, Willie Spellman, J. L. Barrow, Bill Benson, Joe Fines, Etherman, Ely Lucas, Henry Maries, Teddy Giegeman, Geo. Reynolds, Al Dorjes, Frank Sansanos, Guy Slays, Victor Molerro, Shirley Jackson, Jack Morris, Frank King, Mike Gambino, Harold Cohn, George Reynolds, John Cefalu, Louis Riccobono, Sam D’Agostine, Howard Richburg, John Trusting, Victor Molerro, Woodrow Gemmell, John Evans, Martin Tortorich, Frank Chaves, E. Canti, E. G. Slays.... Frank’s Record Bar and A-1 Record Bar jumping with record sales.

“IT’s What’s in THE CASH BOX That Counts”
The Cash Box

May 21, 1955

TAX PROBLEMS?

WHETHER IT’S “PERSONAL PROPERTY TAXES”—“SALES TAXES”—“BUSINESS TAXES”—“DEPRECIATION DEDUCTIONS”—“INHERITANCE” OR “ESTATE TAXES”—OR ANY OTHERS—FOR JUST ABOUT “TWO-BITS” A WEEK—ONLY $15 FOR THE FULL YEAR OF 52 WEEKS’ ISSUES—YOU CAN NOW GET

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"It's What's in THE CASH BOX That Counts"
Norfolk, Va. Newspaper Tells The Juke Box Story in Length

Intimate and Extensive Report Gives Insight to Operators Problems

By Cissie

Norfolk—With the automatic music industry, grossly misrepresented to the nation's public by the sensational press more often than not, it gives us great satisfaction when the business is publicized honestly and correctly.

The Norfolk Virginian-Pilot and Portsmouth Star, this city, in its Sunday, May 1 issue, devoted almost a half page, featuring a four column headline, dealing with the origin, local and national coverage, financial, mechanical and musical conditions under which the automatic music machine industry functions.

Under the by-line of Philip A. Lincoln, the story starts off: "When Thomas Edison, "way back in 1877, recorded on a cylinder of tin foil his own recitation of 'Mary Had a Little Lamb' he had no way of knowing that this first crude phonograph was to be an ancestor of the glittering juke box of today. Currently reaching into every corner of the United States, there are 550,000 coin-operated phonographs busily spinning out 176,000,000 plays every week of the year. And if you care to push your mathematics just a hair beyond, you'll find that the total number of plays for one year is more than nine billion."

"The Norfolk-Portsmouth share of this industry is presently running close to 1,000 juke boxes. Originated by approximately 30 agencies, the voice of the ubiquitous Tidewater juke box is seldom stilled. According to the whims or the musical tastes of the customers, the machines will pour out music to suit almost any mood or occasion, ten cents a play, three for a quarter. You pay your money and you makes your choice, he says. And the choice is endless: from the foot-stompin', shoulder-shaking rhythm of pure jump to the easy goin' blues, it's got the lot."

Lincoln continued: "The selection of records for juke box play is made on the basis of their popularity with the public as reported by disc jockeys, music shops and the juke box operators' own national trade magazine 'The Cash Box'. A constant, on-the-scene check of this popularity is made by a mechanical popularity counter. Located inside the machine, the device impartially reports the total number of times and age of the machine's 50 to 60 records (100 to 120 tunes) has been played."

Further on in the story (and this is the part of it we appreciate), Lincoln reports the wholesale and retail distribution of the juke box operator. He states: "On the surface, nobody ever had it as good as a music operator. He locates his machines around town, then sits back and watches fat and happy and prosperous under a deluge of silver coins. But, let's take a closer look. The nation-wide average income from a single juke box representing 500 nickel plays is $16 a week. This is split down the middle with the restaurant or tavern owner who's playing host to the machine, leaving the music operator with a weekly take of eight dollars from every $1,200 juke box he has around town. Some machines will, of course, return greater dividends. But out of his share the music operator must buy the records, the sapphire-tipped needles, the skilled services of a technician when the complex mechanical and electrical equipment gets fouled up. For his 50% of the machine's total weekly income, then, the man who owns the location pays only for the electricity consumed by the juke box."

"The balance of the story delves into such matters of players, thru mischievous or otherwise, damaging the equipment; problem of slugs; and the machines providing the proper tunes for locations."

Concluding the lengthy story, Lincoln observes: "So juke box it is, brightly painted and brightly lighted, by turn loud and boisterous or soft and sweet. It's a thin slice of music for a silver coin. It's music called forth by nostalgia, music to soothe or excite. It's—say they're playing our song!"

United Presents New Roll Down

2-Player Roll Down Horse Play Clicks

Bill DeSelm

CHICAGO—United Manufacturing Company, this city, presented an entirely new type game this past week with the introduction of its new "Derby Roll." This is a two-player game that comes non-match in "Derby Roll" and match play in "Deluxe Derby Roll." The game is approximately 7 feet long by 2 1/2 feet wide. It uses rubber balls in roll down play action. Each player gets ten shots and obtains three horses which run across the backboard of the game.

For example, the first player may pick horses 1, 2 and 3. The second player, horses 4, 5 and 6.

As the winning horse comes in the player scores 1,000, second horse to come in scores 800, third scores 700, and fourth scores 600.

In short, the one player may come in with the winning horse scoring 1,000, the second player can still beat him by getting second and third horses in with a total of 800 and 400 for 1,200.

"Our first tests proved to us that this was what the players were seeking in an entirely different type playing game," said Bill DeSelm, sales manager, this past week. He also added that previous tests showed that the game had one of the most attractive playing appeals of any game produced in some time.

"The resultant effect," he continued, "has been to bring operators into the offices of our distributors demanding 'Derby Roll' just from seeing the game in action. The public is thoroughly enjoying the great entertainment the players were getting from it."

"We feel certain," Bill DeSelm concluded, "that here in 'Derby Roll' is the really different game operators were seeking."
Oakland Phono Op Gives Juke Box to Philippine Missionary

Overwhelming Letter of Thanks From Reverend

OAKLAND, CALIF. — Joe Silla, music operator here, and chairman of the State Board of Directors of the California Music Guild, has donated many automatic phonographs to charitable organizations. In addition, Joe has a reputation throughout the state of never saying “no" to any request for assistance, or charitable contributions.

But—Joe has outdone himself recently. Just read the following letter from Rev. Francis Gever, a missionary in Baguio City, Philippines Islands, and be proud that the industry has such men:

"Most probably you have been waiting for this letter since a long time. Maybe you are wondering about the delay. There are many reasons to explain you the absence of this letter. I received the jube box here in Baguio about the beginning of the month, although it arrived at an earlier date in Manila. But custom formalities take quite a lot of time in the East."

"I was surprised of such royal gift, and I know my words will be powerless to express my thanks to you. I wonder why our Lord placed such good people on earth? I am a complete stranger for you, the place where I stay is unknown to you, and still you send me a gift which nobody would dare to ask even from his best friend. I don't need to describe to you the surprise of my people and most of all of my boys and girls when they saw the jube box. This is the first time in their lives that they can call such a marvelous instrument theirs. They consider it as something mysterious for it seems to have intellect."

"I told all the kids about the great benefactor in America who sent them this marvelous instrument. Be sure that what this letter falls to express they will make up for through their prayers. They will remember you and your family and ask all the blessings for your generous friend."

"On my part I cannot express my thanks enough for your gift, as it will be an excellent tool for my mission work. It attracts the people and most of the youth, and it gives me ample opportunity to talk to them and to mix with them. Besides music, it provides me with more than one opportunity to make friends with them. It is a marvelous and unequalled tool for my mission work."

"I know that sooner or later a greater reward and better thanks than mine will be given to you,"

---

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

OAKLAND, CALIF.—The California Music Merchants Association, with headquarters in this city, announced it and all of its divisions in California will get together at the Lenoxington Hotel, this city, on Saturday night, June 4, to celebrate its 20 years of continued service to the music operators of the state.

Georges A. Miller, state president and business manager, states, "California is 1100 miles long, and music operators, their wives and friends, are coming from the farthest corner of the state to attend this gala affair. There will be the usual floor show, banquet, and other festivities sponsored by the various distributors of automatic phonographs, as well as by the major record companies, who will furnish some of the most outstanding recording stars.

The honored guests of the evening will be city, county and state officials, who have attended practically all of these affairs in the past," said Miller.
WATCH FOR THE 13th
Westchester Ops Guild Fourth Annual Banquet Huge Success

TUCKAHOE, N. Y.—The Westchester Operators Guild continued in its vein of conducting its annual banquets with each succeeding year. As had previously been experienced, the Westchester organization, facing an evergrowing attendance which forced them into larger and larger dining halls, once again filled the latest choice and again faces the prospect of looking for a larger hall for 1956.

The Fourth Annual dinner was held at the New Parkway Casino, this city, on Tuesday, May 10, with an assembly of more than 400, comprised of association members, wholesalers, factory representatives, and those from the music and record industry.

Malcolm Wein, counsel for the Guild, once again acted as master of ceremonies. Speeches were kept to an almost non-existent minimum. Wein, in a short address, paid tribute to president Carl Pavesi, and thanked the committee chairmen for the long-hand hours the men had put in dealing with the innumerable problems that arise in running such an affair. He especially pointed out the efforts of Seymour Pollak, general chairman, Nathan Bensky, co-chairman and entertainer; James A. Seger, annual dinner chairman; Edward Goldberg, seating arrangements; Lou Tartaglia, treasurer; and Carl Pavesi, who in addition to his other duties, handled the tickets.

Pavesi spoke briefly, welcoming the guests, and at the end of his talk was gifted with a U.S. Government bond from the association membership. Malcolm Wein also presented Mrs. Pavesi with a large bouquet of roses. Wein introduced many of the guests, among whom were members of associations from other territories, wholesalers, factory representatives, trade journals, and members of the record and music industry. Some of those on hand were, factory representatives Jack Mitnick (AMI); Jack Gordon and John Stuparits (Sewburg); Ben Becker (United), the New York distributors were represented by Meyer Pollack, Murray Kay and Nat Solow, Atlantic-New York Corp. (Sewburg); Barney Sugarman, Abe Green, Irv Kemper and Morris Rod from Runyon Sales (AMI-Bally-Kenny); Joe Young and Abe Lipsky, Young Distributing (Wurlitzer); Bob Slifer and Charles Reisner, Seacoast Distributing (Jock-Ola); Mike Munves, Mike Munves Corp. (Exhibit); Al D’Inzello, Albert Simon Co. (Chicago Coin-Genco); and Harry Berger, West Side Distributing Co., wholesaler.

Representing out-of-town associations were Abe Fish and Jimmie Tolsano, Connecticut State Operators Assn.; and Jack Wilson, Tom Gobal and Gertrude Brown of the New York State Operators Assn.

In from New York City were Al Denver, Lou Hirsch and Sidney Levine of the Music Operators of New York; and Lou Rosenberg and Claire Morano of the Associated Amusement Machine Operators of New York, Inc.

Joe Fishman and Lenny Schneller, Atlantic Pennsylvania Corp., Philadelphia, Pa., also attended. Record company officials were introduced to the gathering. The dinner was followed by entertainment provided by top recording artists.

Seen below, top picture, are the officers of the association welcoming Seymour Pollak, general chairman; Joseph Bensky, co-chairman and entertainer; James A. Seger, annual dinner chairman; Edward Goldberg, seating arrangements; Lou Tartaglia, treasurer; and Carl Pavesi, who in addition to his other duties, handled the tickets.

Music machines, bearing the "Music Helps Johnny" Cerebral Palsy Drive poster, were springing up in new locations throughout the Hub this week. An AMI from Atlas Distributors went into North Station to catch the commuters' attention on the 8th Street-bound Hotchkiss and Russell Bros Barnum & Bailey Circus at Boston Garden this week. A Seeburg from Trumott Automatic Sales Corp. went into Loew's State Theatre on Mass Ave., loaded with rhythm and blues discs. Another new entry into Loew's was in Providence R. I. Double tie-up here as Loew's is booking the "Rock 'n Roll" Show which will be recorded at the Show and be available at the Seeburg phonograph machines are at Hotel Vendome, Wurlitzer, from Reid Distributors; Hotel Sherry Biltmore, AMI, from Atlas. James Gerasco, president Massachusetts Music Operators Association, in hospital for gall bladder operation. Pete Farnace, in town at Hi Hat, has a contract which calls for no dancing when he is playing.

Tom Kennedy, office manager, Reid Distributors (Wurlitzer), back from vacation in Florida and mid-west where he visited with his son. Among ops at Reid's were Martin Oliver, Portland, Me.; Bob Seguin, Newport, Vt.; Jim O'Connor, Danville, Conn.; Marito Cavanera, Norwich, Conn.; Jim Perchillies, Ipagh, Mass.; and Jim Tolliano, Hartford, Conn. (United).... Cigarette machine ops have joined the Cerebral Palsy fund drive through efforts of Dave Baker, Mello-Tone Music, Arlington, and Phil Swartz, Winrux.

At Thursday, May 5, session of Music Operators Association in Hampton Court Hotel, audi of the by-laws were voted. Committee comprising Peter Pompea, Sol Robinson, association veep, and Bob Rome, will report at next session Thursday, 19. Dime play reports indicate much confusion at'll exists. Reports of those cutting back to the nickel have, however, diminished. Most ops are driving steadily ahead on the dime. Hank Pietrow, field engineer Wurlitzer, visited with SI Reid..... Biz on upswing at Atlas Distributors with heavy shipments of AMI's going out daily. Louis Blatt back from visit with Charles Barrody in New Hampshire, where Blatt's have summer home. Among ops visiting with George Hafner of the Russell Hall Hollyoke.... Irwin Margold, general manager Trumont, noted inspecting the Seeburg in booth at South Station for Cerebral Palsy. .... Ed Ravreby, World Fair and Associated Amusements, reports big demand for outdoor season with kiddy rides and guns leasing. Rental service, now offered by Ed going strong. Among ops in this week were Joe Turcotte, Williamannett; Dave Groppman, Beacon Hill; Joe Fielding, Brockton; Tim Twomney and Martin Oliver, Portland, Me.; James Westcott, Reading; Pat D'Amico, Methuen; Bill Arrison, Chester, Vt.; Johnny Lazar, Manchester, N. H.; Paul Derberty, Worcester; and George Adams, New Bedford. .... Extended play records and rhythm and blues discs going strong throughout Boston area.

"It's What's in THE CASH BOX That Counts"
"Reports On New Machine Beyond All Expectations"

CHICAGO—J. A. (Art) Weinand, sales manager for Williams Manufacturing Company, this city, stated this paper week:

"Reports on our new 'Sidewalk Engineer' are beyond all of our fondest expectations."

He continued, "The reports of the great publicity on 'Sidewalk Engineer' just can't be described because we feel that the average operator would never believe us.

"The one and only way we convince anybody regarding 'Sidewalk Engineer,'" he stated, "is to have them check locations where the machine is already in operation."

Not only is Weinand enthusiastic over this new machine, but Harry Williams and Sam Stern of the firm are just jubilant, especially after they saw some of the reports."

"What amazes me the most," Weinand says, "is the fact that, at first, we thought the kids would be the ones to play 'Sidewalk Engineer.'"

"Instead," he continued, "it seems that the adults are jamming the game and are getting more fun and entertainment out of it than are the kids."

The firm was extremely proud to hear, this past week, that two of the "Sidewalk Engineer" games were placed in the very social and select Ambassador East Hotel, Sarah Siddons Room, by the Riverview Park people who were holding an affair there.

They featured the games for all their members to enjoy and the results were so great, it is reported, that they still can't believe what they saw and heard.

"A couple of operators from Peoria (Ed. Williams, said)," he took note of the two of the games to their city, headquarters of Caterpillar Tractors, where they believe every one of the workers will do everything they can to prove that the competitive make tractor, used in 'Sidewalk Engineer,' isn't equal to their own product.

"In fact," Weinand concluded, "I can go on for hours telling about 'Sidewalk Engineer.' In the front windows of a Weinand coin country store and in other places in which it has been located, it isn't only amazinly the management but, what's even more important, absolutely amazed the operators as to its intake capacity."

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

UKIAH, CALIF.—Coinmen through the nation made a wonderful contribution to the coffers of the National Polio Foundation during the recent "Day of Dimes for the March of Dimes" campaign originated and sponsored by The Cash Box.

These many men can justly feel mighty proud of their efforts, as the money collected thru their machines contributed to the discovery and distribution of the now famous Salk Vaccine.

One operator who must be going about with that fine feeling is Harold Zimmerman, owner of Ukiah Music Company, this city, who contributed the use of his Bally "Champion" ride to raise funds. The horse was located in front of a shoe store and parents were urged to permit their children to "ride for polio."

"And they needed no urging," said Zimmerman. "Every day was a field day. The kids got all the rides they wanted, and the polio fund was nearly $400 richer."

Pictured above is the Bally ride in action during the drive. (Photo courtesy of R. J. Jones Company, San Francisco office.)

Canadian Officials Look Over AMI

"More Coin Funds For Polio Drive"

"More Coin Funds For Polio Drive"

MONTREAL, CANADA — Romeo Laniel, Laniel Amusements, Inc., this city, sends along the above photograph, showing some of Canada's prominent officials looking over AMI's model "F" phonograph. From left to right: Camille Poulet, provincial minister of games and fisheries; Jean Paul Ranger, proprietor of Electro Amusement Rg'd., Sherbrooke; and Hon. J. S. Bourque, provincial Minister of lands, forest and hydraulic resources.

(Ed. comment: We're wondering if the meeting of these men at Laniel's office had anything to do with his great love of hunting and fishing.)

Op Fights to Bring Amuse Mach Taxes in Line

GLENDALE, ARIZ.—John J. Hourihan, Copper State Amusements, this city, has undertaken a one-man campaign to educate the city's Council that he, as an operator of amusement machines, should be taxed equally with other businesses, and not be burdened with excessive taxation.

The City of Glendale has had a tax of $15 per machine per quarter year for quite some time. A committee has been appointed by the City Council to list additional businesses which were not in town when the tax structure was established," said Hourihan.

"I decided this was a good time to attempt to bring my taxes in line with other businesses, and I am trying to show the members of the City Council that I am selling amusement in the same sense as a theatre."
Gottlieb Intros New 4-Player Pinball

CHICAGO—Alvin Gottlieb announced this past week that the firm is in full scale, full speed production on its new four-player pinball, "Jubilee."

This is the second four-player pinball the firm has produced, the first being "Jumbo" which met with very fine approval of the trade and opened the way for four-player pinball action. Said Alvin, "We are extremely proud of 'Jubilee.' Not only is it a perfect follow-up on our great 'Jumbo', but, what is even more important, all that we learned from our first four-player is now incorporated into this new game and, what's more, the very extensive location tests for 'Jubilee' prove this second of four-player games to be the finest yet produced."

"We also believe," he continued, "that if location tests, especially location tests as intensive and extensive as we made on 'Jubilee' mean anything at all, every operator who buys 'Jubilee' is going to be very happily surprised at the results he's going to enjoy on locations everywhere in the nation."

Once again D. Gottlieb & Company is featuring its "New Look" cabinet on the "Jubilee." This beautiful and modernistic cabinet clicked so well that it has been adopted as a standard cabinet for all its outstanding games.

In addition, all the easy servicing features are added onto the game and, most important of all, the twin coin chutes are again being featured, 1 play 10c and 2 plays 25c.

Alvin Gottlieb concluded with the following remarks, "Because of the many new features which we have incorporated into 'Jubilee' and, further, because of the marvelous acceptance the game received on test locations all over the nation, we feel certain that 'Jubilee' will be recognized, within a short period of time, as one of the greatest games of all time."

Bill Introduced in Ill. to Ban Mfr. of Devices That Deliver Money or Tangible Property

SPRINGFIELD, ILL.—A bill to outlaw the manufacture of slot machines and some other types of gambling devices was favorably reported to the Illinois House of Representatives on May 5, by its industry and labor relations committee.

The measure specifically excludes from its prohibition the manufacture of amusement-type pinball machines.

Rep. Paul Powell, Vienna Democrat, offered an amendment dealing with the pinball exclusion and it was adopted after the bill's sponsor said it was in accord with the intent of the measure.

The amendment spelled out what would be covered as to amusement-type pinballs by defining them as devices which do not deliver money or tangible property.

The measure provides stiff penalties for violations, ranging up to a fine of from $5,000 to $10,000 and two to five years in prison for a third offense, and dissolution of an offending corporation.

Arizona Atty. Gen. Declares Pinball Machines OK if No Payoff in Money or Prizes

PHOENIX, ARIZ.—Attorney General Robert Morrison declared in an informal statement on May 3, that pinball devices violate gambling laws only if there is a payoff of money or prizes.

"It's What's in THE CASH BOX That Counts"
Chicago Bowling League Season Ends

CHICAGO - Last night (5/9/55) rang down the curtain of another bowling season for the Automatic Phonograph Bowling League. Results: ABC #4 won game from Mercury which was enough to cinch first place for this ABC team which held the lead most of the season. Les Taylor was high for the champs with 517, Jim Nolan right behind with 512. Red Laussa was high for Mercury with 507. Marilyn Sipiora was high for women with 448.

Deca won 2 from Oomens. Clarence Goldberg was high for Deca with 516, his highest score of the season. Carl Latino led the Oomens team with 507.

Coral took 2 games from ABC #1. Len Wessom was high for Coral with 549. High for ABC #1, as well as high for men was Al Rice with 605. Lenny Christiansen, 506 for ABC.

Paschke took 2 from B&B Novelty. High for Paschke was Rene Gallet, 534. High for B&B (again), Martin Pieroni with 500.

Melody Music took 2 from Star Music. Vic Jaccino, Jr., once again led the Melody team with 515. And Tony Galgano was leader for Star with the same score.

Western Automatic took 2 from Atlas. Bill Bender was high for Western with 534. High for Atlas was Frank Mallak, 469.

Gillette, which unfortunately ended in last place, took 3 from Coron. Biff Herzbach was Robert Hall, 511. High for Coron, Frank Lantz with 469.

As is the usual custom on the final night of bowling, sweepstakes winners were announced in five brackets, men's division and two brackets, women's division. Sweepstakes prizes go to those bowlers who did the best in particular last evening, bowl the highest games ... ABOVE THEIR AVERAGE GAME.

First bracket: Rene Gallet; Tony Galgano; Carl Latino; Len Wessom; Lenny Christiansen.

Third bracket: Vic Jaccino, Jr.; Clarence Goldberg; Bob Hall & Les Taylor.

Fourth bracket: Bill Bender; Fred Sipiora; Frank Mallak.

Fifth bracket: Frank Lantzi; Vic Bondellio.

TEAM STANDINGS

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<td>6. ABC Music #1</td>
<td>839</td>
<td>2306</td>
<td>55</td>
<td>50</td>
<td>15</td>
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<td>7. Melody Music</td>
<td>815</td>
<td>2221</td>
<td>53½</td>
<td>49½</td>
<td>17½</td>
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<td>8. Paschke Phono</td>
<td>889</td>
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<td>53</td>
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<td>9. Star Music</td>
<td>868</td>
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<td>10. B &amp; B Novelty, Inc.</td>
<td>850</td>
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INDIVIDUAL AVERAGES—MEN

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INDIVIDUAL AVERAGES—WOMEN

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<td>M. Sohaeki</td>
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<td>M. Nyland</td>
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Women's Division—
First bracket: Myrtle Sohacki; Ellen Brown.
Second bracket: Charlotte Hughes; Norma Ricci.

Everyone now looking forward to annual bowling banquet (see story on page 36).

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

WE HAVE IT!
Send Us Your Bid
MUSIC MACHINES GAMES • KIDDE RIDE
ARCADE EQUIPMENT
IN-LINES • AUTO PHOTO
Write • Wire • Phone

DAVID ROSEN
855 W. Broad Street, Phila. 33, Pa.
Phone: STEVENSON 2-2903

Britz MOA Treasurer

OAKLAND, CALIF. — George A. Miller, president and business manager of Music Operators of America (MOA), announced this week the election of Martin Britz, Britz Music Company, Great Falls, Mont., as treasurer.

Britz fills the vacancy caused by the death of Ray Culliffe of Chicago.

Chi Coin Baseball Victor

CHICAGO — Chicago Coin's softball team opened its season successfully this year by defeating United Manufacturing Company 13 to 12. The game was played at Wells park on Chicago's north side, and was viewed by an enthusiastic crowd from both companies.
Ops Visit Lake City to View Rock-Ola

Richmond, Va. Music Ops to Meet to Form Association

RICHMOND, VA.—On Tuesday, May 17, between fifty and sixty music operators will gather at the William Byrd Hotel, this city, in an attempt to form an organization.

Under the guidance of R. H. Minor and K. A. O’Connor the groundwork has been laid. Minor and O’Connor wrote George A. Miller, president of the MOA, asking his assistance. Miller contacted Hirsh de LaVeur, Hirsh Coin Machine Co., Washington, D. C., and asked him to be guest speaker at the initial meeting and to help in its organization.

The meeting will be preceded by a cocktail hour between 6 and 7 PM, followed by dinner and business.

Richmond operators who are interested should contact either R. H. Minor at 12 N. Robinson Street or K. A. O’Connor at 2320 W. Main Street.

praise on any previous Rock-Ola phonograph that we have on the current new machine” continued Joe. “But, as a businessman, what really thrills me is the way operators are placing orders.”

Pictured left Top (1 to r): Joseph Abraham; Paul Case; Ed Francis; George Metz; Harry Jacob and George Banyk. On the left, alongside the phonos, is the smiling Joe Abraham; Bottom (1 to r): Benny Mark; Ed Kenny; Ed Francis; William Solomon and Abraham.

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

OUT NEXT WEEK
THE ISSUE THAT HELPS TO ELIMINATE MANY TAX PROBLEMS
"END-OF-MONTH INVENTORY ISSUE" OF "THE CASH BOX PRICE LISTS"
Use It! Save It! It Can Save You.
The Cash Box
May 21, 1955

Page 44

Howdy podner! C'mon in and meet old friends at...

The WESTERNER

GAMING • SALOON • RESTAURANT
23 FREMONT STREET

DOWNTOWN

LAS VEGAS, NEVADA

JOHN P. (MIDGE) RYAN • JOE K. HART • RON PEPPEL
HOPPEY PEPPEL • HENRY SYLVESTER • JOE SYLVESTER
MAHLON MURPHY • JOHNNY HAINES • ANDY FAYA

Seacoast, N. Y. Shows Rock-Ola

NEW YORK—Dave Stern and Bob Slifer, Seacoast Distributors, this city, announced the dates of a Rock-Ola service school to be held in this city and in Elizabeth, N. J.

Frank Schultz, Rock-Ola factory engineer, with the assistance of Seacoast's Charlie Reissner, will conduct classes in New York Monday, Tuesday and Wednesday, May 29, 30 and 31, and in Elizabeth on Thursday and Friday, May 30 and 31.

"Since the initial day of the showing of the new Rock-Ola model '1448', operators have been flocking in continuance to view the machine," advised Dave Stern.

Pictured here with are some of the operators: Top (1 to r): Bob Slifer and Lenny Capassia; Bob and Mac Pollay; and Ed Suddal, Wallington, N. J. Bottom (1 to r): B. F. McFarland, and his brother of Newark, N. J.; Mr. and Mickey Cignarello; and Al Maniel with Slifer.

Roy Small Visits Chi

CHICAGO—Roy Small, consultant and public relations counselor for United Music Operators of Michigan, spent the weekend visiting here and met with some of the leaders in this area.

Roy Small, along with Al Schlesinger, managing director of the National Coin Machine Distributors Association, spent a pleasant evening together with Bill Gerak, publisher of The Cash Box.

Roy Small also had some association business to attend to here. He also met with Phil Levin, president of the Recording Music Service Association of this city.

This was Small's first meeting with Levin and it is believed that the common interests in heading music operators' associations had much to do with the congeniality that existed at this first meeting.

EASTERN FLASHES

Most of the city's columnists, and many from out of town, attended the Fourth Annual Dinner-Dance of the Westchester Operators Guild on Tuesday night, May 10 at the New Parkway Casino, Titus, N. Y. The show was a grand party, with officials of the Guild most gracious hosts. While there was sufficient accommodations for the some 400 guests, Carl Pavels, president, was concerned over their comfort, and was wondering where the dance floor was, should a larger hall be necessary to take care of the ever increasing attendance of the Guild. The under the leadership of Panco, the Under thirteen committee, Intended to be much harder, but had the satisfaction of seeing a most successful affair. Taking bows for a job well done were Seymour Pollak, general chairman; N. W. Hensley, chairman of entertainments; Barney Smith, souvenirs; Len Lis, tickets; Ed Goldberg, seating arrangements; and Malcolm Wein, the brilliant attorney and toastmaster for the occasion... The membership turned out out full strength and the label attracting most attention was that where the Tartaglia family was seated. In addition to the active boys and girls of this operating firm, also on hand were Mr. and Mrs. Ted Schultz, the father and mother of this wonderful family. Mr. and Mrs. Tartaglia returned to Westchester, which is their home, on a seven month sojourn in Florida for the affair. ... Malcolm Wein also had members of his family at his table—his charming mother, sister, son and daughter, Mike (teen-age son) Wein got quite a thrill when introduced to Barney Ross. The "champ," was on hand seeing all his coin friends—and naturally plugging his box. 

A. D. Palmer, Jr., advertising and sales promotion manager, The Rudolph Wurlitzer Company, in town last week of the year newly appointed vice-president of the company, Mr. D. B. Bedroom... Also in town for other business was Bob Mowatt, chairman of the Wurlitzer staff. 

The new Wurlitzer manager will be Joe Hurlbicka, service manager, who was a starting a two-week good-will trip, in which he will cover the East, New England, and Southern states. Joe Mowatt, back from his two-week vacation in Mexico, Joe had quite a busy and thrilling trip.... Accolades of the highest order to execs of Atlantic-New York, Runyon, and Seacoast, who donated one box each for Westside community centers, whose offices are doing quite a job keeping teenagers off the streets. And a special bow to Harry and Hymie Kessel, who cleaned up the machines, and will hold them clean for the season. Your correspondent is exceedingly grateful to the above, as it appeared for a while that the big city of New York was going to fail to supply these machines with 24-hour conversion job, practically commutes between Chicago and New York—... Visiting with coin operators was that energetic woman operator from Catskill, N. Y., Mrs. Emilia (Lupe) Macarelli, and with her was Paul Priola, Jr., Joe Tartaglia's son and all that his father's activities. It was to increase the Tartaglia brood some time in July. This will be their first child.

"It's What's in THE CASH BOX That Counts"
Chicago Chatter (Cont.)

George Kozy of A.B.T. claims that they could use "double production lines for our coin chutes, timers, changers and rejectors". This second Quarter of '55 has started off with such a booming smash that many top guys here believe that '55 is going to be "one of the best years in the history of the industry."

Just to prove why big men are big men, and as the result of a discussion with some of the ROOKIES STAMMERS-B.J.'s.

I am pleased to record the fact that each of your Vacumatics told 4,444 cards in a seventeen week period with no breakdowns.

RIVerview—Chicago

NOW! MANY NEW CARD SERIES...

The largest card library in the world

We offer new Vacumatic card vendrs... make a difference!!

Checking my records, I found I sold many more cards than with the type vendrs I had here a few years ago. This week I sold 4½ cards per card with your Vacumatic Vendr. I hope to enjoy many more years with our new vendrs.

STEAKS—Valparaiso

There is no question but you have found the answer to the card vending problem. We can highly recommend Vacumatics to anyone who is using coin vendrs.

Munson's Enterprises—Indianapolis

Those Vacumatic Vendrs are "honest", certainly very snappy, and are a good attraction—kids like to play them.

I am pleased to record the fact that each of your Vacular's told 4,444 cards in a seventeen week period with no breakdowns.

RIVerview—Chicago

The New Card Series...

The largest card library in the world

Empire Coin Machine Exchange

1012-14 Milwaukee Ave., Chicago, Ill. Phone: EVERGLADE 4-2600
Formosa GI's
Ask For 45 RPM Records

CHICAGO — Lonely GI's stationed in Formosa on the "Formosa Patrol" now have in their possession a much battered 45rpm phonograph, but no records.

They have sent out a plea for all who can afford to ship them American recordings of any and all types. The juke box industry has always handled such pleas and, therefore, many of the nation's music men could certainly win even greater pleasure for themselves as well as commendation for their industry, by shipping 45rpm records immediately to:
The Staff, Commanding Cruiser Division 5, Fleet P.O., San Francisco, Calif.

Just mark the package: "45 RPM Recordings for our GI's."

Dallas DOINGS

Lenny Cohen of Dallas is seen these days driving a new 98 Oldsmobile around town. Seems as if Cohen is really doing well since changing over to 10c music. . . . Frank Sachal back in Dallas. He just returned from a short vacation in Mexico City. . . . Jimmy Rodden of Lubbock, Texas, hip to Dallas this week for a short visit and a business trip. . . . Jimmy Garrett of Longview in Dallas this week. Jimmy reports business way up out of his way, and that he is converting his equipment to dime play. . . . Wilbur Beiscoe of Radio City Music in Waco says there is nothing like the 10c music. He says all of the Waco operators are cooperating and all the music should be converted to 10c play within the next two weeks. . . All of the Dallas music operators on dime play reported an increase in collections. . . . Ft. Worth operators are also changing over to 10c play. . . Jack Sprott of Temple was in this week and reports that he has started converting his equipment. . . Mrs. Williams was in Dallas Tuesday. She is looking well after her operation . . . Mrs. G. D. Arman of Longview is back home from visiting her mother who is ill in Oklahoma . . . Mrs. Jack Esque is in the hospital with pneumonia. Here's hoping for her a speedy recovery. . . With vacation time here we hear of local people making trips here and there. Mr. and Mrs. T. A. Webb of Dallas spent last week-end in Houston. Mrs. Webb's mother. Mrs. T. L. Welch, is vacationing in California . . . Robert Meadows is spending his vacation fishing. . . Fred Barnes plans his week-end at Lake Texoma. Might even do a little fishing! . . . George Bury of Hamlin in town and reports his business is picking up. . . Congratulations to the Platter Shop in Arlington upon their opening. . . Glad to know that Tom Lambert is up and at 'em again . . . Don Pierce of Star Day Records from California visiting in Dallas this past week . . . Helen Hall, Coral Recording star, was in a car wreck this past Friday night. She is in critical condition in a local hospital.

"It's What's in THE CASH Box That Counts"
WANT: To Buy. Bally Carnival 5 Ball; Total Roll; Wurlitzer Skeeball; Plink Hitter. COIN MACHINE EXCHANGE, 126 WEST CALIF., OKLAHOMA CITY, OKLA. Tel.: RE 5-5172.

WANT—Tube: 2051; 2050; 707L; 244, 243, 314L; 66L; 555; 655 metal; 655 metal. Will pay $40 a hundred. Must have minimum quantity 50 of any tube or other type in quantity? LEWIS ELECTRONICS, 3449 NO. ELAINE PL., CHICAGO, ILL.

WANT—From all over the world! Literature: On any machine that takes coins and sells anything—annuities, perfumes, Bingos, Pocket Books, cigarettes 25 each, aspirin at 5¢ each, magazine bandanna, newspaper, WITMAN ENTERPRISES & ASSOCIATES, 20-22 CUMMING AVENUE, GLENS FALLS, NEW YORK.

WANT—Western Novelty 49th; Challengers; Pike’s Peak; Kicker’s and Catchers; Welch Scales or any other penny games or equipment in Canada for resale. Will pay top prices in any quantity. Write, phone, or wire. MOCHUK ENTERPRISES, 81 INDIAN ROAD, TORONTO, ONTARIO. Tel.: LO 4-722.

WANT—Used Records. Highest prices paid for 78’s and 45’s. No quantity too small or too large. We buy brand new L.P.’s. (33 1/2 RPM) in quantity. Write or phone. FIDELITY DISTRIBUTORS, 666 10th AVE, NEW YORK 36, N.Y. Tel.: JUdson 6-4568.

WANT—Any quantity post-war Wurlitzer Phonographs, Models 1100, 1250, and 1400 from Seeburg M-700 and 75 and 45, Write or wire, or phone: BURLINGTON DISTRIBUTING CO., 366 N. 29th St. MIAMI, FLORIDA.

WANT—Mills Panarama — any quantity. WESTERN DISTRIBUTORS, 31 ELLIOTT AVE., SEATTLE, WASH., ST. CATHARINE'S, ONT. Tel.: 3551.

WANT—Bingos, late model Shuffle Alleys. For Resale. Send list. All type, all brands. Accept offer for sale. DAVE LOWY & CO., 592 TENTH AVENUE, NEW YORK, N.Y. Tel.: 6800.

WANT—Frohes, Rodos, Circus, and Showboats, Seeburg, Model BJ’s. For SALE—10-3-45. Make offer. L.A. NOVOTEL COMPANY, 538 BRYANT STREIT, SAN FRANCISCO 7, CALIF.


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

WANT—Late model phonos. Preferably Seeburg 100's. Will pick up within 300 miles. WRITE, wire, phone, KOEPPEL DISTRIBUTING CO., 629 TENTH AVE., NEW YORK, N. Y. Tel.: Circle 6-8399.

WANT—All late model Seeburg M-100’s, B’s, Cs and Hi-Fs, will pick up within 300 miles. CLEVELAND NOVELTY CO., 183 MERRICK ROAD, MERRICK, L. I., N. Y. Tel.: FReeport 6-6770.

WANT—Bingos for resale. Any quantity. Beach Clubs or newer games. Rush list and prices. HEATH SALES CO., 250 BROADWAY, MACON, GA. Tel.: 5-6565.

WANT—For Export. Quantities of the following: Wurlitzer 1100 and 1250. Telephone collect. DAVID DISTRIBUTING CORP., 725 WATER ST., SYRACUSE, N. Y. Tel.: Syracuse 7-5194.

WANT — To Buy For Cash. Bingo Bally. We will give $460 on Big Machines; $330 on Varsity; $250 on Surf Clubs. Also interested in other Bally Bingo Games. T & L DISTRIBUTING CO., 1663 CENTRAL PAVEMENT, CINCINNATI 14, OHIO. Tel.: Main 8751.

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

WANT—Bingos and Gottlieb 5-Balls for resale. Also Late Model 1953 Rock-Ola Fireballs 1436A 45 RPM. Send Prices. H & H MUSIC AND DISTRIBUTING, 1626 THIRD AVE., MOLINE, ILL. Tel.: 4-6703.

FOR SALE—Reconditioned One Balls: Universal Winner 225; Bally Tarp King $25; Bally Champion $25; Packard Wall Boxes $3.00 C. H. DIEDRICK, INC., 15 WALNUT ST., CHASKA, MINN. Tel.: 190.

FOR SALE—“Seek the Ock” will change “Shoot-the-Bear” into a colorful, smooth performing money maker. A proven kit in a complete package—While they last—$21.00 each. 100 SERVICE CO., 2683 OLIVE STREET, ST. LOUIS 3, MO. Tel.: Jefferson 1-6531.

FOR SALE—Wurlitzer Phonographs.” 1500’s—$395; 1400’s—$325; 1250’s—$175; 1100’s—$150; 1001’s—$30. O’CONNOR DISTRIBUTORS, INC., 2320 WEST MAIN, RICHMOND 20, Va. Tel.: 84-3264.

FOR SALE—The Best in Music. AMI DISTRIBUTORS, 3235 AMI B, CINCINNATI 2, OHIO. Tel.: AMI-80, $475; Seeburg M100-A, $375; Evans Constellation $185; Evans Jubilee, 78 RPM, $250; Wurlitzer 1015, $95; 1100, $165; Atlantic Coin Co. Spot Line $65; Long Beach $50; Judson $25; Cleaver $20; Seeburg M-100-C and M-100-W, write. Miss. George Boyle, LTD., 25 MAIN ST., ST. LOUIS 3, MO. Tel.: Chestnut 1-8561.

FOR SALE—Genco’s 2 Player Basketball, $200; Coin 6 Player Home Run, twin 10 & 25 cent coin chute, $200; Williams’ 6 Player All Star Baseball, $225. All clean and in excellent condition. MONTANA SALES CO., BOX 1463, BILLINGS, MONT. Tel.: 6-6933.

FOR SALE—Records!! 5¢ each wholesale, any label. Free title strips. Quick service. New accounts, token dealings with only. We purchase surplus records new unused only. RAYMAR SALES CO., 170-21 JAMAICA AVENUE, JAMAICA 32, N. Y. Tel.: Olympic 6-4012, 4013.

FOR SALE—Dude Ranches $265; Atlantic City’s $90; Spot Lines $50; 5-10-25 Seeburg Boxes $15; 3020 Boxes $12; 219 Steppers $12; AMI Steppers $15; 5 Player United Shuffle Alley $55. Following Games 33 each: Maryland, Champion, Freshie, Tri Score, Three Feathers, St. Louis, Hot Rod, Majers. All Equipment Complete with Coin Chutes, Record Players, H. M. MUSIC AND DISTRIBUTING, 1626 THIRD AVE., MOLINE, ILL. Tel.: 4-6703.

FOR SALE—Hi-Speed Super Fast shuffle board wax, 24 one-pound cans per case $5.50 f.o.b. Dallas, Texas. We will guarantee. AMI Distributor. STATE MUSIC DISTRIBUTORS, INC., 3100 MAIN ST., DALLAS, TEXAS.

FOR SALE—Can you afford 92¢ per week to get ahead and stay ahead of all competition? For only 92¢ per week you can have a 40-word ad in this section plus a free full year’s (52 weeks) subscription to The Cash Box “The Bible of the Coin Machine Industry.” Send your check for $48 today plus your first 40-word ad to: THE CASH BOX, 26 W. 47th ST., NEW YORK 36, N. Y. (Phone JU 6-2640).

FOR SALE—Coin Counters, Coin Sorters, Coin Counting Machines, Coin Change Machines, Coin Parts and Supplies. We carry a complete line of these products. GLOBE DISTRIBUTING CO., 1623 N. CALIFORNIA AVE., CHICAGO 47, ILL. Tel.: Armirage 6-0706.

FOR SALE—Late machine: Wurlitzer 1500A $945; Wurlitzer 1500 $825; 1400 $325; 1015 $95; Seeburg 100-A $925. World’s largest distributor of Kiddie Rides. REDD DISTRIBUTING COMPANY, INC., 298 LINCOLN STREET, ALLSTON 34, MASS. Tel.: Algonquin 4-9400.
FOR SALE— America’s finest reconditioned phonographs and phonograph accessories. Everyone of our reconditioned machines guaranteed beautiful condition regardless of price. Tell us what you need. Give our catalog. We buy. ANGOTT DISTRIBUTING CO., INC., 2615 PURITAN AVENUE, DETROIT 21, MICH. Tel.: University 4-0773.

FOR SALE— 50 like new 5e Acorn Charm Vendors $9.50 each; 100 brand new 5e Acorn Capsule Vendors $12.50 each. CLEVELAND COIN MACHINE EXCHANGE, INC., 1929-35 PROSPECT AVE., CLEVELAND, OHIO. Tel.: TOWER 6-1715.

FOR SALE—United Fifth Ave. $275; United Empire $210; United Empire converted to Fifth Ave. $235; Williams Major League $195; Williams Special DeLuxe Baseball $125; Williams Special DeLuxe Courier $120; AMERICAN VENDING CO., 2684 CONEY ISLAND AVE., BROOKLYN, N. Y. Tel.: DEwey 2-9602.

FOR SALE—Beach Club $200; Palm Springs $275; Surf Club $310; Dude Ranch $260; Atlanta City $85; Daytona Beach $225; C. G. Super Home Run Baseball $195; Seabreeze Bear Gun $100. GENERAL DISTRIBUTING CO., 1609 ORLEANS AVE., NEW ORLEANS, LA. Tel.: TULANE 6729.

FOR SALE—Williams Super Jet, New, $379.50; Gene Skeel Ball, 9 x 12 ft., New, $175; Gene Basketball, New, $299.50; Gene Sky Gunner, New, $199.50; Chicago Coin Home Run, New, $249.50; Bert Lane Merry-Go-Round, New, $695; Used, $495; Seabreeze Bear Gun, Used, $129.50; Gene Shuffle Pool, Used, $125; Bally Rocket Ship, Used, $395; Chicago Coin Hot Dog, Used, $395; MILLER-NEWMARK DISTRIBUTING CO., 42 FAIRBANKS ST., N.W., GRAND RAPIDS, MICH. Tel.: 9-0652 or 5743 GRAND RAPIDS 2. MICH. Tel.: Yeller 8-2300.

FOR SALE—Finest Bowlers: Factory reconditioned—returnable 7th day for full refund, Clover $130; Classic $145; Imperial $220; Jet $390; Team $275; Conley Island Bingo $60; Gene 100 with latest improvements $60. 1/3 deposit. W. E. KEENEY MFG. CO., 5229 S. KEDZIE AVE., CHICAGO 32, ILL. Tel.: HUnion 4-3844.

FOR SALE— Friedman Ballys, Atlantic City, Beach Clubs, Dude Ranches, Palm Springs and Hi-FI's—perfect condition, priced at or near lowest levels. Seeburg, AMI, Rockola and Evans Music, 78 and 45 RPM. GORDON STOUT CO., 125 N. MONT- TOE, PIERRE, S. D. Tel.: 4097.

FOR SALE—Special. Varieties $1425; Singapore $295; Tropicaans $345; Dude Ranches $225; Cues-Tees $165; NEW ORLEANS NOVELTY CO., 115 MAGAZINE STREET, NEW ORLEANS, LA. Tel.: Caval 8318.

FOR SALE—The best buy in used Bally Bingo Games. Just buy one and you will see why you will pay a little more and be glad you did. Your money back if not completely satisfied, 1/3 deposit with all orders. Write or call: ALLAN SALES, INC., 937 MARKET ST., WHEELING, W. VA. Tel.: Wheeling 5472.

FOR SALE—We will sell or trade all types cigarette machines (thoroughly reconditioned) Colmae and Vendo Ice Cream Machines and Automatic Popcorn Shoppers for late model juke boxes. BRUCE MUSIC AND VENDOR SERVICE, 1422 PIERRE AVENUE, SHREVEPORT, LA.

FOR SALE—All types used AMI, Wurlitzer and Seeburg equipment. Clean and shipped, or as it. Factory Distributor for Seeburg. DICKSON DISTRIBUTING CO., 631 W. CALIFORNIA, OAKLA., O.KLA. Tel.: Rgent 6-3691.

FOR SALE—AMI 510 wall boxes; Wurlitzer 48 selection wallboxes; 21 steppers. COPELAND DISTRIBUTORS, INC., 900 NORTH WESTERN, OKLAHOMA CITY, OKLA. Tel.: FO 3-3456.

FOR SALE—Jalgoy $50; Yacht Club $139.50; Spark Plug $60; United DeLuxe $39.50; Star Series $65; B. Space Ship $425. LAKE CITY AMUSEMENT CO., 4533 PAYNE AVENUE, CLEVELAND 3, OHIO. Tel.: Florence 1-7577.

FOR SALE—Used Watling Scale. Low prices. Any quantity. Write, SEA- COAST DISTRIBUTORS, INC., 594 10TH AVENUE, NEW YORK, N. Y. Tel.: Blye 9-1200 or 1200 NORTH AVE., NEW YORK, N. Y. Tel.: Chlicker 4-6289.

FOR SALE—Rockey-Ola Model 1432 (50 selection) $250. W. B. DISTRIBUTORS, INC., 1012 MARKET ST., ST. LOUIS, MO. Tel.: Central 1-9292.

FOR SALE—Wurlitzer 1250, $195; 1995, $240; 2055, $275; Seeburg 100BL, $325; 3 Coin Acorn Vending (Close Out) $75 each; 2 Ex- emptions—$50 each. NORTHERN HAR- MONY MACHINE EXCHANGE, 115 NORTH HIGH ST. COLUM- BUS 8, OHIO. Tel.: University 6900.

FOR SALE—Times Square $85; Olympics $85.95; Caravan $59.50; Rose Bowl $49.50; Watch My Line $45.95; Chicago Coin Hi-FI VENDING MACHINE EXCHANGE, 2750 N. ASHLAND, CHI- CAGO 11, ILLINOIS. Tel.: University 5408.


FOR SALE—Everything for the Home Theater, Hollywood 5-1250, $753; Seeburg 100BL, $525; 3 Coin Acorn Vending (Close Out) $75 each; 2 Ex- emptions—$50 each. NORTHERN HAR- MONY MACHINE EXCHANGE, 115 NORTH HIGH ST. COLUM- BUS 8, OHIO. Tel.: University 6900.


FOR SALE—Reconditioned Phonos— ready for location. Seeburg 146-147-148; Wurlitzer 1015; Rockola 1420-1426; AMI Wallboxer 5-10a. Write for our low prices. MUSIC DISTRIBUTORS, INC., 213 FRANKLIN STREET, FAYETTE- VILLE, N. C.

FOR SALE—Telequip Machines, factory reconditioned. Ready for location. $119.50; 1/3 down, balance C.O.D. We stock all Telequip parts, also parts and supplies for Jukes, Shuffle and Pin Games. Write for catalog. CHAMPION DISTRIBUTING CO., 3743 W. GRAND, CHI- CAGO, ILLINOIS.

FOR SALE—We have a large stock of recent recond. Coin-Operated Games available at lowest prices. Write, wire, phone C. A. ROBINSON & CO., 2301 W. PICO BLVD., LOS ANGELES 6, CALIFORNIA. Tel.: Dunkirk 3-1810.
FOR SALE — AMI—E—80's and E—120's. Will trade for Bowlers and Sungas. LIEBERMANN MUSIC CO., 257 PLUMSY AVENUE, NORTH MINNEAPOLIS, MINN. Tel.: Fillmore 3025.

FOR SALE — Wurlitzer Bar Boxes 2140; Wurlitzer Wall Boxes 3020's Steppers and Master units. No reasonable offer refused. YOUNG DISTRIBUTING, INC., 599 TENTH AVENUE, NEW YORK, N. Y.

FOR SALE — Reconditioned, like new. Yacht Clubs $135.00; Ice Frickos $323.00; Wurlitzer Clubs $355.00; Bally Jet Bowlers $425.00; Evans Surf & Saddle $249.50. Write: DONAN DISTRIBUTING COMPANY, 3007 N. KEIDZE, CHICAGO 25, ILLINOIS. Tel.: JUniper 8-5211.

FOR SALE — Complete line of used phonographs, shuffle games, cigarette machines, all other equipment. Lowest prices. Best merchandise. One letter, wire, or phone call will convince you. Factory Representatives for United, Keeney, Bally, TARANT DISTRIBUTING, INC., 3020 West 6th Street, MIAMI 2, FLA. Tel.: 64-4864.

FOR SALE — Send $1.00 for the record of "The Cat Came Back" b/w "Some Cracklin' Peanuts" by Lee Moore disc jockey of WWVA in Wheeling, W. Va. Please state whether 45 or 78 rpm. CROSS COUNTRY RECORDS, 229 OUT-WATER LANE, GARFIELD, N. J. Tel.: Prescott 9-0182.

FOR SALE — Seeburg Bear Gun $125; Dale Gun $40; United Carnival Gun $355; Genco Riffle Range $325; AMI—Model E—120 Records $560. Many Other Games On Hand! Write or Call for low prices. REEL DISTRIBUTING CO., 4910 NATURAL BRIDGE AVE., ST. LOUIS 15, MO. Tel.: EV 1-6761.

FOR SALE — 10 cent Operators don't let profit walk out the door. Use General's Two Nickels for dime play Kits. Install in minutes $3.50 Revenue increase. Samples $5.50 each, lots of 10, $2.95 each. GENERAL DISTRIBUTING COMPANY, 3574 HAROLD STREET, CARLSBAD, CALIF. Tel.: SAratoga 2-3151.

FOR SALE — Reconditioned phonographs—ready for location: AMI A; AMI C; AMI D-40 and D-80; Rock-Ola Fireball 45 rpm; Seeburg M 100A; Wurlitzer 1500. Write for low prices. RUNION SALES COMPANY, 593 TENTH AVE., NEW YORK, N. Y. or 221 FRELINGHUYSEN AVE., NEWARK, N. J.

MISCELLANEOUS

NOTICE — Texas operators — write or phone your Rock-Ola Distributor, PHONOVEND OF TEXAS, 1023 BASSE ROAD, SAN ANTONIO, TEXAS, Tel: PEnnington 3-7197 for genuine factory parts also good reconditioned phonographs priced right. Also distributors for Exhibit and Keeney.

NOTICE — Attention, Wurlitzer 1500, 1700 and 1800 Operators. Connect 24 and 48 Selection Wallboxes to these phonographs. Use Regular 219 and 248 Steppers with Adapter. Specify model. Change one wire in Stepper. $34.50. MIDWEST MUSIC SERVICE, 819 WEST SECOND ST., WICHITA, KANSAS.

NOTICE — Louisiana and Southern Mississippi Operators. Your authorized Rock-Ola Distributor is HUEY DISTRIBUTING CO., 3760 AIRLINE HIGHWAY, NEW ORLEANS 20, LA. Write, Wire or Phone. CEdar 7976.

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

NOTICE — Arcade operators. We have a limited number of conversion targets (Shoot-the-Spook) in stock. This target is a proven dependable money maker for operators of Bear guns. Write: 100 SERVICE CO., 2638 OLIVE ST., ST. LOUIS 3, MO. Tel.: JEFFerson 1-6531.

NOTICE — Dealers — Write for Stinson LP catalog of Folk, Jazz and Foreign STINSON RECORDS, 2847 W. PICO BLVD., LOS ANGELES 6, CALIF.

NOTICE — These 3 telephone numbers are important to you: The Cash Box, New York City, 781-0640; The Cash Box, Chicago, Ill., DEarborn 2-0045; The Cash Box, Hollywood, Calif., Hollywood 5-1702.

THE CASH BOX

"The Industry's Market Place"
PUBLISHES MORE CLASSIFIED ADS EACH WEEK THAN ALL OTHER MAGAZINES IN THIS INDUSTRY PUBLISH IN A MONTH—PROVING THAT THE ENTIRE INDUSTRY RECOGNIZES THE CASH BOX' CLASSIFIED AD SECTION AS “THE INDUSTRY'S MARKET PLACE.”

WANT FOR SALE

CLASSIFIED AD RATE 10 CENTS PER WORD

Count every word including all words in firm name. Numbers in address count as one word. Minimum ad accepted $1.00. CASH OR CHEQUE MUST ACCOMPANY ALL ORDERS FOR CLASSIFIED ADS. Send your order and cash or cheque with order. We hold orders for following issue pending receipt of your check or cash.

Notice to holders of "Special (S4) Subscriptions": You are entitled to a free classified ad in each week's issue containing no more than 40 words which includes your firm name, address and telephone number. All words over 40 will be charged to you at the regular rate of 10c per word. Please count words carefully.

ALL CLASSIFIED ADS CLOSING WEDNESDAY NOON AT
THE CASH BOX, 26 WEST 47TH STREET, NEW YORK 36, N. Y.

Use This Convenient Form For Your Classified Ad

START HERE

FIRM

ADDRESS

CITY ZONE STATE

TELEPHONE NUMBER

ENCLOSE YOUR CHECK — AIRMAIL TO:

THE CASH BOX

26 WEST 47TH STREET, NEW YORK 36, N. Y.
4. 1953, '51, Rocket '31-53, 50 Sel, 78 RPM ..... 250.00 325.00
5. 1943, Same as above, Converted to 45 RPM ..... 295.00 350.00
6. 1456, '57, Fireball, 120 Sel, 45 RPM ..... 225.00 245.00
7. 1456, '57, Fireball, 120 Sel, 45 RPM ..... 345.00 525.00
8. 1475, '26, 78, Sel, 45 RPM ..... 650.00 700.00
9. 1500, Wall Box ..... 3.00 4.50
10. 1500, Wall Box ..... 12.50 15.00
11. 1500, Wall Box ..... 15.00 20.00
12. 1510 Bar Box ..... 15.50 20.00
13. 1525 Wall Box ..... 5.00 7.50
14. 1525 Bar Box ..... 7.50 10.00
15. 1530 Wall Box ..... 15.00 25.00
16. 1605 Organ Speaker ..... 24.50 29.00

**SEEBURG**

4. 1465, '46, Standard, 20 Sel, 45 RPM ..... 25.00 75.00
5. 1472, '47, Master with Remote, 20 Sel, Sel, 45 RPM ..... 19.50 25.00
6. 1477, '47, Standard, 20 Sel, 45 RPM ..... 45.00 75.00
7. 1484, '48, Standard, 20 Sel, 45 RPM ..... 100.00 150.00
8. 1485, '48, Master with Remote, 20 Sel, 45 RPM ..... 45.00 90.00
9. 1484 ML, '48, Light Cab. Master with Remote Attachment, 20 Sel, 45 RPM ..... 75.00 150.00
10. M100B, '51, 100 Sel, 45 RPM ..... 495.00 725.00
11. M100BL, '51, 100 Sel, 45 RPM, Light Cab. ..... 525.00 600.00

**WURLITZER**

4. 1905, '46, 24 Sel, 70 RPM ..... 45.00 95.00
5. 1008, '46, Colonial, 24 Sel, 70 RPM ..... 50.00 99.00
6. 1000A, '48, Colonial, 24 Sel, 70 RPM ..... 60.00 125.00
7. 1017, '47, Suburban 24 Sel, 70 RPM ..... 75.00 150.00
8. 1100, '48, 25 Sel, 70 RPM ..... 110.00 150.00
9. 1120, '50, 48 Sel, 78 RPM, 45 RPM ..... 160.00 225.00
10. 1250, '50, (Same as above) Converted to 45 RPM ..... 170.00 250.00
11. 1400, '52, 48 Sel, 78 RPM, 45 RPM ..... 295.00 85.00
12. 1400B, '52, (Same as above) Converted to 45 RPM ..... 245.00 400.00
13. 1500, '53, 105 Sel, 78 and 45 RPM Interchangeable ..... 295.00 410.00
14. 1650, '53, 48 Sel, 45 RPM ..... 395.00 495.00
15. 1810, '54, Wall Box ..... 295.00 395.00
16. 2030 Wall Box ..... 7.50 15.00
17. 3848 (Conv. of 3028) ..... 13.00 25.00
18. 3849 Wall Box ..... 2.00 5.00
19. 4820 Wall Box ..... 20.00 39.00

**CONCLUSION**

Reports received indicate that, in some cases, purchasers became upset due to the fact that they could not, many times, buy equipment listed in the lower price brackets. Sometimes sellers of machines listed at from $10.00 to $25.00 ask from $50.00 up to $75.00 and even more for these very same machines. Purchasers of such equipment must realize that prices quoted in recent times for this priced category are much too high to be priced at these low figures. To completely recondition such machines, the reconditioner must add onto the price the cost of transportation to obtain the necessary parts, labor, parts and supplies needed to recondition the machines, plus the cost of cartons, crates and labor for packing and shipping of the machines, in addition to a decent profit which will, in most cases, balance the price of a $10.00 to $28.00 machine to anywhere from $50.00 to $75.00 and up. In the case of arcade and kiddie ride machines these may even be higher due to the fact that many of the parts have to be made by hand or contracted for at some machine shop, since manufacturers of many of the old arcade machines and kiddie rides are no longer in business and it is impossible to obtain parts for reconditioning. Purchasers of such equipment should take these facts into consideration and, at the same time, should realize that many buyers today now have their own repair and reconditioning departments as well as experienced mechanics, such buyers will purchase machines "as is," at prices quoted by the trade at large, and recondition the machines themselves to meet their own operating standards.
Hundreds of thousands of locations have redesigned their exteriors and interiors for bigger and better business. Certainly this type of location wants no commonplace phonograph; it demands the machine with the latest and greatest innovations, the

AMI Model “F” —
The Only Coin Operated Phonograph with FULL RANGE MULTI-HORN HIGH FIDELITY and SONORAMIC SOUND with MODERN LINES and COLOR TO MATCH

Originator of the Automatic Selective Juke Box in 1937
AHEAD THEN — AHEAD NOW

AMI Incorporated

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

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

“It’s What’s in THE CASH BOX That Counts”
### The Cash Box

**Page 52**

**May 21, 1955**

<table>
<thead>
<tr>
<th>Game</th>
<th>Players</th>
<th>Prize</th>
<th>Winner</th>
</tr>
</thead>
<tbody>
<tr>
<td>4. Dreamy (Wm 2/50)</td>
<td>15.00</td>
<td>25.00</td>
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<tr>
<td>5. King (Got 1/53)</td>
<td>15.00</td>
<td>25.00</td>
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<tr>
<td>6. Horse Shoe (Wm 12/53)</td>
<td>25.00</td>
<td>50.00</td>
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<tr>
<td>7. Horse Shoe (5/50)</td>
<td>25.00</td>
<td>50.00</td>
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<tr>
<td>8. Four Bells (Got 10/54)</td>
<td>25.00</td>
<td>50.00</td>
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<tr>
<td>9. Flying High (Got 1/55)</td>
<td>25.00</td>
<td>50.00</td>
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<tr>
<td>10. Flying Sancer (Got 1/55)</td>
<td>15.00</td>
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<tr>
<td>11. &quot;100&quot; (Upright)</td>
<td>25.00</td>
<td>50.00</td>
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<tr>
<td>12. &quot;100&quot; (got 5/50)</td>
<td>50.00</td>
<td>100.00</td>
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<tr>
<td>13. Barfly (Wm 5/50)</td>
<td>15.00</td>
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<tr>
<td>14. Lucky Luck (Wm 5/50)</td>
<td>15.00</td>
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<tr>
<td>15. Lucky Eight (Wm 12/54)</td>
<td>25.00</td>
<td>50.00</td>
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<tr>
<td>16. Maj. Queen (Wm 5/50)</td>
<td>15.00</td>
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<tr>
<td>17. Maj. Queen (5/49)</td>
<td>15.00</td>
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<tr>
<td>18. Movie Star (Wm 12/54)</td>
<td>25.00</td>
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<td>19. Movie Star (5/50)</td>
<td>15.00</td>
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<tr>
<td>20. Moon Glow (Wm 11/48)</td>
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<td>20.00</td>
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<tr>
<td>21. Montana (Wm 5/50)</td>
<td>15.00</td>
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<td>22. Nevada (Wm 5/49)</td>
<td>15.00</td>
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<td>23. Nick Four (Wm 5/50)</td>
<td>15.00</td>
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<td>24. Oval 9 (Wm 5/50)</td>
<td>15.00</td>
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<td>25. Pinball (Wm 6/50)</td>
<td>15.00</td>
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<td>26. Pinwheel (Wm 5/50)</td>
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<td>27. Pins and Needles (Wm 5/50)</td>
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<td>28. Pinball (Wm 6/50)</td>
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<tr>
<td>29. Playball (Wm 5/50)</td>
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<td>30. Playball (Wm 5/50)</td>
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<td>31. Puddin' Head (Wm 4/48)</td>
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<td>32. Punchy (Wm 12/54)</td>
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<td>33. Quarter (Wm 10/53)</td>
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<tr>
<td>34. Queen of Hearts (Wm 12/53)</td>
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<td>35. Quiet (Wm 12/53)</td>
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<td>36. Rag Top (Wm 5/50)</td>
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<td>37. Rainbow (Wm 9/48)</td>
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<td>38. Ram's Horn (Wm 11/53)</td>
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<td>39. Racer (Wm 11/53)</td>
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<td>40. Rio (Wm 11/53)</td>
<td>160.00</td>
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<td>41. Rip Snorter (Wm 9/48)</td>
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<td>42. Rock of (Wm 7/50)</td>
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<td>43. Rock of (Wm 7/50)</td>
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<td>44. Rodeo (Wm 5/50)</td>
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<td>45. Rose Bowl (Wm 11/53)</td>
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<td>46. Round Up (Wm 11/53)</td>
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<td>47. St. Louis (Wm 2/54)</td>
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<td>48. Silent Snap Shot (Wm 12/53)</td>
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<td>49. Slinky (Wm 12/53)</td>
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<td>50. Sally (Wm 10/53)</td>
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<td>51. Saratoga (Wm 10/53)</td>
<td>10.00</td>
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<td>52. Saratoga (Wm 11/54)</td>
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<td>53. Scrib willie (Wm 8/48)</td>
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<td>54. Sea Jockeys (Wm 11/53)</td>
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<td>55. Secret (Wm 11/53)</td>
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<td>56. Serenade (Wm 11/53)</td>
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<td>57. Shantytown (Wm 11/53)</td>
<td>15.00</td>
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<td>58. Shot Special (Wm 5/50)</td>
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<td>59. Shoo Shoo (Wm 2/51)</td>
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<td>60. Shoot the Moon (11/53)</td>
<td>20.00</td>
<td>40.00</td>
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<td>61. Showboat (Wm 11/54)</td>
<td>10.00</td>
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<td>62. Silver Dart (Wm 11/54)</td>
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<td>63. Smokey (Wm 12/53)</td>
<td>275.00</td>
<td>550.00</td>
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<td>64. Spotline (Wm 12/53)</td>
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<tr>
<td>65. Spotline (Wm 12/53)</td>
<td>15.00</td>
<td>25.00</td>
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</tbody>
</table>

**Note:** The above table represents the cash box results for May 21, 1955, with various games and their prize amounts. The winners are listed accordingly for each game.
Manufacturers New Equipment

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

AMI, INCORPORATED
F-120 Joke Box
(Receiver included)
F-40 Joke Box
(Receiver NOT included)
HS-80 Selective Hideaway
HS-50 Selective Hideaway
W-120 Wall Box
W-120 Wall Box
S-40 Receiver
S-120 Receiver
Corner Speaker
Recessed Speaker
R-167 Bargrip

AUTO-PHOTO CO.
Auto-Photo

BALLY MFG. CO.
Gold Medal Bowling
(Without Match Feature)
Model Gold-110, 10c a play...$7.50
Model Gold-325, 10c a play, 3 plays for 25c. .7.50
Blue Ribbon Bowling
(without Match Feature)
Model Blue-110, 10c a play...$7.10
Model Blue-325, 10c a play, 3 plays for 25c...7.80
Gatley
375.00
Hollywood Bowling
395.00

CHICAGO COIN
Bonus Score Bowling
(without Match Feature)
Model 500B (without Match or Free Play) .625
Model 500C (with Match, No Free Play) .625
Model 500M (with Match, No Free Play) .625
Junior Jet Ride '55 Model 395
Big Bouncer '55 Model 975
Roy Rogers’ ‘55 Model 1047.50

GENCO MFG. & SALES CO.
Sky Rocket
(with Match Feature) .$5.95

INTERNATIONAL MUTO. CORP.
Drive Yourself (new)
Photomat '54 .795
3-D Art Paradox, Shadow Play .2100
3-D Art Paradox, 6 show model .950
Universal Post Card Vendor .50

J. H. KEENLEY & CO., INC.
Speed Lane Bowling
(without Match Feature) .$1.70
De Lave Speed Lane Bowling
(with Match Feature) .760

LEVI'S CORP.

MINNEAPOLIS MFG. CO.

WILLIAMS MFG. CO.

THE RUPHOLD WURLITZER CO.

THE ROCK-OLA MFG. CORP.

UNITED MFG. CO.

J. P. SEEBURG CORP.
WURLITZER

AGAIN FIRST IN ACCEPTANCE

WITH THE SIMPLEST . . .
SUREST . . . FASTEST
RECORD CHANGER
OF ALL TIME

Wurlitzer 1800

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