Vik Records celebrates its second anniversary with songstress Giselle MacKenzie cutting the birthday cake. Starting its new year with new administrative personnel, new artists and several new hits, the RCA subsidiary label, formerly called "X", is off to a flying start in '56. Marking the occasion are (front row left to right): Vik sales manager Ben Rosner; Larry Kanaga, vice president and general manager, RCA Victor Division; Eddie Fontaine; Joe Valino; The Boys Next Door with Frankie Lester in front of them; Giselle MacKenzie; Richard Maltby; and Herman Diaz, manager of artists and repertoire for the new label. In the back row are The Chuckles, Teddy, Tommy and Russ.
JIMMIE KOMACK
sings
a
very
"moving"
song!

VIBRATIONS
c/w
THE WAY SHE TALKS

20/47-6452

A "New Orthophonic" High Fidelity Recording
the dealer's choice rca VICTOR
NEW FEATURE:

TERRITORIAL TIPS

A new development in the record business necessitates a new feature in The Cash Box.

With the rise of rock and roll to the status it enjoys today, it has been found that more than ever territorial hits are developing which do not necessarily spread beyond the area in which they originate. With strength evident in only one part of the country, these records very often do not make the Rhythm & Blues Top 15 best seller chart although they are actually best sellers in their areas. Therefore, The Cash Box has decided to make available to the entire industry information concerning these territorial hits so that other areas may benefit by becoming aware of them.

This new feature which will report on R&B records which have already made it in specific places, should prove of enormous worth to various factors in the music industry.

To jockey boxes operators it will mean that they can more safely choose the records which are being promoted to them every day, for they will at least have some indication whether a particular record is making noise anywhere at all.

For disk jockeys likewise it will be an added implement to their programming, helping them pick their records with a greater knowledge of what is going elsewhere.

As for retailers, they must benefit not only in their purchasing, but also in being able to pinpoint the originating spot of records they may be getting requests for but which they never heard of.

Manufacturers of course will be able to go all out on the records reported in this feature, for it has always been an axiom in the record business that if a record has the ability to break out in one area, the potential exists for it to be a hit in all areas.

The greatest beneficiary of all however will be the distributor. For to the distributor, it will mean that amidst all his labels and the records that are released on those labels, he will have a clear indication of what he may inadvertently be neglecting. The new Cash Box feature will pointedly help a distributor go after a record he may have overlooked or have been unaware of. It will mean that records which might normally have to fight their way to the attention of the distributor will now have the way opened to them by dint of their being reported as hits in specific areas.

With Territorial Tips, The Cash Box takes one more step in its constant program of aiding all the people in our industry to function more efficiently, with greater ease, and with more profitable results. This is a never ending campaign for us and one which we will endeavor to expand and develop even further as conditions in our industry change and the situation calls for it.
THE MAN WITH THE GOLDEN BATON

Dick Jacobs and his Orch.

"MAIN TITLE" & "MOLLY-O"

from the Otto Preminger film
"THE MAN WITH THE GOLDEN ARM"
Coral No. 61066
b/w "Butternut"

Dick Jacobs and his Orch. (4-40597) — Dean Martin
Coral No. 61066
b/w "Butternut"

THE CASH BOX

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
Columbia Makes History
5 Great Records 1 Great Song...

"WE ALL NEED LOVE"
recorded by

KEN GRIFFIN
40646
SAMMY KAYE
40645
VIC DAMONE
40654
PERCY FAITH
40644
LIBERACE
40647

Another COLUMBIA first!

COLUMBIA RECORDS

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

 '\"MAMA DARLING\" (2:19) [Zodia BMI — Finlay, Lehman, Worth] Joe Ward, who had a strong seller in \"Nuttin' For Xmas\", does a beautiful job on touching song dedicated to mother. Tender ballad that will tug at the heart-strings of adults.

'UPS\"Y, DOWN TOWN\" (2:56) [Jefferson ASCAP—Sims, Perry, Kelset, Pollard] The hit movie star cleverly fashions a light kiddle novelty telling about the unusual layout of a place called \"Uptown Down Town\". Should be a good kiddle seller.

FRANCES WAYNE

(epee 9153; 5-9153)

'ON THE STREET WHERE YOU LIVE' (2:45) [Chappell ASCAP—Lerner, Loewe] A beautiful ballad from the forthcoming musical \"My Fair Lady\" is neatly sung by Frances Wayne while bobby Neal Hefti and the orch supply a pretty string arrangement. New girl, new hit.

'WEDNESDAY'S CHILD' (2:43) [Pinelawn BMI — McGregor, Cober] Another arty ballad tenderly thrown by the talented artist. A heavy but beautiful item.

HARRY BELAFONTE

(RCA Victor 20-6458; 47-6458)

\"THE BLUES IS A MAN\" (2:52) [Shari ASCAP—Kennedy, Belafonte] The popular Harry Belafonte offers an interesting item on his latest release. It's a musical story excitement performed against a jazz flavored background.

\"THE BLUES IS A MAN\" Part 2 (2:50) [Shari ASCAP—Kennedy, Belafonte] A continuation of the first side. Something different, which can always be expected from Belafonte. Limited appeal. His fans should love it.

CATHY RYAN

(King 4890; 45-4890)

\"ONLY A DREAM\" (2:59) [Wennar BMI — Swelion] Cathy Ryan lends her dramatic voice to a tearful, emotional ballad. Pretty number with a good fish-beat.

\"HIGH FALUTIN\" HONEY (2:02) [Jay & Cee BMI—Singleton, McColl] A solid bopper aimed directly at the teen-age market. Catchy ditty with a strong commercial flavor.

FRANKIE LESTER

(Via 0198; A-0198)

\"HELD FOR QUESTIONING\" (2:07) [Larry Taylor ASCAP—Bass, Kaye] Frankie Lester comes up with one of his best releases for the label. A delightful new ballad with a bouncing play on the familiar phrase \"Heard For Questioning\". Frankie does a great job with this little one. Should be a big seller.

\"LOUISIANA WALTZ\" (2:17) [American BMI—Dees] The song's title does a pretty job on a smooth and warm waltz item. Tender tune that the crooner handles most pleasant.

HUGO WINTERHALTER

(RCA Victor 20-6459; 47-6459)

\"THE LITTLE MUSICIANS\" (2:45) [Boosey & Hawker ASCAP—Frontini] Hugo Winterhalter introduces a tremendously pleasing instrumental-choral affair that should be zooming right up the lists in a matter of days. It's a refreshing and most contagious bonbon labeled \"The Little Musicians\". The chorus adds a novelty touch by singing along in various spots, but with the same melody. A most infectious item that everyone will be humming. Flip is an unusual item, a latin tempo number with an Irish flavor that sounds \"Flaherty's Beguine\". Beautiful selection that recalls Hugo's exciting \"Barefoot Contessa\" record. Topper is the one to watch.

The Flatters (Mercury 70819; 70819A-45)

\"THE MAGIC TOUCH\" (2:23) [Panther ASCAP—Ram] The Flatters hit hard with an exciting new coupling that should keep the crew's batting average at 1000. Two hot sides that should be top sellers in both the pop and rhythm & blues fields. One deck is a dramatic fish-beat ballad tagged \"The Magic Touch\". It's a powerful deck chock full of all the commercial gimmicks that have skyrocketed the group to stardom. The lead voice is in classy form as he and the crew send up this solid rock and roll moneymaker. Flip is another love song \"Winner Take All\". A strong dance item aimed directly at the teenagers. Watch this coupling climb.

\"PORT AU PRINCE\" (2:20) [E. Barks ASCAP—Wayne] NELSON RIDDLE ORCH.

(Capitol 3374; F-3374)

With his fabulous hit \"Lisbon Antigua\" riding high wide and handsome, Nelson Riddle offers a twin-threat follow-up that could do as well with ops, dealers and jockeys as his current topper. Both sides are imaginative creations. \"Port Au Prince\" is a lush and melodic theme with a most delightful latin rhythm and an intimate atmosphere. \"Midnight Blues\" is an enchanting moody-blues item treated in a velvety and refreshing new manner. The chorus is employed on both ends, humming and singing without lyrics. The blues side has a wonderful similarity to \"Sentimental Journey\". Two hot decks to watch closely. They look tremendous.

\"MIDNIGHT BLUES\" (3:05) [Gale & Gays BMI—Eustrom]

\"THE LITTLE MUSICIANS\" (2:45) [Boosey & Hawker ASCAP—Frontini] Hugo Winterhalter

\"FLAHERTY'S BEGUINE\" (2:44) [Gregory ASCAP—Winterhalter]

\"WINNER TAKE ALL\" (2:12) [Southern ASCAP—Wayne, Frisch]

\"THE MAGIC TOUCH\" (2:23) [Panther ASCAP—Ram] The Flatters

\"THE BLUES IS A MAN\" Part 2 (2:50) [Shari ASCAP—Kennedy, Belafonte] A continuation of the first side. Something different, which can always be expected from Belafonte. Limited appeal. His fans should love it.

\"MAMBO ITALIANO\" (2:00) [Tropic ASCAP—Loesser] The Blue Stars who are currently enjoying great success with their hit \"Lullaby Of Birdland\" glide through a lovely interpretation of a great standard using French lyrics. Beautiful performance that should please the many folks who enjoyed their first release. Great sound.

The Hilltoppers (Dot 4897; 45-4897)

\"WHEN YOU'RE ALONE\" (2:40) [Arc BMI—Smith, Broadwater] Jimmy Sanza and the Hilltoppers offer a powerful rendition of a dramatic love song. Strong piece of material with some commercial vocal gimmicks that should greatly please the youngsters. Could be a big hit.

\"DO THE BOP\" (2:05) [Randy Smith ASCAP—Vaughn] Rockin' jumper about the current dance rage of the teenagers—the hop. Good rock and roll disk aimed at the youngsters.

EILEEN BARTON

(Coral 61609; 9-61609)

\"TWO TOO CLOSE FOR COMFORT\" (2:46) [Laurel ASCAP—Booe, Holofcener, Weerer] One of the big rhythm numbers from the Sammy Davis vehicle \"Mr. Wonderful\" gets an exciting BMI—Heckady from Barton. A hot side for the thrust.


FRANKIE LANE

(Columbia 40663; 4-40663)

\"HELL HATH NO FURY\" (2:36) [Leo Poit ASCAP—Cahn, Burke] The exciting Lena voice rings out dramatically on this emotional ballad from the new flicker \"Meet Me In Las Vegas\". Beaty affair.

\"THE MOST HAPPY FELLA\" (2:30) [Frank ASCAP—Loesser] Frankie Laine hands in a lively interpretation of the title song from Frank Loesser's new musical. Number is performed in the scene of the film. Cute ditty that could catch on.

The Blue Stars (Mercury 70808; 70808A-45)

\"TRUE LOVE\" (Tout Bar) (2:59) [Chappell ASCAP—Wall, Nash] The Blue Stars who are currently enjoying great success with their hit \"Lullaby Of Birdland\" glide through a lovely interpretation of a great standard using French lyrics. Beautiful performance that should please the many folks who enjoyed their first release. Great sound.

JOHNNY DESMOND

(Coral 61609; 9-61609)

\"WITHOUT YOU\" (2:58) [Broadway—Hackett, Masekoff] The chorus assists Johnny Desmond as he gives his all for this tender and touching romantic ballad. Beautiful love story. Could happen.

\"THE MOST HAPPY FELLA\" (3:00) [Frank ASCAP—Loesser] The happy-go-lucky title tune from the film \"The Most Happy Fella\". The chorus is in great voice. Both sides are imaginative creations. Italian flavored ditty that should attract some attention. Could develop.

The Cash Box, Music Page 6 March 10, 1956

\"Only those records best suited for commercial use are reviewed by THE CASH BOX\"
Talk About A HOT Record!
in 3 Weeks
602,775
(Authentic Figure)

Perry Como's
JUKE BOX HOT BABY DIGGITY
(Dog Ziggity Boom)
20/47-6427

the dealer's choice RCA VICTOR

"It's What's in THE CASH BOX That Counts"
"VIBRATIONS" (2:32)
[Shell BMi—Sherman, Sherman.]
"THE WAY SHE TALKS" (3:15)
[Blk BMi—W. Komack]
JIMMIE KOMACK
RCA Victor, 20-6452; 47-6452

JOANNE WHEATLEY & HAL (Kopp 135; K-135X)
"NO, NO, NOT I" [United, "CAP—Morgan, Miles] Joanne Wheatley drives thru a catchy rock and roll novelty. A clever little corny theme that could build into a noise-maker.

BING VIK (2:00) [Sharpino-Bernstein ASCAP—Moll, Richman, Mencher] This half side is driven out by a lively boomer. Ok side with a good poppy tempo. Hal Kanner assists on the vocals.

LEW DOUGLAS ORCH.
(Bally 1002; 7-1002)

PENN DOUGLAS ORCH.
(2:30) [Monitor ASCAP—Douglas] Douglas glides thru one of his own creations and hands in a splendid instrumental novelty that can't be spotted on any juke box. The chorus is employed as an instrument on this side, singing without words.

THE BUDIES
(Deco 29840; 9-29840)
"THE MOST HAPPY FELLA" [Frank ASCAP—Loesser] A lively bouncer from the first act of the new Frank Loesser musical "The Most Happy Fella." It is impressively styled by the Buddies. A catchy and flavorful ditty that should get loads of play.

"TWO SKELETONS ON A TIN ROOF" (2:50) [Music BMI—Eastman, Manne, Cross] A catchy jump novelty styled to a rock and roll beat by the group. Cute little ditty.

ELMER BERNSTEIN ORCH.
(Deco 29867; 9-29867)
"MAIN TITLE FROM THE MAN WITH THE GOLDEN ARM" (3:14) [Dena ASCAP—Bernstein, Fine] Elmer Bernstein, the composer of the exciting music from the sensational Otto Preminger flicker, leads the orchestra on this powerful orchestral rendition of the main title theme. Great piece of music that could well become the first big band hit since "Dragnet."

CLARK STREET (2:49) [Dena ASCAP—Bernstein, Fine] Another swinging instrumental with jazz overtones, also from the pie's gold track. Both sides come from the LP of the film's track.

THE GOOFERS (RCA Victor, 20-6452; 47-6452)
"OH HOW I MISS YOU TONIGHT" (1:57) [Bourne ASCAP—Davis, Burg, Fisher] The hilarious goofers who have been creating quite a sensation with their zany antics, come up with a new novelty and arrangement of a great oldie. Easy going bouncer.

CRANE ME (2:16) [Vin ASCAP—Reid, Altman] The boys built out a driving fish-girl ballad on this half. Side falls right into the rock and roll craze of today.

JIMMIE KOMACK, an extremely talented youngster with a powerful voice and a unique vocal technique, makes a most promising debut on the Victor label as he introduces a fascinating and new novelty that could develop into a smash. It's a catchy item tagged "Vibrations." Jimmies handles the beaty ditty in a humorous light-hearted manner with great results. A chorus gives Komack a big assist as does Winterhalter with a powerhouse instrumentation. The use of a vibrating echoey gimmick adds to the originality of the entire recording. Flip, "The Way She Talks" and rock. A real wild ditty with a cute set of lyrics that should have great appeal to teenagers. Top half looks like a big one.

BUDDY MORROW ORK.
(Wing 9003; 9003-345)
"RO-RING THE GOLDEN ARM" [Dena ASCAP—Bernstein, Fine] The exciting title theme from the much talked about Warner flicker is dramatically featured by Buddy Morrow and the ork. Brassy jump full of rhythm. Could develop into a big song. This rendition will take heart out of the sales melon.

I SHOULD CARE (Dorey Broc. 2:19; K12149)

WILLIE MANN (2002; 9-12189)
"NO, NO, NOT I" (2:38) [Bourne ASCAP—Vann, Kaisey, Allen] Al Dean page thru with a potent piece of tuneful-ness handled in a tender and fragile manner. A beautiful ballad offering with a clever set of lyrics. Has the earmarks of a big seller.

TO WOULD YOU" (2:33) [Broadcast BMI—Mascherino, Himmelfarb, Strong] A sweet love song presented with meaning against a lovely background.

JERRY WALLACE (MGM, 7-28144)
"ON A NIGHT WHEN FLOWERS WERE DANCING" (2:50) [BMI—Hacksly, Murray] A familiar and beautiful melody from Tehaskiwick's "Nutcracker Suite," gets a new set of lyrics and a tender romantic treatment from the soft mellow voice of Jerry Wallace. A pretty item.

GLORIA" (2:42) [Leon Roche ASCAP—Reye] A dreamy name tune wonderfully executed by the smooth warbler. Wallace has a delightful technique and sound. We should be hearing about this lad.

EYDIE GORME (ABC-Paramount 9684; 45-9684)
"BUT FOR THE COMFORT" (2:45) [Laurel ASCAP—Bob Holfotenen, Weber] Steve Allen, gifted vocalist Eydie Gorme comes thru with two powerful sides the deserve attention. This half is an ex citing "ont of one of the big tunes from the new Sammy Davis music "Mr. Wonderful." Excellent rendition of a powerful piece of material. Hope for Eydie. Watch it.

THAT'S HOW" (2:30) [RCA Victor 15454; 45-15454]
"BELLS OF COMFORT" (2:19) [RCA Victor 9-3072) [Brown BMi—Weiner, Crane] Thru has another winner on the side. An unusually charming and fragile story love-tune that tells how loving began and how rain and snow are made. Beautiful song. Two side threat to watch closely.

CONNIE FRANCIS (RCA Victor 15455; 45-15455)
"MY FIRST REAL LOVE" (2:45) [Somerset ASCAP—Dard Kirshner, Shaw] One of MGM's most promising youngsters blasts out a dramatic fish-ballad with a strong appeal. A new entry for the teen-age market. Potent presentation.

BELIEVE IN ME (Creding & Co., 2-967) [Pickwick ASCAP—Losey, Sigman] The thrush does a pretty job on a smooth and enchanting tango ballad from the UJ flicker "Superman In Venice."

"Only those records best suited for commercial use are reviewed by THE CASH BOX."
A GOLD RECORD FOR The Platters “Only You”
A GOLD RECORD FOR The Platters “The Great Pretender”

AND NOW ANOTHER GOLD RECORD FOR

THE

PLATTERS

LATEST SMASH

“WINNER TAKE ALL”

COUPLED WITH

“THE MAGIC TOUCH”

MERCURY 70819

“IT'S WHAT'S IN THE CASH BOX THAT COUNTS”
BILLY MAY ORCH. (Coral 3732; F-3732)

"MAIN TITLE" (2:50) [Fred Raphael ASCAP—Bernstein, Finl] Billy May and the orch. offer an exciting interpretation of the thrilling title theme from the much talked about Sinatra film "The Man With The Golden Arm". May's presentation is definitely a striking one. Should be a big seller.

"OUR MELODY" (2:42) [Hill & Range BMI—Dixie, Lindt, Evans, Hughes] Whistling is enjoyably employed on this cute rendition of the much recorded "Pioneograph Song". Chorus is most pleasing. Top deck carries all the weight.

ROLAND SHAW ORCHESTRA (London 1634; 45-1634)

"BLUEBELL POLKA" (1:57) [Essex ASCAP—Stanley] London's musical director Roland Shaw hands in a fascinating and imaginative arrangement of a catchy polka ditty that's currently one of Scotland's best sellers. Good gimmick deck that glides from the polka beat into a jump and back.


RING CROSBY & BUDDY COLE TRIO (Decca 29850; 9-29850)

"OU MAN RIVER" (2:11) [T. B. Harms ASCAP—Kern, Hammerstein II] Bing Crosby who will be before the TV public in the musical version of "High Tor", gets an up-beat assist from the Buddy Cole Trio as he glides thru an ear-pleasing version of a great "Show Boat" classic. Exciting performance by the star.

"IN A LITTLE SPANISH TOWN" [Lee Feist & Warner ASCAP—Wayne, Lewis, Young] Crosby's years of singing experience paid off on this terrific arrangement of another oldie. One of Bing's best vocal performances in a long while. Two strong sides could make this a big seller for "Der Bingle". Watch this half particularly.

THE HILLO'S (Stoutle 1375; 45-1375)

"THE BIRTH OF THE BLUES" (1:47) [Harms ASCAP—DeSylva, Brown, Henderson] The Hi-lo's, one of the most creative of the vocal groups, hand in a potent rhythm arrangement of a great standard. Exciting interpretation that deejays will be wild about.


BARRY FRANK & S. BOLIVAR ORCH. (Seeco 4195; 45-4195)

"MY CICALITA" [(Van Mougul ASCAP—Gallego, Michales] Sonor Bolivar handles the instrumental clarion and Barry Frank the vocal duties on an attractive Spanish-English lyric rendition of a melodious cha cha. Good dance deck with a commercial pop touch.

"THE GAY MERRINGUE" [Harvard BMI—Thorn, Mailb, Belmonte] A lively merengue item is smoothly fashioned with an English lyric by the vocalist. Pretty item.

THE FOUR COINS (Epic 9148; 5-9148)

"THE SONG THAT GOD SINGS" (2:51) [Kush BMI—Holmes] As a follow-up to their successful "Memories Of You", the Four Coins introduce a beautiful new inspirational ballad that could easily turn into a king-sized hit. A striking emotional effort set to a shuffle beat. Looks good.

"THE OLD PROFESSOR" [Sharpe, Bernstein ASCAP—Glasner, Lee] The boys take hold of an unusual ballad with a pleasing college theme. Pretty number.

JERI SOUTHERN (Decca 29985; 9-29985)

"KISS AND RUN" (2:49) [Hank Reinh BMI—Ledru, Denoncin, Engvick] Jeri Southern hands in a wonderfully tender rendition of this excellent up-beat romantic tune. Has been around for some weeks. This version could send it toward hitting.

"A LOT OF LIVIN' OUT-A LIFE" (2:36) [Fairway BMI—Allan] The polished thrus is in classy form as she sings the heroine's part of the blues. Thrush consistently records top notch material.

DAVID CARROLL ORCH. (Mercury 70822; 70822-a)

"THE BEAUTIFUL GIRLS OF VIENNA" (2:16) [Ross Jung- neckl ASCAP—Jungner] This special sweet spot on a pop market hit with the Latin-pear flavored instrumentals currently riding high. David Carroll introduces the delightful number loaded with all the commercial characteristics of a strong instrumental seller. Interesting side that could click for the maestro.

"THE LITTLE BALLERINA" (2:38) [Pure BMI—Lafarge] A familiar classical theme is adapted for the pop market with a vengeance and the result is a contagious novelty item full of color and gaiety.

JOHNNY MADDOX (Dot 15452; 45-15452)

"FAREWELL TO THEE (Aloha De)" (2:02) [Gallatin BMI—Traditional] A delightful Hawaiian traditional is pleasantely styled by keyboard star Johnny Maddox and his boys. Carrieh him that could catch on.

"BOPPIN'" [Gallatin BMI—Griffin, Griffin] Johnny and the boys hit hard as they drive through a strong rock and roll number titled after the currently popular teen-age dance, the Bop.

KAY CARSON (Capitol 3366; F-3366)

"DON'T GET CARRIED AWAY" (2:32) [Jimskim BMI—Fegam, Endavor] Kay Carson takes on this picture fine first showing with her rendition of "Band Of Gold", eases thru a cute jump in a pleasant manner. Rhyme novelty.

"THOSE WHO HAVE LOVED" (2:56) [Hollis BMI—Watson] The rich voiced lady changes the pace on this portion and presents a sincere, heartfelt renunciation of a pretty rendition of a机型 song that could click.


"Only those records best suited for commercial use are reviewed by THE CASH BOX"
Tony and Ensemble sing

"Without You" and "The Most Happy Fella"

(excerpt from Act 1, Scene 2, of the Frank Loesser musical "The Most Happy Fella")

Orchestra and chorus conducted by TONY MOTTOLA
Coral 61608; 9-61608

Coral Records
America's Fastest Growing Record Company

"It's What's in THE CASH BOX That Counts"
MEMO from LEN WOLF

to all Disk Jockeys, Librarians, and Music Operators:

My Sincere Thanks For All Your Help In Bringing These Great
Records To The Top . . .

"BEYOND THE SEA"
ROGER WILLIAMS—Kapp

"TO YOU MY LOVE"
NICK NOBLE—Wing: GEORGIE SHAW—Decca; BETTY MADIGAN—MG

Now Watch These Outstanding New Releases Break Wide Open

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Currently Hot!
THE MODERNAIRES
THE MODERNAIRES

"LOOK AT THEM"
B/W
"LITTLE MISTAKES"
THE MODERNAIRES

And New York promotion for Alpha Distributors
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AN INSTRUMENTAL SURE HIT!

"Flamenco Love"
and his
Magic Guitars

HENRY TUCK
(WREK—Reidsville, N. C.)
Typical to 1:45 pm and 2:30 to 3:30 pm shows, in addition to his MC's all
featuring a new program every Saturday called "Cash Box's Top 15," "Reaction
good, says Jack . . . Louis "Skeezy" Morton (WXOJ-Atlanta, Ga.) in need of just
disks. Asks manufacturers to put him on their mailing lists. Don Bell
(KRTN-Des Moines, Iowa) has named Betty Johnson's "Please Tell Me Why"
as his waxing of the week . . . Bill Kelso (RKTW-Durham, N.C.) also spinning
the number one song of jockeys from other territories listed in The Cash Box.
. . . Shel Horton (WKMK-Bearing Spring, Penn.) has discovered a younger
Marvin Constance, who he says sings beautifully. He has helped her get her
own show every Saturday . . . Chris Christensen, promotion manager of KEX
Portland, Oregon, organized a basketball team with KEX deejays Merv Mullins,
Al Davis, Barney Keel, Bob Blackburn and Al Priddy. After the first game, Mullins
and Davis were replaced by Bob Adams and Russ Conrad. This high scoring
combo won two games, when they quit, undefeated by the sensational scores of 10-4
and 4-5.

Jim Aylward (WHIL-Medford, Mass.) moves into the
2 pm slot across the board on March 1. It will be
a completely pop show . . . Spider Webb (WAFV
Chicago, Ill.) doing mostly R & B . . . Dave Steere
(WMIR-Nashville, Tenn.) picks the best record of
the day on every show, and so far, using The Cash
Box Top 50 as a guide, he has picked 23 from 50 odd
radio stations in the future cities of The Cash Box
will put him over the 500 mark . . . Ken Collins (KXYZ
Houston, Texas) has been excited about Don Estes'
"Pick Up The Pieces" on Decca for the number
of weeks now. He reports it is #5 in Houston sales
now. Wes Bowen reports KLUB-Salt Lake City, Utah will be on a 24-hour
operation within the next 30 days.

ATTENTION DEEJAYS, PROGRAM DIRECTORS, LIBRARIANS—
Please keep us constantly informed of any changes in call letters or title.
an unquestionable **HIT**!

**HELD FOR QUESTIONING**

sung by

frankie lester

Vik records

A Product of Radio Corporation of America

"It's What's in THE CASH BOX That Counts"
NEW YORK: Congratulations to Mr. and Mrs. Mike Conner (he's director of artist relations, publicity, and disk jockey promotion for Decca and Coral Records on the birth of their baby son Sunday, February 19. Name is Lindsay Andrea ... Richard Hayman into a new office in Pershing S. S. Dotti Malone signed to the Wing logo, comes out with "I'm Learning Everything But You." Everything is Kromak's new RCA Victor record, "Vibrations," getting strong initial reaction. ... The Hi-Lo's, who are featured on the Rosemary Clooney TV show, has been set for a series of west coast concerts by person manager Bill Lech. ... Jack Tell, prexy of Arveen Records, has signed singer Ernie Woods to a long-term contract following his release of "Everyone Knows" ... Decca has signed a new vocal duo, The Lovers, who are brought to the attention of Decca by Bud Grant ... Morty Jay is joining the Concord Cuts' conductor-pianist on a full time basis replacing Mike Jaje. ... Formerly a member of the group's club acts, will now work with the boys in all media. ... Marmor Music has taken over the tune "Year's From New" recorded by Della Reese on the Jubilee label ... Dolly Houston, who is currently appearing with Tommy and Jimmy Dorsey at the Paramount, has a release out on the Unique label titled "Don't Be." ... By the way, received her start in the business by Benny Goodman and later sang with both the Larry Clinton and Woody Herman bands. ... Bill Smith now teaching a course at The New School called "Showbusiness 101," all of which is for all branches of showbusiness apparently, ... The Four Lads are currently performing some unheard of sets in the nightclub field. Last week, the Totem Pole in Auburndale, Mass., booked the Lads for a week, altering booking-on-the-policy for the first time in 10 years. and now the boys have been rebuked into the Eagles Ballroom in Milwaukee after a lapse of only 3 weeks between dates.

CHICAGO: Latest gimmick of the week here is "42" tee shirts worn by the boys back at the counter at Mid-West Mercury Dist. Headquarters. All east coast R&B boys at Draper's new disk, "42." ... Billy Eckstine all over town with latest Victor recording, "The Bitter With The Sweet," ... Harry Carlsson, Fraternity Records, in town for confab with Dick Noel, Louis Steele and Jack Fulton. ... Jeri Southern and Bobby Hackett's band issuing smooth new note, ... The Fontane Sisters made the rounds with their Dot disk for "Edie, My Love." ... Harry Norman wrote he is headed for Chicago on promotion tour. This New Jersey boy just cut sides for Marcy. ... Guy Chevey doing at the local nite club. ... Gansky roses talented young comic, Morty Gunty. ... Danny Sorkin, WCFL, creating excitement with the record by wire service, ... all night show. Wife, Betty Matson, singing star at the Sherman Hotel. ... WAAF sponsored "Modern Music" on Lane High School 3/3. ... All Chicago cast included Dan Bellini and his orchestra, ... Earl Hunter, Dick Mars and Tom Smith and his Orchestra, ... The Dick Jockey Sextet, a work learning "The Dick Jockey Blues," for forthcoming Mercury recording, has another Nelson Riddle's new Capitol release, "Port au Prince." Tunned penned by Bernie Wayne, writer of "Vanaessa." ... Got a kick out of Tommy Johnson and the DeJohn Sisters on Howard Miller's TV show. This show getting more each week all the time. ... Mike Oury, All-State Record Distributor's publicity and promotion man, added sales management to his job. ... Frank Hackinson in town to work on Sony's upcoming disk of "Walk Along With Kings" and "Over the Bridge" of the Sunday night spectacular, Eileen Barton, Johnny Desmond, Alan Dale and Bill Hayes, getting plenty rave comments around town with the urgent suggestion "They package the dancing and singing of old, oldies for tour of the nation's major presentation houses." ... Clyde Bill, ex-Hillbopper, in town for auditions. ... Art Tatsumi howled at the London House 3/7. His first show. ... Latest tune to break in town is "Too Close For Comfort" from the forthcoming soundtrack musical "Mr. Wonderful."

HOLLYWOOD: "The Si Dice," the new tune recorded by Artie Wayne for Liberty, will be featured in a big production number on the NBC Comedy Hour this Sunday. ... Charlie Byion Records busy this week completing the move to the new Capitol Tower building on Vine St. ... Otto Preminger and Fred Raphael have formed Carlyle Music, Inc., which will publish music from Preminger's own and other films. ... Fred will be actively managed by Raphael, publisher of the current big time "Maine Title" from "Man With the Golden Arm." ... Brandon Brandon held over in definitely at Art Williams'rdorado. ... Hal Neely, sales manager for Allied Record Manufacturing, has East setting up a new pressing plant for American Columbia to serve Eastern markets. ... Fernando Moro, who recently appeared at the Mocambo, has record deal cooking with a major label. Alan Dale opened at the Sunset nite club this week, ... Alan Dale and the Metro Music Corp., has signed Richard Kaye, Scottish born boy playing guitar and composer to a long term contract. ... Harry Tobias back East on a disk-jockey tour of several cities. ... Laguna Beach businessmen get together to finance recording of an LP of 10 of the group's favorite songs. ... Carlie Crevelling of the beach city, Gal has a good sound and is creating a stir in the local market. ... Music Man's Litchfield booking at Glen Williams last week with first and latest hitmakers Ella Mae Morse and Les Baxter on hand. ... Songstress Peggy Dietrich currently at the Endless debuts with her first solo album on the Sunshine label this week. ... Freddie Morgan, writer of "The Japanese Farewell Song" leaves this week for a lengthy European trip. Tune has just been released in England. ... Dottie O'Brien's latest on the Monte Carlo label long good D. J. locally. ... Backing on "Look Homeward Angel" by Phil Gray on Ridgway by the old Bing Crosby rhythm section.

BILLY ECKSTINE

PEGGY DIETRICH

CREW CUTS
Buddy Johnson
AND HIS ORCHESTRA
Featuring ELLA JOHNSON

"I DON’T WANT NOBODY"
Coupled With "DOOT DOOT DOW"
WING 90064

SENSATIONAL!
BUDDY MORROW
AND HIS ORCHESTRA

MAINTITLE
"THE MAN WITH THE GOLDEN ARM"
WING 90063

JERRY TYFER
"Hook, Line and Sinker"
COUPLED WITH
“I’m So Sorry"
WING 90061

WING RECORDS
A SUBSIDIARY OF MERCURY RECORD CORPORATION

"It’s What’s in THE CASH BOX That Counts"
The Fabulous Voice of Enzo Stuarti
singing
"ADDIO BIMBA"
recorded on JUBILEE No. 5234
b/w "SOMEBODY"

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

From the Grand Ol Opry, to the London Palladium is quite an achievement for Slim Whitman. Slim, who arrived in the city this week to open at the London House is still bewildered at the fame he has reached on this side of the Atlantic. He opens at Glasgow Empire this Monday, prior to his London two-week stint and already the House displays SRO notices and has added two extra matinees. While in London, Slim will also guest on TV for both Channel 9 and BBC.

Called Jack Lacey at Shannon on arrival to welcome him to these shores. Judging from his schedule, listeners to WINS are in for some exciting broadcasts from Europe. Jack's due in London on March 6th and on March 8th we will be welcoming Stan Kenton.

The music strike was called off last Tuesday, and although discussions are still in progress, music has returned to BBC-TV. BBC is planning a British Festival of Song. British compositions will be performed and viewers will be asked to vote for the best tune. But the contest is only open to professional writers.

Victor Young flew in to London from Germany and back to the States after a short European trip. He was here for confab with movie chiefs.

The Oriole label issued a record by a newcomer, Maxine Daniels, singing an oldie, entitled "Our Love Affair." Despite the unquestionable resemblance to Rosemary Clooney, I must admit this is still a very excellent record.

I wonder if we are in for a French spell, what with "The Poor People of Paris," Lou Busch's "Mademoiselle from Paris, France," and "French Lady of Birdland?"

This week's best selling pop singles
(Courtesy "New Musical Express")
1) "Memories Are Made Of This" Dean Martin (Capitol)
2) "Zambesi," Lou Busch (Capitol)
3) "It's Almost Tomorrow" Dream Weavers (Brunswick)
4) "Love Is The Tender Trap" Frank Sinatra (Capitol)
5) "Sixteen Tons" Tennessee Ernie Ford (Capitol)
6) "Only You," Hiltoppers (London)
7) "Rock and Roll Waltz" Ray Starr (HMV)
8) "Band Of Gold" Don Cherry (Philips)
9) "Ballad Of Davy Crockett" Bill Haynes (London)
10) "Dreams Can Tell A Lie" Nat "King" Cole (Capitol)

GAYETTY MUSIC
New York, N. Y.
1. The Great Pretender (Platters)
2. Song of Love (Barrett Sisters)
3. Love Letters (N. Riddle)
4. Memories Are Made Of This (Dean Martin)
5. Lullaby Of Birdland (Blue Grass Boys)
6. See You Later, Alligator (Bill Haley)
7. Strike (Dean Martin)
8. Sony, Not Much (Four Lads)
9. A Woman In Love (F. Lane)
10. 16 Tons (T. Emie Finne)

BILL'S "T" RECORD SHOP
Tulsa, Okla.
1. Tutti Frutti (Little Richard)
2. Heartbreak Hotel (Elvis Presley)
3. Baby, Baby (Dempster)
4. Tutti Frutti (Ray Charles)
5. Rock & Roll Waltz (Ray Starr)
6. See You Later, Alligator (Bill Haley)
7. Are You Satisfied (Draper)
8. Speed (Gene Krupa)
9. No, Not Much (Four Lads)
10. The Tender Trap (F. Sinatra)

COFFECROFT MUSIC CO.
Thetford, Vt.
1. The Great Pretender (Platters)
2. Love Letters (N. Riddle)
3. Love Letters (Barrett Sisters)
4. No, Not Much (Four Lads)
5. See You Later, Alligator (Bill Haley)
6. Are You Satisfied (Draper)
7. Speed (Gene Krupa)
8. Tutti Frutti (Ray Charles)
9. Song Of Love (F. Lane)
10. The Tender Trap (F. Sinatra)

STEPHENSON MUSIC CO.
Raleigh, N. C.
1. The Great Pretender (Platters)
2. Love Letters (Ray Charles)
3. Rock & Roll Waltz (Ray Starr)
4. Memories Are Made Of This (Dean Martin)
5. See You Later, Alligator (Bill Haley)
6. You Are My Love (G. Storm)
7. Band Of Gold (Dean Martin)
10. Memories Are Made Of This (Dean Martin)

LYNN MUSIC CO.
Lynn, Mass.
1. Rock And Roll Waltz (Kay Starr)
2. The Great Pretender (Platters)
3. Love Letters (N. Riddle)
4. Memories Are Made Of This (Dean Martin)
5. Lullaby Of Birdland (Blue Grass Boys)
6. See You Later, Alligator (Bill Haley)
7. Band Of Gold (Dean Martin)
8. Memories Are Made Of This (Dean Martin)
9. If You Should Ever Leave Baker Sisters
10. Ask Me (Not Cole)

SUPER MUSIC, INC.
Baltimore, Md.
1. The Great Pretender (Platters)
2. Love Letters (N. Riddle)
3. Rock & Roll Waltz (Ray Starr)
4. My Little Girl (Dean Martin)
5. Memories Are Made Of This (Dean Martin)
6. Lullaby Of Birdland (Blue Grass Boys)
7. See You Later, Alligator (Bill Haley)
8. Love And Marriage (Sinatras)
9. Tutti Frutti (Baker Sisters)
10. Band Of Gold (Dean Martin)

GIFT MART MUSIC CENTER
1. Why Do Fools Fall In Love (Tutti Frutti)
2. Love Letters (N. Riddle)
3. See You Later, Alligator (Bill Haley)
4. Memories Are Made Of This (Dean Martin)
5. Lullaby Of Birdland (Blue Grass Boys)
6. See You Later, Alligator (Bill Haley)
7. Love And Marriage (Sinatras)
8. Tutti Frutti (Baker Sisters)
10. Band Of Gold (Dean Martin)

RICHLYO RECORDS
Chicago, Ill.
1. Why Do Fools Fall In Love (Tutti Frutti)
2. Love Letters (N. Riddle)
3. See You Later, Alligator (Bill Haley)
4. Memories Are Made Of This (Dean Martin)
5. Lullaby Of Birdland (Blue Grass Boys)
6. See You Later, Alligator (Bill Haley)
7. Love And Marriage (Sinatras)
8. Tutti Frutti (Baker Sisters)
9. Rock & Roll Waltz (Stars)
10. Flowers For You (Frank Sinatra)

THE CASH BOX
Heaven Help This Heart of Mine • Moon Over Miami • III Wind • Hands Across the Table • Too Marvelous for Words • I Cover the Waterfront • When a Woman Loves a Man • Lights Out • It's De-Lovely • One Hundred Years from Today

NOW on VIK Album LX-1043 (12" 33-1/3 rpm)

coming soon—Columbia Pictures—"The Eddy Duchin Story"

PUPPETS ON PARADE
A HIT...
on 12" 33 1/3 rpm
LX-1022
and NOW
on 45 rpm
EXA-142
EXA-143
EXA-144

MUSIC FOR TAP DANCING
NOW.
on 12"
33 1/3 rpm
LX-1042
and
on 45 rpm
EXA-169 Vol. 1
EXA-170 Vol. 2
EXA-171 Vol. 3

PUPPETS ON PARADE

Vik records
A Product of Radio Corporation of America

"It's What's in THE CASH BOX That Counts"
The SPOTLIGHTS
on 2 Smash Releases

The ORIGINAL Versions
That Are Causing NATIONAL EXCITEMENT

Little Norma Garrison

singing

"FROM THE WRONG SIDE OF TOWN"

b/w

"YES I DO"

SPOTLIGHT # 395

Bobby Lewis

singing

"MUMBLES BLUES"

b/w

"OH BABY"

SPOTLIGHT # 394

Music

Later, Alligator (Bill Haley)

1. Poor People Of Paris (Baxter)
2. Poor People Of Paris (Baxter)
3. Rock & Roll Waltz (Kay Starr)
4. Memories Are Made Of This
5. Later, Alligator (Bill Haley)
6. Almost Tomorrow (Weavers)
7. Poor People Of Paris (Baxter)
8. Poor People Of Paris (Baxter)
9. Poor People Of Paris (Baxter)
10. Almost Tomorrow (Weavers)

New Orleans, La.

1. Poor People Of Paris (Baxter)
2. Poor People Of Paris (Baxter)
3. Rocky And Roll Waltz (Kay Starr)
4. Later, Alligator (Bill Haley)
5. Almost Tomorrow (Weavers)
6. Poor People Of Paris (Baxter)
7. Poor People Of Paris (Baxter)
8. Poor People Of Paris (Baxter)
9. Poor People Of Paris (Baxter)
10. Poor People Of Paris (Baxter)

Miami, Fla.

1. Poor Pretender (Platters)
2. Poor People Of Paris (Baxter)
3. Poor People Of Paris (Baxter)
4. Poor Pretender (Platters)
5. Later, Alligator (Bill Haley)
6. Almost Tomorrow (Weavers)
7. Poor People Of Paris (Baxter)
8. Poor People Of Paris (Baxter)
9. Poor People Of Paris (Baxter)
10. Poor People Of Paris (Baxter)

Cincinnati, Ohio

1. Poor People Of Paris (Baxter)
2. Poor People Of Paris (Baxter)
3. Rocky And Roll Waltz (Kay Starr)
4. Poor People Of Paris (Baxter)
5. Poor People Of Paris (Baxter)
6. Poor Pretender (Platters)
7. Almost Tomorrow (Weavers)
8. Poor People Of Paris (Baxter)
9. Poor People Of Paris (Baxter)
10. Poor People Of Paris (Baxter)

Atlanta, Ga.

1. Poor People Of Paris (Baxter)
2. Poor People Of Paris (Baxter)
3. Rocky And Roll Waltz (Kay Starr)
4. Poor People Of Paris (Baxter)
5. Poor People Of Paris (Baxter)
6. Poor People Of Paris (Baxter)
7. Poor People Of Paris (Baxter)
8. Poor People Of Paris (Baxter)
9. Poor People Of Paris (Baxter)
10. Poor People Of Paris (Baxter)

St. Louis, Mo.

1. Poor People Of Paris (Baxter)
2. Poor People Of Paris (Baxter)
3. Rocky And Roll Waltz (Kay Starr)
4. Poor People Of Paris (Baxter)
5. Poor People Of Paris (Baxter)
6. Poor People Of Paris (Baxter)
7. Poor People Of Paris (Baxter)
8. Poor People Of Paris (Baxter)
9. Poor People Of Paris (Baxter)
10. Poor People Of Paris (Baxter)

Cleveland, Ohio

1. Why Do Fools Fall In Love (Teenagers)
2. Why Do Fools Fall In Love (Teenagers)
3. Poor People Of Paris (Baxter)
4. Poor People Of Paris (Baxter)
5. Poor People Of Paris (Baxter)
6. Poor People Of Paris (Baxter)
7. Almost Tomorrow (Weavers)
8. Almost Tomorrow (Weavers)
9. Blue Suede Shoes (Penguins)
10. Blue Suede Shoes (Penguins)

San Francisco, Calif.

1. Poor People Of Paris (Baxter)
2. Poor People Of Paris (Baxter)
3. Poor People Of Paris (Baxter)
4. Poor People Of Paris (Baxter)
5. Poor People Of Paris (Baxter)
6. Poor People Of Paris (Baxter)
7. Poor People Of Paris (Baxter)
8. Almost Tomorrow (Weavers)
9. Poor People Of Paris (Baxter)
10. Poor People Of Paris (Baxter)

Kansas City, Mo.

1. Poor People Of Paris (Baxter)
2. Poor People Of Paris (Baxter)
3. Poor People Of Paris (Baxter)
4. Poor People Of Paris (Baxter)
5. Almost Tomorrow (Weavers)
6. Almost Tomorrow (Weavers)
7. Almost Tomorrow (Weavers)
8. Almost Tomorrow (Weavers)
9. Almost Tomorrow (Weavers)
10. Almost Tomorrow (Weavers)

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
R&B Disk Jockeys Form National Organization

NEW YORK CITY—Coming out of the first meeting of its kind, held here for the purpose of forming a national organization, some twenty of the nation's top disk jockeys returned home resolved that the first national organization of Rhythm and Blues record spinners in the history of the profession. The men who came from as far West as San Francisco and as deep South as Florida, met for three days at Smalls' Paradise. Scheduled throughout the meeting were discussions collectively under the name, The National Rhythm, and Blues Disc-Jockey's Association, Inc., the men forming the foundations for the organization which they hope will embrace a bulk of the major record riders in the country.

At the first meeting officers were elected and plans set in motion to hold a national gathering in Chicago May 18th through the 20th. Officers of the new group are: Jack Gibbon, of Atlanta's WERD, president, Ken Knight, Jacksonville, Fla.'s WRHC, 1st Executive vice-pres.; Tommy Smalls, this city's WWRD, and vice-pres.; Jimmy Woods of Savannah's WJIV, treasurer; Larry Dean, Clency's WCN, financial and recording secy.; Baltimore's Buddy Young, recording secy.; Buffalo's Gerhard Cole, chaplain; and William L. Rowe of Louis-Rowe Enterprises, as national public relations director.

Each of the other attending members were made regional directors with the rank of vice presidents.

The purpose of the new organization is to create a disk-jockey code, one that will be the same for the whole industry, and in so doing, help find a field in which the type of music can find a place in a more dignified basis. The organization will strive to bring due recognition to those connected with the music industry who contribute to the creation of annual awards that will go to both artists and those who make up the record industry. A committee was formed to study the industry so that suggestions could be made to better the type of R and B records made.

The group also resolved to help fight juvenile delinquency and strive to create a closer association with its members and advertising agencies so as to be better able to sell the products of the various sponsors. In summing up the three days of meeting and planning, Tommy Smalls, the host record announcer said: "The main purpose of our organization is to create good fellowship among men throughout the country in the same profession and to increase our efficiency both audience and sponsorship-wise."

The attending jockeys were: Jack Gibbon, WERD, Atlanta; Larry Dean, WCN, Cincinnati; John Hardy, KSB, San Francisco; E. M. and Company, WLJB, Detroit and WBRC, Flint; Buddy Young, WEBS, Baltimore; Larry Dixon, WJKO, Springfield, Mass., Jimmy Woods, WWRD, Buffa-lo, Ga.; Jack Holmes, WLOW, Norfolk, Va.; Spider Burke, KXXL, St. Louis; Jimmie Jones, KPRS, Kansas City; Adrian K. Knight, WHER, Jackson- sonville, Fla.; Maurice Hubbert, WTH, Baltimore; Bill Powell, WILY, Pittsburgh; Howard Coles, WBAT, Roanoke, Va.; and Genie, WGIV, Charlotte, N. C.

The organization is mixed and is open to all jazz and Rhythm and Blues jockeys regardless of race, creed, color or national origin.

RCA Victor Announces National Save On Records Coupon Plan

NEW YORK—Officials of the RCA Victor Record Division have announced that a unique plan for the merchandising of phonograph records will be inaugurated nationally starting March 11th. The plan will enable customers to buy from record dealers a $3.98 coupon book which entitles them to three free $3.98 records in the course of a year, plus the option to buy up to 24 additional $3.98 records at $2.98 each. In effect, a customer who takes full advantage of the plan can save $31.96 on his record purchases through the year," said Lawrence W. Kanaga, Vice President and General Operations Manager for the company. "However, a person who spent only $3.98 for the coupon book can obtain a total of three records, with a total value of $11.94, with no further expenditure."

Kanaga emphasized that the coupon books, as well as the monthly and bonus records, can be obtained only through record dealers.

"We are firmly convinced that the basic strength of any merchandising plan lies in a sound dealer structure," Kanaga explained. "Through record dealers customers get complete selection, service and more value for their money."

Basically, said Kanaga, "the Save On Records coupon plan will embrace the following principles:

1. All emphasis is on the dealer.
2. All transactions are made through the dealer.
3. The dealer is identified with the bonus records and the lower prices so that the customer looks upon his store as the place from which all benefits come.
4. In every respect, the plan is designed to build store traffic.
5. With this plan, RCA Victor will not be setting itself in competition to the dealers in any respect. Here is how the Save-On-Records Coupon-Book Plan works:

1. Upon the purchase of the $3.98 coupon book, the customer may choose free any classical or popular $3.98 long playing or 45-Extended Play album in the dealer's stock, for which he has in the first of 27 coupons.
2. During each of the following 12 months the customer will be notified of the advance release of two albums, one classical and the other popular. If he wishes, he can buy either or both of these records at his dealer's for a coupon and $2.98 each.
3. In July and October, regardless of whether the customer has bought any of the advance records, he can obtain free two more $3.98 albums by presenting the special coupons to his dealer.

"Actually the customer has to invest a minimum of only $3.98, entitling him to his first free record, plus two bonus records," said Kanaga, "but we are sure most of them will take advantage of the additional savings offered by the plan."

The campaign will be inaugurated with an advertising blitz that will include full page ads in Life with follow up ads in the same magazine as well as other national magazines. The campaign will run through the end of the year and will be backed nationally Sunday, March 11. There also will be two full minute film commercials, one on Producer's Showcase and the other on the Milton Berle show. On April 2 there will be a follow-up color commercial on Producer's Showcase and the third, which will run in films and magazines, will be a three minute commercial that will be seen by an estimated audience of 110,000,000 potential coupon book purchasers. In addition there will be a saturation campaign in both network radio and network television programs such as Dragnet and Monitor.

The Save-On-Records plan was launched February 6 in three major test markets—Kansas City, Boston and Los Angeles. It operated so successfully in those areas that RCA Victor officials decided to make the coupon books available nationally.

Big Chief D.J.

Chicago—On a promotion stunt in behalf of the new Teddy Phillips Dot recording, "Pocahontas," Sandy Harbin (left) promotion rep for James H. Martin Distributing, distri© of the Dot line in Chicago, looks on as a little Cherokee Indian girl, a direct descendant of Pocahontas presents WGN d. J. Steve Schiedel with a scroll and head dress making him a chief in the tribe. Sandy visited the local jockeys with the little girl and the new disk.

"It's What's in the CASH BOX That Counts!"
NEW YORK—The American National Red Cross is rushing out this week to every radio station and all Red Cross chapters throughout the country, a recording by Vaughn Monroe of its new theme song, "Share The Luck," which was written by Meredith Wilson.

Some 8,000 records will be distributed by hand by field workers, so that it can be used in conjunction with the annual fund-raising campaign during the month of March. In a display of unusual split-second timing and coordination, The Red Cross will have completed the entire project, including the writing of the song, its recording and the distribution of the records, within the short space of four weeks.

It started when a member of the Board of Governors of the Red Cross asked Meredith Wilson to write a new theme song for the 1956 campaign. He wrote it in a week end, through Plymouth Music, Inc., assigned the copyright to the American National Red Cross, Vaughn Monroe was then contacted and he agreed to record it, with the approval of RCA-Victor Records. However, since he was appearing at the Sahara Hotel in Las Vegas, it was impossible for him to fly to Los Angeles for the session. After surveying the different facilities available, he suggested doing the recording in the Congo Room of the Sahara, using Cee Davidson's house band. At the same time, he and Meredith Wilson discussed the instrumentation and arrangement via telephone and two days later, a representative of the Red Cross was on his way to Las Vegas with the music. The recording session was held on Monday, February 20, and the following day the master was processed and records were being pressed in Los Angeles. Shipments were on their way to the Red Cross Chapters by the end of the week.

**Vaughn Monroe Records Theme For Red Cross**

NEW YORK—Bill Kemp and Bill Harrington, WNEW-New York deejays, are shown above at the opening of Barrie's Restaurant, 65 E. 55th Street, this city. Also attending the opening were many other deejays and several recording artists.

**Opening**
More “Juke Box Baby” Photos

NEW YORK—Photos from all parts of the United States continued to pour into the RCA Victor offices for the “Juke Box Baby” contest being conducted by the Victor diskery through The Cash Box. Above is a sampling of some of this week’s entries.

The contest runs through March 26th and Victor is requesting entrants to rush their photos immediately.

The rules are as follows:

Contest is open to juke box operators, one-stop operators and their working personnel. Entrants can submit pictures of their small fry—either teenagers, grandchildren, babies in arms, toddlers, etc.—and the winners will be in line for one of the great prizes that Victor is offering. First prize winner gets a Wurlitzer “Centennial” model “1900” Juke Box plus a year’s supply of Victor hit records for 25 juky boxes. In addition, the winner will appear on the cover of The Cash Box with Perry Como, who has recorded the tune “Juke Box Baby” for the label.

All entries must be submitted to “Juke Box Baby Contest”, RCA Victor Records, 155 E. 24th St., New York 10, N. Y. Entries must be photographs. And all entries become the property of RCA Victor. The decision of the judges is final.

Other prizes include an RCA Victor children’s phonograph plus a complete library of kiddie records and five additional prizes of complete photo-record library packages.

RUSH YOUR PHOTO TODAY!

Crowell-Collier Forms Recording Division

NEW YORK—Formation of a new recording, radio and television division for The Crowell-Collier Publishing Company has been announced by Paul C. Smith, president.

The new division will be headed by William A. H. Birnie, a vice-president and former publisher of the Woman’s Home Companion. Smith also announced the appointment of William Capitol Records, Inc. as manager of the recording department in the new division.

Smith commented that formation of the new division is one facet in the publishing company’s diversification program he inaugurated after becoming president of Crowell-Collier on January 1, 1954.

He added that the first step of the recording department would be the manufacture and distribution of recordings through the organization of a Crowell-Collier club. Announcements concerning the other departments of the new division will be forthcoming.

Crowell-Collier publishes Collier’s, The American Magazine and Woman’s Home Companion. A wholly-owned subsidiary is P. F. Collier & Son, which publishes Collier’s Encyclopedia and other books.

Victor Signs Reisman To New 2 Year Pact

NEW YORK—Larry Kamana announced this week that RCA Victor has signed Joe Reisman to a new 2-year pact. The contract calls for Reisman to act as a musical director and also to record singles and albums as an artist. Reisman was represented in the negotiations by Tom Rockwell of GAC.

Action On “Strip For Action”

NEW YORK—An “Strip For Action,” the new musical comedy, prepares for its Broadway debut in early April, a number of songs from the score have already taken a bow.

Robbins Music Corporation (Big 3), publishers of the McHugh-Adamson songs, have already racked up a Nat “King” Cole EP on Capitol of four big numbers from the score—“Too Young To Go Steady,” “Love Me As Though There Were No Tomorrow,” “I Just Found Out About Love” and “Dame Crazy.”

“Love Me As Though There Were No Tomorrow” has three singles with major platters by Lu Ann Simms with The Percy Faith Orchestra, Columbia; Dorothy Collins on Coral and Dick Kalliman on Decca.

Patti Page has just recorded “Too Young To Go Steady” on Mercury label.

According to Murray Baker, general professional manager of Robbins, Capitol Records is set to come up with the original show album on “Strip For Action.”
**LATIN RHYTHMS**

"MERENGUE A LA NORO"—Nero Morales And His Orchestra—RCA Victor LPM-1163 (1-12" LP)

"BONITA"—Conrado, Dona Monalisa, El Negro Del Batey, Not Too Fast, Compay Pedro Juan Can't Help It, Tropic Merengue; Sencillo; El Tum; Juan Gomez; Mambito De Y Tomé

With the merengue currently getting a firmer grip on our shores, famed Nero Morales and his orchestra offer 15 exciting merengue waxings on this Victor set. All feature the distinct flair that has long characterized the Latin music star. More and more folks are taking to this delightful easy-to-learn dance and young and old alike should find this disk a delightful backing for their hoofing activities. Disk really swings.

"FIESTA TROPICAL"—Ramon Marquez And His Orchestra Featuring Damiron And Chapaquez—Fiesta FLP-1201 (1-12" LP)

Lesions In Cha Cha; Raimo; Mambito; Uno Dos Y Tres; Donge; Estabas Tu; Chivirico Rhythm; Cha Cha Cha; Rhythm; Fiesta Tropical; Carabine; El Gaucho; Anasacca; A Little Bird—Mambo

Three triple threat Latin steps, the Mambo, Cha Cha, and Merenve, are the offering of one of the ablest interpreters of such beats. Ramon Marquez and his orchestra broadcast some excellent material with an authentic sense of rhythm. The numbers include some current favorites plus Ramon's own smash "Lessons In Cha Cha Cha". This baby oughta sail rest class into the Latin dance lover's platter file.

"CHA CHA CHA"—Featuring Arguese And His Orchestra, Damiron & Chapaquez—Fiesta FLP-1905 (1-12" LP)

Yo Sabia, Merengué Merengué; Por Favor, Cha Cha En Boogie; Adorable; Cha Cha Cha; Nina Perito; Cha Cha; Cha Angola; Ay, Dame Un Fquito; Manteleta; El Gangrejal; El Mambito De Mi Pintita

Thebanking public's craze for the Cha Cha, they're still very much excited over the mambo. And there's a growing enthusiasm for the merengue. Thus all concerned should welcome this Fiesta entry that spotlights three names in Latin music outfits in well arranged and authentic scoring is a reliable addition to the current South of the Border dance mania. Great disk for a party. Offers a delightful mix of the three top Latin dances.

"Trio Los Paraguayans"—Enri LN 5189 (1-12" LP)

Loco De Chuchales; Chuchales; Cha Cha Donoles; Serenata; Mi Destina; Florestica De Mi Chico; Viva LaDiosa; Viva El Amor; Asi Canta Mi Pintita; Magestica; Pajara Caramelina

The overwhelming dominance of Latin dance rhythms sometimes makes us forget other instrumental and vocal music from South America. A threesome from Paraguay here offer their combined talents in 12 Paraguayan folk songs. The Trio Los Paraguayans is a blend group that sings with feeling and involved emotional audience. A diverse audience of folk music lovers will find the group and material a worthwhile offering.

**COUNTRY**

"THE GOLDEN COWBOY SINGS THE GREATEST WESTERN"—Eddie Dean—Featuring The Frontiersmen—Sage & Sand C-1 (1-12" LP)

Ridin' Down The Canyon; The Cattle Call; Bad Time Cowboy Joe; Waggon Wheels; Who Stole Your Money?; Birdie, Come Fly With Me; By The Light Of The Silvery Moon; I'll Be Here; Sweet Little Ladies, When You Old Fool; Whistle While You Work; There's A Goldmine In The Sky; The Last Roundup

The hard work and sweat of the cowboy (not the Hollywood version) is often matched by a song. There have been dozens of melodies written which sentimentally describe this satisfying outdoor life. Eddie Dean and his Frontiersmen sing 12 of the better cowboy songs on this Sage & Sand release. Western standards like "Wagon Wheels" and "Tumbling Tumble Weed" are warmly sung with an obvious love of the music by the artists involved. Also nearly national recognition with his slicker "I Dreamed Of A Hillbilly Heaven". This factor plus the overall popularity of the well sung numbers should account for sturdy sales.

**CLASSICAL**

"Mozart Anniversary Album"—Symphony No. 26 in E-Flat, K. 184; Symphony No. 29, A, K. 201; Symphony No. 34, in C, K. 385; Centennial Symphony Orchestra; Symphony No. 38, in D, K. 504; Vienna Philharmonic Orchestra Bruno Walter; Leader; Symphony No. 39, in E-Flat, K. 543;—Thomas Symphony Orchestra—Symphony No. 40, in G Minor, K. 522—Stratford Symphony Orchestra—Symphony No. 41, in C, K. 551; Serenade In G, K. 385—Vienna Philharmonic Orchestra Bruno Walter; Leader; Sinfonia Concertante In E-Flat, K. Anh. 9—Warwick Symphony Orchestra—Sinfonia Concertante In E-Flat, K. 364; Albert Shalhav, Violin; William Primrose, Viola; New Friends Of Music Orchestra, Fritz Stiedry, Conductor—Requiem Mass, K. 623; Warwick Symphony Orchestra, with Soloists and Chorus—Camerata CPL-105 (6-12" LP's).

Tapping Victor's impressive catalogue, Camden offers a gigantic Mozart Anniversary set. While the 6 LP's contain 11 works by the genius performed with the care and dedication of some of the world's finest orchestras and conductors. With few exceptions the Camden artists are under assumed names. The Centennial Symphony Orchestras are also semantically Bach in their programming. Under Sergei Koussevitzky and the Philadelphia Orchestra under Leopold Stokowski the series covers seven symphonies, the familiar Serenade in G, K. 385, two Sinfonia Concertantes (E-Flat, K. Anh. 9 and E-Flat, K. 364) and the "Requiem Mass, K. 623." With others like Bruno Walter pinching in too, the Camden Mozart series never fail to listen in brilliance and understanding. Fairly even sound throughout the disks. With six recordings at a budget price each package should be a terrific classical stock item.

"Starving Richard Tucker"—Richard Tucker, Tenor; Fausto Cleva Conducting the Columbia Symphony Orchestra—Columbia ML 5062 (1-12" LP)

Verdi, Un Ballo In Maschera; "Di Ti Si Ferite," Puccini; "Non Lasciarmi."

The rich tenor voice of Richard Tucker is heard in eight operatic arias on this Columbia release. Certainly one of the most outstanding singers of present years (Continued on Page 50).

**ELOISE**

**WITH**

**KAY THOMPSON**

She's Tremendous! She's the cutest, most devilish, delightfully mischievous, funniest riot of a little girl!

Another Novelty Hit by **ARCHIE BLEYER**

**Cadence**

No. CCS3

**Such a Voice! Such a Record!**

"SUCH A DAY" DEED 1010

Rita Raines

Ralph Randolph 6-3138

records

54 W. Randolph St.

Chicago, Ill. 

"It's What's in THE CASH BOX That Counts"
THE CASH BOX
Disk Jockeys' Regional Record Reports

Listings below are reprinted exactly as submitted by leading radio station directors and disc jockeys throughout the
part of THE CASH BOX.

Don Bell

KENT—Des Moines, Ia.
1. How Do I Love You (Wayne)
2. Get Up. Get Up (L. Baker)
3. No, Not Much (Four Ladies)
4. Little Girl (Billy Eckstine)
5. Sandy Of Gold (Don Cherry)
6. Turni Frutti (Little Richard)
7. That's My Mistake
8. Break The Chain
9. Later, Alligator (Bill Haley)

Earl McDaniel

KPO—Los Angeles, Calif.
1. Rock And Roll Waltz (Starr)
2. On With The Wedding (Parti PAPA)
3. Baby Boy (Eddie Bryant)
4. Poor People Of Paris (Baxter)
5. 11th Hour Meditation (B. Haley)
6. Little Girl (Don Cherry)
7. Fuzz (Hey Bopper)
8. Almost Together (Dream Weavers)
9. Wendy Can (Nitch Miller)
10. Look At Me (E. Richards)

Crosby Included In "High Society" Album For Capitol

NEW YORK—Frank Sinatra has put together a record album of music from the Metro Goldwyn-Mayer film, "High Society" in which he will be joined by Bing Crosby, Louis Armstrong, Celeste Holm and Grace Kelly.

Despite the fact that Crosby and Armstrong are both Capitol contractees, the album will be produced and released by Capitol. This will mark the first occasion in many years that Crosby has recorded under any label other than the Decca label.

Completion of arrangements for this five-star album marks the culmination of plans on which Sinatra has been working ever since the start of filming on "High Society" in which all five of them appear.

Plans are for Capitol to use the sound track conducted by Johnny Green for the MGM musical.

In addition, Sinatra and Crosby will go to Capitol studios to record slightly shortened versions of two of their duet numbers for the album. These numbers will be conducted by Nelson Riddle.

Release of the album will be timed for maximum impact and exploitation in connection with the national release of the musical film this spring.

"Yearbook of Jazz" Planned

NEW YORK—Horizon Press announces this week the actual result of the unprecedented success of "The Encyclopedia Of Jazz", released last November and already the biggest selling book in jazz history (priced at $10,000,000 in three months, plans have been completed for publication next fall of the first "Encyclopedia Yearbook Of Jazz".

"It's What's In THE CASH BOX That Counts"
ALBUM REVIEWS (continued from page 23)

day opera, Mr. Tucker performs the frequently powerful pieces with surprising eloquence and tonal beauty. Of particular excellence are Puccini's "Donna Non Vidi Mai" from "Manon Lescaut." It is a gem that the Metropolitan star handles lyrically with infinite grace, not to be avoided by opera lovers. Puonti Cleva hands in a masterful job leading the Columbia Symphony.

VIVALDI: The Seasons-Virtuoso Di Roma, Renato Fascano - RCA Victor LHMV-26 (1-16-16 LP)
The prolific pen of Vivaldi was involved in many concertos. His "The Seasons" (actually five short concertos) still stands as one of the composer's most popular and oft-times recorded concertos works. Victory, through its English counterpart, His Master's Voice, has released a lovely pressing of Vivaldi's attempt to use instruments to paint the spirit and translate the sounds of the various seasons of the year. Virtuoso Di Roma under Renato Fascano's direction follows through with a penetrating reading of the opus. An elaborate container houses the disk. Excellent sound. The platter is a choice waxing of the work.

JAZZ

"PRESENTING THE GERRY MULLIGAN Sextet"-Gerry Mulligan, baritone sax; Zoot Sims, alto sax; Bobbo Brookmeyer, trombone; Jon Eardley, trumpet; Dave Bailey, drums; Peck Morrison, bass - EmArcy MG-30656 (1-16-16 LP) and RCA Victor LHMV-26 (1-12-16 LP)

"REMINISCENT BLUES, THOU SWELL, YOU ARE TOO BEAUTIFUL, PARADISE, WARM VALLEY, REESE AND JUNOY, ONE FOR DEE, LUMINOUS BLUES, AM I BLUE, DIRTY DAWG, IT'S TOO LATE NOW."

Whether or not you appreciate his pace or not, on this disk Urie Green always manages to keep his trombone technique reflective and soft. With well above water material (i.e. "You Are Too Beautiful" and "Too Late Now") as his guide Urie comes across with an extremely desirable jazz pressing. His accompaniment, particularly Dave McKenna at the keyboard, takes the easy does-it-attitude and provides graceful support. Choice sound. Very pleasing and accomplished jazz entry. Green has a wide following that should find this disk an attractive morsel.

"INTRODUCING CARL PERRINS"-with Larry Vinnegar, Bass and Lawrence Marble, Drummer-DoToote DL 211 (1-16-16 LP)
WAY ACROSS TOWN, YOU DIDN'T KNOW WHAT LOVE IS, THE LADY IS A TRAMP, MARBLE-HEAD WOODROW, YOU WERE SO - BEAUTIFUL IT COULD HAPPEN TO YOU, WHY DO I THE JAZZ-WISE public can take a sufficient hear-see with this DoToote disk so as to discover a bright jazz pianist. Carl Perkins is in his name (not to be confused with the Western singer Carl Perkins). The platter covers enough ground to display a good, varied sense of jazzmanship. His something borrowed, something original has been specifically chosen to give Carl this chance of displaying a wide range of techniques. A polished and versatile performer with an exciting technique.

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

March 10, 1960

Page 6 of 16
All Tied Up

MOBILE, ALA.—Chuck Thompson and John Dixon, Dee Jays with WALA Radio in Mobile, double up to give the teenagers a special showing of Chuck’s Celebrity pack collection on John’s “Dixon on Discs” Saturday afternoon teen age dance party on WALA-TV.

Some of Chuck’s ties are seen draped over the Seeburg Hi Fi 100 juke box on the set. In his unusual collection, Chuck has ties selected, worn, and given him by Bing Crosby, Bob Hope, Dean Martin, Jerry Lewis, Richard Hayman, Jackie Gleason, Lou Monte, Billy Vaughn, Larry Clinton, Billy May, Vaughn Monroe, Herb Shriner, Tex Williams, Red Foley, Rudy Vallée, Eddie Condon, Les Paul, Vic Damone, and many others. Each tie has a background story of interest to fans.

Chuck selects a different one of his famous ties to wear on each of his record shows. The show, incidentally, is programmed from the Cash Box charts.

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

**“BLUE SUEDE SHOES”**
Carl Perkins
Sun 234; 45-234

**“HOTT DIGGITY”**
Perry Como
RCA Victor 20/47-6427

**“EDDIE MY LOVE”**
Fontana Sisters
Dot 153450; 45-15340
Chordettes
Cadence 1284; 45-1284

**“INNAMORATA”**
Dean Martin
Capitol 3352; F-3352

**“COMpletely Yours”**
THE FOUR CHAPS
RAMA #195

MYRERS MUSIC, INC.
122 N. 12th ST.
PHILA. 7, PA.
**THE CASH BOX**

**Rhythm 'N' Blues Disk Jockey REGIONAL RECORD REPORTS**

**Louise Napper**

WREX—Redville, N. C.
1. Driven In My Love (Ray Charles)
2. Driven In My Love (Ray Charles)
3. Draggin' All Night (Ray Charles)
4. Honey (Ray Charles)
5. I'll Always Watch Over You (Ray Charles)
6. Seven Days (Carl Perkins)
7. With Love In My Eyes (Ray Charles)
8. Bo Weevil (Ponchartrain)
9. 10. Bo Weevil (Ponchartrain)

Joe Smith

WVDA—Boston, Mass.
1. Why Do Fools Fall In Love (Ray Charles)
2. Tutti Frutti (Little Richard)
3. That's Your Mamma (Little Richard)
4. Bo Weevil (Ponchartrain)
5. Crazy Little Palace
6. I Don't Want Nobody (Buddy Johnson)
7. Mary Lee (Rainbows)
8. Promoter (Ray Charles)
9. Sister Sooky (Turbone)

Diggy Doo

WOKX—Baton Rouge, La.
1. One Night (Smiley Lewis)
2. One Night (Smiley Lewis)
3. Driven In My Love (Ray Charles)
4. A Tear Fell (Joe Hunter)
5. Gotta Pretender (Ponchartrain)
6. Don't Blame It On Me (Ray Charles)
7. One More Mile (Buddy Johnson)
8. I Don't Want To Be Alone (Huey Curtis)
9. 10. Teenage Heart (J. Adams)

**Panart To Launch**

**"Music of Cuba"**

**12" LP Series**

NEW YORK—With over 20,000 vinyl LPs of Cuban music sent out to radio stations all over the United States, Panart Recording Corporation will join with the Cuban Tourist Agency in an effort to promote the music of Cuba via 12 albums of the melodies of Cuba heard today in the various Night Clubs and Ballrooms of Havana.

Currently the three orchestras at the Tropicana Night Club in Havana are Panart exclusive recording artists. Fajardo and His All Star band play nightly at the Montmartre Night Club are on the Panart exclusive list. In all there are over fifteen orchestras and combos recording for Panart—all of whom are well known to the American tourists to the island.

Stan Steinhaus, leading the Panart operation for the United States and Canada during his three weeks in Havana, recorded at the Panart Studios not less than forty sides with the various artists there. Most of this material will see the light of day here in 12" albums.

The first "Music of Cuba" Volume will be released during the end of the month and will assure the dealer a loss of less than 100% return on their buying price. The list for this album has been scheduled at the standard $3.98 price.

At the same time four additional 12" LP's will be released, using the accepted market trend towards photography and laminating, all covers to be transferred in both English and Spanish. The new LP's are: "Ojos, Toroero", paso doble in "Hands Across the Spanish"; "Continentales Favoritos en Espanol"; "Merengues and Cha Cha Cha" and "Music of Cuba" 12" LP, presenting the All Stars at the Montmartre Night Club Cha Cha Cha under the "King". Coming soon will be the first Jam Session release on the new $4.98 series, which was recorded during the last six weeks, featuring the top sidemen in Cuban music, led by Julio Gutierrez and Petrachin, Cuba's prominent names in composer-arranger teams.

Panart has been granted the seal of approval by the Cuban Tourist Agency and this seal will appear on the backs of all records, assuring the buyer the authenticity of the contents.

**Atlantic Cuts 12" LP Price**

NEW YORK — Nesuhi Ertegun, vice president of Atlantic Records and A&R head of the company, today held a press conference to announce that Atlantic's price on their twelve inch LP's has been dropped from the $5.50 figure to $3.98.

The price change becomes effective immediately and will apply to the diskery's current release by Lennie Tristano, "Jazz Is My Lady" and "Nobility Else But Me" by Betty Bennett with arrangements by Shorty Rogers, Andre Previn and Enroll Garrett.

**Baker Named In Balloting**

FRANKFURT, GERMANY—Chet Baker has been honored as the winner of the trumpet player in the annual balloting by The Jazz International in Germany. In the voting, Baker topped his nearest competitors by more than 900 votes.

Chet and his international aggregation have just wound up their tour of Germany with three nights of playing to jam-packed crowds at the Storyville Night Club in this city.

His appearance at Storyville is reported to have marked the first time an American jazz musician has ever played a club date in Germany.

**Frank Dailey Dies; Helped Many Bands**

NEW YORK—Frank Dailey, owner of the famous Meadowbrook in Cedar Grove, N. J., and one of the pioneers in the growth of the band business back in the 1930's, died of a heart attack last week at the Meadowbrook.

The Meadowbrook, early in the band era, featured such towering names as Artie Shaw, The Glenn Miller, Tommy Dorsey, Peggy Lee, Kay Starr, Stan Kenton, Vaughn Monroe, Eddie Howard and several other top groups from all over the country.

He was among the first to broadcast on radio, bands emanating from the nite spot and also introduced many innovations like "Musicale at the Meadowbrook" and a live TV show from the club.

He is survived by brothers Jay Clifford and John, his wife Monica and sister Helen.

**Why Do Fools Fall In Love (Teenagers)**

(1) Teenage Boogie (Teenagers)

**The Great Pretender**

(2) Platters (Mercury 70573)

**Drown In My Own Tears**

(3) Ray Charles (Atlantic 1085)

**Eddie My Love**

(4) Teen Queens (RPM 453)

**Tutti-Frutti**

(5) Little Richard (Speciality 561)

**Devil Or Angel**

(6) Clovers (Atlantic 1089)

**Seven Days**

(7) Clyde McPhatter (Atlantic 1081)

**Bo Weevil**

(8) Fats Domino (Imperial 5375)

**Speedoo**

(9) Cadillacs (Jesse 785)

**Need Your Love So Bad**

(10) Little Willie John (King 4841)

**Ain't That Lovin' You Baby**

(11) Jimmy Reed (Vee-Jay 168)

**Jivin' Around**

(12) Ernie Freeman (Cash 1077)

**I'll Be Home**

(13) Flamingos (Checker 830)

**No Money Down**

(14) Chuck Berry (Chess 1615)

**Blue Suede Shoes**

(15) Carl Perkins (Sun 234)

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
NEW YORK:
As always, we're constantly thinking of ways to make this department more complete and more accurate. We think we've made a real service which begins in this issue. Titled, "Territorial Tips", we'll endeavor to highlight records that have created action in one, two, or more contiguous areas of the nation, and help you to request them in your local area. By pinpointing these records we hope to make them available to you and your local radio jockeys, retailers, joke box operators and distributors can get on them! and perhaps break them in their own respective areas. We've run a more detailed survey of this new feature. About eighteen recordings from the United States states gathered at Tommy Smalls' "Smalls Paradise" last weekend, Saturday and Sunday, February 25 to 26, for a series of meetings. These jockeys are the nucleus of what we hope will develop into a national organization that will include all the major record companies. If you had but one more hobby to take up at which manufacturers, publishers, and the trade press got together with the jockeys who made the meetings and held it in a meeting, a meeting is the nucleus of what we hope will develop into a national organization that will include all the major record companies. If you had but one more hobby to take up at which manufacturers, publishers, and the trade press got together with the jockeys who made the meetings and held it in a meeting, a meetin

DICK (RICHARD) SUGAR (WFLD-New York)

LOKI JAY

Eddie Jenkins

JAZZ JOBS

BREAKING FOR A SMASH HIT IN R&B AND POP!

"DEAR DIARY"

by

THE SMOOTHTONES

EMBER RECORDS, INC.

(Principal of Ember Records)

A National Hit!

"SISTER SOOKEY"

The Turbans

Herald 469

Another Smash Hit!

"LITTLE FOOL"

"I'LL HAVE YOU"

Charlie & Ray

Herald 472

FOR THE BEST IN

ROCK 'N ROLL, POP

AND R&B, CONTACT

ALL-STATE

RECORD DISTRIBUTING CO.

2023 S. MICHIGAN AVE.

CHICAGO 16, ILL.

(All Phones: Calumet 5-0924)

Another Big Hit!

"DARLING HOW LONG"

The Heartbeats

H-713

Coming Up Strong!

"DEAREST DREAM"

Mabel Lee

H-712

HULL RECORD CO.

1595 Broadway

New York, N. Y. 16, N. Y. 6-5900

--

EXCELLO LEADS THE WAY!

with

"BEYOND THE CLOUDS"

b/w

"FOOLISH ME"

EXCELLO # 2078

by

JOHNNY BRAGG

A SOLID HIT . . .

LIGHTNIN' SLIM

"Just Made Twenty-One"

b/w

"SUGAR PLUM"

EXCELLO # 2075

* * *

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Harry Finler & Allan Sussel of UNIVERSAL DIST. OF PHILA.

HIT OF THE WEEK

"I LOVE YOU DARLING"

by THE VALENTINES

RAMA # 181

ONE WEEK OUT — BREAKING BIG

MEMPHIS, ST. LOUIS, and CHICAGO!

"JUMP-JUMP-HI HO"

and

"I HATE TO SEE YOU GO"

CLENEST GANT with DON Q'S ORCHESTRA

KIT # 884

KIT Records Inc.

804 CHURCH STREET

NASHVILLE, TENNESSEE

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

in PHILADELPHIA
in LOS ANGELES
in ST. LOUIS

The Top Ten Tunes Netting Greatest Play, Compiled From Reports Submitted Weekly To
The Cash Box, By Leading Music Operators In Dallas, Los Angeles And Other Cities Listed.

1. WHY DO FOOLS FALL IN LOVE
   Town Aagers
   (Geo. 1002)

2. EDDIE MY LOVE
   Teen Queens
   (RPM 453)

3. DROWN IN MY OWN TEARS
   Ray Charles
   (Atlantic 1085)

4. JIVIN' AROUND
   Ennie Freeman
   (Cash 1017)

5. I'LL BE HOME
   Four Deuces
   (Checker 830)

6. THE GREAT PRETENDER
   Platters
   (Mercury 70733)

7. DEVIL OR ANGEL
   Clavers
   (Atlantic 1085)

8. TUTTI FRUTTI
   Little Richard
   (Specialty 561)

9. CHICKEN AND THE HAWK
   Joe Turner
   (Atlantic 1080)

10. WPLJ
    Four Deuces (Music City 790)

---

THE GREAT PRETENDER
   Platters
   (Mercury 70733)

SPEEDOO
   Clavers
   (Atlantic 1083)

JIVIN' AROUND
   Ennie Freeman
   (Cash 1017)

EDDIE MY LOVE
   Teen Queens
   (RPM 453)

WHY DO FOOLS FALL IN LOVE
   Town Aagers
   (Geo. 1002)

DROWN IN MY OWN TEARS
   Ray Charles
   (Atlantic 1085)

NO MONEY DOWN
   Four Deuces
   (Checker 830)

---

BETTER GRAB THIS ONE QUICK
It's a "Sleeper" on the way to The Top!

"ZING, ZING ZING"
c/w "DREAMS OF CONTENTMENT"
The Dells

---

"It's What's in THE CASH BOX That Counts"
BILL DOGGETT
(King 4888)

"IN A SENTIMENTAL MOOD" (2:50) [American BMI—Cap—Eltington, Mills, Kurtz] Doggett paints a lush picture via his Hammond and group. It is a lovely, relaxing soft lights effort.

"WHO'S WHO" (2:40) [Billace BMI—Doggett, Harris] Doggett jumps on the flip and turns in a modern jazz rhythm piece that will appeal to the ever growing jazz conscious market and the Doggett fans.

ARBEE STIDHAM
(Atomic 100)

"I'LL ALWAYS REMEMBER YOU" (2:52) [Lawn BMI—Stidham] Arbee Stidham sings a stirring slow beat blues recalling the girl who left him and who remains in his memory forever. Stidham convincingly portrays the dispirited lover.

"MEET ME HALF WAY" (2:36) [Lawn BMI—Stidham] Stidham rocks a middle beat blues with a strong vocal treatment. The blues chanter tells his gal she has to meet him halfway if she expects him to foot the bills. This is a good side that could get action.

EARL (CONNELLY) KING
(King 4899)

"DEAR ONE" (2:55) [Wenar BMI—Medley, King, Glover] Earl (Connelly) King walks a slow, melodic ballad with romantic, tender lyrics. King turns into a warm performance of the "Ace" type ballad. A good wax that could stir up some action.

"BIG BLUE DIAMONDS" (2:45) [Lots BMI—Toups, Carson] King sings of big diamonds instead of a "band of gold." A slow, melodic ballad of the girl who wanted the diamonds instead of the wedding ring, but who finally regret her decision. Well done. Two good sides, with "Big Blue Diamonds" the stronger of the two.

AL SAVAGE
(Herald 468)

"WHAT WILL I DO" (2:00) [Angel BMI—Carroll, Taylor] Al Savage rocks out with a melodic jump that is excellent teenage material. Deck is strong and Savage should get a good reaction with this one.

"TEEN AGE ROMANCE" (2:35) [Angel BMI—Dick Goodman] A slow, rhythmic teen story of "too young to love." A teenage romance that ends in marriage. Will probably appeal to the notions of the kids and could therefore make a splash in the sales column.

JIMMIE ROGERS
(Ches 1616)

"SUGAR AND SPICE" (Mercury 7078)

"HEY JOE (Let Me Know)" (2:35) [Tone BMI—Taylor, Ryder] Sugar and Spice, new he and she duo, make a bow on Mercury with a medium paced easy Listening cutie. Chuckley wax.

"INDEED I LOVE YOU" (2:45) [Tone BMI—Taylor, Carroll] The team dishes up a smooth reading of a melodic, tender, romantic ballad. Smooth vocal teamwork comes off with appeal.

CARMEN TAYLOR
(Apollo 489)

"OH PLEASE" (2:15) [Crestwood BMI—Taylor, Carroll] Carmen Taylor dishes out a middle beat rhythm piece with a solid performance. The gal is good and her style effective. Like it.

"TEEN-AGE BALL" (2:20) [Crestwood BMI—Taylor, Carroll] Miss Taylor rocks out on this jump ditty and the gal is given a gang-shout backing. Kids will like it.

PEE WEE CRAVTON
(Hollywood 1055)

"STEPPIN' OUT" (2:24) [Golden State BMI—Eccamilla] Pee Wee Cravton and his crew handle a Latin flavored middle beat rhythm piece infectiously. Homer the Great handles the vocals nicely.

"HEY LITTLE DREAMBOAT" (2:18) [Gallo Otis BMI—Eccamilla] Homer sings a romantic jump on the flip. Good beat to rock to. Cravton supplies the musical backdrop.

SAM (THE MAN) TAYLOR
(MGM K 12197)

"TO A WILD ROSE" (2:43) [Arthur P. Schmidt Co, SESAC—MacDowell] Sam (The Man) Taylor offers a soft reading of a slow, moody ballad. Very easy to listen to and wax, different from the wild blowing usually associated with Sam.

"BLUE SUEDE SHOES" (2:28) [Hilo Music BMI—Ferkina] The Man sings the fast best rocker currently rapping in all fields. Sam The Man fans will latch on, tho with the strong action on the original, it will fain tough competition.

*Only those records best suited for commercial use are reviewed by THE CASH BOX!*

**THE CASH BOX**  
**AWARD O' THE WEEK**

"WHO" (2:29)  
[Are BMI—B. Roth]

"IT AIN'T RIGHT" (2:37)  
[Are BMI—Jacobs]

LITTLE WALTER
(Checker 833)

- Little Walter sounds a little menacing as he sings a slow, rhythm-
THE CASH BOX TERRITORIAL TIPS

The Cash Box "Territorial Tips" chart highlights rhythm and blues records showing regional action, which have not yet appeared in the national top 15.

(Listed Alphabetically)

APRIL 18 PARIS
Count Basie (Chess 89169)
ARE YOU SATISFIED
Ann Cole (Botan 218)
A TEAR FELL
Ivy Joe Hunter (Atlantic 1088)
CHURCH BELLS MAY RING
Willows (Mother 102)
CRABBY LOVE
Rayalom (Old Town 1018)
CRUSH BABY
Bannos Sistors (Rainbow 328)
DARLING, LISTEN TO THE WORDS OF THIS SONG
Buck McFadden (Old Town 1017)
GET UP! GET UP!
Laverne Baker (Atlantic 1087)
HEY DOLL BABY
Clover's Gallion (7099)
HOME AT LAST
Little Willie John (King 4841)
HOW
Jewels (Imperial 3377)
I DON'T WANT NOBODY
Ella & Bobby Johnson (Wing 9004)
I JUST COULDN'T STAND IT NO MORE
Brownish Washington (Mercy 7077)
I'LL BE FOREVER LOVING YOU
El Dorado (Vee-Jay 165)
I'M WISE
Eddie Bo (Apollo 486)
JUST MADE TWENTY-ONE
Lightnin' Slim (Excels 2731)
LATER, ALLIGATOR
Bobbi Chase (Chess 1609)
LYL MAEBELLE
Valenzuela (Roma 171)
MARY LEE
Rainbows (Ripin 203)
MORNING, NOON AND NIGHT
Joe Turner (Atlantic 1086)
ONE NIGHT
Smiley Lewis (Imperial 5380)
ROMANCE IN THE DARK
Lil Green (Grove 5004)
SIGNIFYING MESSKER
Smokey Joe (Flip 278)
SISTER SOOKEY
Turmons (Merold 469)
SITTIN' IN THE DARK
Nappy Brown (Savoy 176)
SMACK AN IN THE MIDDLE
Rank & Williams (Cheff 19169)
SMOKER'S LIGHTNING
Howlin' Wolf (Chess 1618)
SO WRONG
Jackie (RPM 454)
STRANGE LOVE
Nappy Brown (Combo 113)
SUGAR SWEET
Muddy Waters (Chess 1612)
THAT'S YOUR MISTAKE
Ollis Williams (Deluxe 6909)
TRY ROCK AND ROLL
Bobbi Mitchell (Imperial 3387)
WHO
Little Walter (Checker 833)
WPLJ
Four Deuces (Music City 790)
YOU BABY YOU
Carlton (Gem 100)
YOU'RE THE ONE
Jimmy Rogers (Chess 1616)

CALLING ALL D.J.'S
Coast to Coast

DICK (Huggy Boy) HUGG
NATION'S LONGEST ROCK AND ROLL SHOW
K-R-K-D 5,000 Watt
9 P.M. till 4 A.M. Los Angeles

"This New TURKS' Record of I'M A FOOL — HIT LIKE AN ATOM BOMB!"

More requests and repeat plays than —
SH-BOOM and EARTH ANGEL"

— GET —

"I'M A FOOL"

BY THE TURKS
(Creators of "EMILY")

Money No. 215

Eastern Distributors — order from Paramount Pressings, Philadelphia

Western Distributors — order from Monarch Records

MONEY RECORDS

2610 S. Crenshaw Blvd.
Los Angeles 16, Calif.
Phone: RE 4-3074—RE 4-9106
In Canada QUALITY RECORDS OF CANADA

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

NEW YORK—Peter Tripp, WMGM designer, helps fight juvenile lawlessness in Queens County, New York. The WMGM platter-spinner, conductor of “Your Hits of the Week,” is shown presenting the Loew’s Valencia trophy “for outstanding scholastic and athletic achievement” at a special ceremony in the Loew’s Valencia recently. In addition to presenting the trophy, Tripp introduced two special guest artists from the recording world, Dorothy Collins, Coral Records star, and Robin Hood, MGM Records pop singer. From left to right: Miss Collins, Miss Dorothy Bonwit, principal of the Andrew Jackson High School, who received the award on behalf of the students, Tripp and Miss Hood.

**Columbia Releases 2 New 45 RPM Players**

NEW YORK—The first shipments of Columbia’s two new 45 rpm players, just released, models 440 and 445, offer self-contained phonographs in both regular and hi-fidelity models. The 440, weighing only 1½ pounds, is designed to play up to 14 records on one loading. It contains a powerful amplifier and features undistorted sound at every volume level. Model 445 will sell for $95.95. The 445 incorporates a frequency response of from 50 to 15,000 cycles per second, a specially mounted 6-inch speaker and Ronette Hi-Fi cartridge with sapphire needle, price will be $96.95. Inside, the 445 offers storage space for extra records, separate bass and treble volume controls and a 3-tube rectifier-amplifier. The 445 weighs 14 pounds and also plays up to 14 records on one loading.

**Coral Stars On Spectacular**

NEW YORK—Coral Records really had a picnic last week when three of its recording stars played an important part in the Max Lieberman Sunday Spectacular. Eileen Barton, Alan Dale and Johnny Desmond, along with Bill Hayes of the Cadence Label, were featured in a delightful 25 minute musical sketch called “A Salute To The Old Forgotten Songs.” The songs dated back as far as 1900.

**Four Coins Into Copa**

NEW YORK—The Four Coins go into the Copacabana, this city, with songster Tony Bennett for a three-week stint starting March 15. The Coins will also make an appearance on the Perry Como Show, March 24.

**Robin Seymour Presents “The Ten Toppers”**

DEARBORN, MICH.—“The Ten Toppers” is the official name of the new presentation incorporated this week. "Bobbin' With Robin" show, the program conducted by Robin Seymour, Dearborn-Detroit jockey heard regularly on station WMGM. The new segment will be presented from 5 to 5 p.m. every Saturday.

The new feature will play the ten best selling records of the week starting with number 10 and leading up to the number one best seller. During the week of the regular "Bobbin'" show, Seymour presents the top five sellers each day.

Record shops in and around the Detroit area are called every day and asked what are the best selling records. The daily tabulations are compiled from Wednesday to Wednesday and at the end of the week the top ten of the week are programmed. The audience is asked to write in to the station in advance of the Saturday show listing what they think will be the top ten. The one person coming closest will be awarded a prize.

The station expects that this new format will add incentive for the audience to listen all week to hear the daily best sellers so that they will be in a position to choose the weekly "Ten Toppers".

**Myers Manages 4 Chaps**

PHILADELPHIA—James E. Myers head of Myers Music, Inc., has signed a new vocal group, the Four Chaps, to a personal management contract. The Four Chaps are Sam Ambrose, Danny Despazio, Jerry Ross and Frank Palermo. Myers's first move was to sign them to a term pact with Rama Records, and he supervised their first recording session in New York City last week. Their first release due out next week is entitled "Completely Yours", backed with "Foolish Little Butterfly". Rama Records is set for an all out promotion.

**Opening Night**

NEW YORK—Disc Jockey Marty McNeely, Screen starlet Shirley Jones and Gordon MacRae have a chat backstage at the United Artists Theatre during the recent premiere of "Okies" at that theatre. Marty McNeely, one of the most potent d.j.'s in the midwest, covered the pre-picture ceremonies and an on-stage interview with the stars of the pic.

**Moving on**

VARETTA DILLARD

“DARLING, LISTEN TO THE WORDS OF THIS SONG”

b/w

“MAMA DON'T WANT”

(What Papa Don’t Want)

b/w

“MUMBLES BLUES”

b/w

“WAIT TIL NEXT WEEK, BABY”

b/w

SHA RICKS,

“BE MY GIRL”

b/w

PIANO RED

“SHE KNOCKS ME OUT”

b/w

“NO! SHE FLEW”

b/w

SONNY TERRY

“HOOTIN’ BLUES No. 2”

b/w

“ROCK ME MAMA”

b/w

Groove

“Only those records best suited for commercial use are reviewed by THE CASH BOX"
NASHVILLE, TENN.—Ernest Tubb checks the script for a show in a brand new series of Navy recruiting transmissions, the first country music shows to be used by the Navy. With Tubb is producer Will H. Voller and Carolina Cotton, Tubb’s guest. More shows are scheduled to be produced in Nashville in April, utilizing Grand Ole Opry talent as guests with Tubb.

Country Records Hit In Pop Field

NEW YORK—The two strongest records to skyrocket onto the Cash Box Top 50 Pop Best Seller list, this week, are tunes recorded by artists who, when they began recording, were aimed at the country market. Elvis Presley, the dynamic RCA Victor youngster, who has made quite an impression on the teen-age public with his appearances on Jackie Gleason’s “Stage Show” TV’s, cracked the list in the No. 20 spot with his latest platter “Heartbreak Hotel”. The coupling “I Was the One” hit in the No. 45 spot.

The other is Carl Perkins’ recording of “Blue Suede Shoes”, waxed on the Sun label, which hit in the No. 28 position. This disk is already a top seller in the country field, is gaining great strength in the rhythm and blues market, and with this week’s pop listing, hits across the board.

Presley, incidentally, is also a Sun Records alumus, RCA Victor recently purchased his contract from the indy label and in the agreement also acquired the masters of Presley’s former releases. This week, Victor sent disk jockeys around the country, four of Presley’s early releases for the stations’ libraries.

Wilburn Brothers To Work As Single Act

NASHVILLE, TENN.—The Wilburn Brothers (Decca) announced this week that, in line with their continued promotion, they will be working as a single unit as of February 28. Prior to that date, the highly rated country music duo were working personal with the Faron Young Grand Ole Opry unit under the direction of Hubert Long.

The Wilburn Brothers met with almost immediate success as a recording duo and they are considered today as one of the top duets in the country music field. Detailed plans on their future activities will be released shortly, the Wilburn Brothers said. At the present time they are busily engaged in a heavy schedule of personal appearances.

THE TEN COUNTRY RECORDS

DISK JOCKEYS PLAYED MOST THIS WEEK

(PLUS THE NEXT TEN)

1. WHY, BABY, WHY
2. I DON’T BELIEVE YOU’VE MET MY BABY
3. YOU AND ME
4. LOVE, LOVE, LOVE
5. I FORGOT TO REMEMBER TO FORGET
6. EAT, DRINK AND BE MERRY
7. HEARTBREAK HOTEL
8. BLUE SUEDE SHOES
9. I WANT TO BE LOVED
10. SO DOGGONE LONESOME

11. THESE HANDS
12. RUN BOY
13. IF YOU WERE MINE
14. YES, I KNOW WHY
15. FOLSOM PRISON BLUES
16. YOU’RE FREE TO GO
17. SIXTEEN TONS
18. POOR PEOPLE OF PARIS (JEAN’S SONG)
19. ONLY YOU, ONLY YOU
20. NOT ANYMORE
21. BLACKBOARD OF MY HEART
22. WHAT WOULD YOU DO (IF JESUS CAME TO YOUR HOUSE)
23. DO YOU KNOW WHERE GOD LIVES

“IT’S WHAT’S IN THE CASH BOX THAT COUNTS”
Great friends to Music folks in Miami, Florida, are Roland Howell and Jerry Johnson who manage the Hotel Palace in Miami.

Ernest Tubb and Johnny Cash have been drawing top attention with their recordings of the current clicker, "So Doggone Lonesome." Another young artist who has been attracting the limelight for his dynamic performances, Bobby Lord, has favorable notices and new bookings in addition to the "some," which is ranking with the winners. The popular tune was penned by Tubb.

Promotional fires are burning brightly on the current Jimmy Dickens diskling of "Where Did The Sunshine Go?" The tune, penned by Boudry Bryant, is going strong with DJ's and looks like the best in some months for the pinto-paint Opry star.

The Foggy River Boys report continued action on their Decca release of "The Devil And His Old Saddle Shoes." It's a fielder that is catching the Poggies!

Mac Wiseman is struggling in the tall c revelation with his current DOT etching of "I'm Eatin' High On The Hog." It is shaping up as one of the best Wiseman numbers to come along with all of the earmarks of a hit clearly evident.

Artists who want their photo and a short biography in the new "Texas Tiny Scrapbook" should send same to 1717 N. Collins Blvd., Dallas, Texas. The book is about ready to hit the press.

If you are interested in receiving "The Only You" continues to fetch attention to Charlie Walker. This record has been the rise ever since its release and is making a definite bid for a place in the Top Ten performer folder for Charlie.

Two good sides for Wanda Jackson are shaping up in the form of "Wasted" and "I Cried Again." Deejay copies of this one are offered by Vols. 7 and guest on the show. He also handles a C & W record show from 12:30 to 2 PM and a Country music show with many top-promoted singers on the show, he feels will be recording long before. Hickory artists, Rusty & Doug and Wills & Willie Butch rated with Dobbs on his Feb. 25th show. "Settin' Lonesome Down" from WCYB, the station that has had over 10,000 admission Tampa Armory show last Feb. 14th. On board were Elvi & Jerry, Lefty Frizzell, Faron Young and Johnny Cash.

Response is growing stronger to the Hank Thompson Capitol etching of "Blackboard Of My Heart," according to word from his manager, Jim Halsey. "The Cape" was the station in the Midwest that was the first to show interest in the tune.

BOBBY LORD

Lefty Frizzell is still drawing terrific crowds at Town Hall Party. He opens in Anchorage, Alaska March 31 for one week. Then he heads to the states and his third trip to Homalala, Hawaii, which he is looking forward to. His group is a series of dates in the Islands. Then on to the Jimmy Rodgers Day Celebration in Meridian, Mississippi, May 25, 26.

Garth Bradbury from Town Hall Party will also be there.

"Nervous" Ned Neelham, WMOP-Ocala, Fla., was chagrined by local newspaper Sports Editor Norm Froehner to a 4 lap match race at the stock car races today. He reported "I'm Not Vain" for 3 laps and trailed but got hot for all the money on the 2nd to last lap. He lost to Fred Wilsie in the final lap in the last turn and got the checked flag first. Ned was presented with the Perkin Husky award of a loser prize.

Freddie Hart, formally on Capitol Records has signed a new contract with Columbia Records. He will be cutting his first session in March.

Tom Tall of Abbott Records has been very busy getting new deals in the Coast States. He has turned! Modesto, California on February 24 and Niles, California on February 25 last but making a series of dates in the Northwest.

The Hollywood Western Jamboree with Freddie Hart, Lefty Frizzell, Charlie Rich, Canadian Crazy Tracy, and Johnny Silvers with his all black band, will make their annual visit to Arizona where they played to a turn-away crowd at the opening of the new American Legion Hall. They are playing ten more dates before returning to the West Coast.

A SALES SWEEP in POP and COUNTRY markets!

PEE WEE KING and his band

Blue Suede Shoes
Tennessee Dancing Doll 20/47-6450

the dealer's choice RCA VICTOR

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

Music spright, happy Leisy, “YOU poignant, Sherman, DON’T...”

1. WHY, BABY, WHY
2. Red Sine & Webb Pierce (Sorrell 29730; 9-31739)
3. George Jones
   (Sorrell 29627; 4-15202)
4. I DON’T BELIEVE YOU’VE MET MY BABY
   [Rosemary] (Columbia 1350; 3-1350)
5. LOVE, LOVE, LOVE
   Webb Pierce (Deco 29042; 9-29042)
6. EAT, DRINK AND BE MERRY
   Porter Wagoner (RCA Victor 20-6289; 4-6289)
7. YOU AND ME
   Kitty Wells & Red Foley (Deco 29740; 9-29740)
8. CATTLE TEAR HOTEL
   Elvis Presley (RCA Victor 20-6439; 4-6439)
9. BLUE SUEDE SHOES
   Carl Perkins (RCA Victor 20-4252; 4-4252)
10. YOU FEEL TO GO
    Carl Smith
   (RCA Victor 21424; 4-21424)
11. FOLSOM PRISON BLUES
    [John] (RCA Victor 20-6430; 4-6430)
12. BILL C. BONE (I’M A LONESOME HEART)
    [Ruf] (RCA Victor 23194; 6-23194)
13. I WANT TO BE LOVED
    [Bob] (RCA Victor 234; 4-234)
14. RUN BOY
    [Bill] (RCA Victor 21424; 4-21424)
15. WHAT AM I WORTH
    [Willie] (RCA Victor 20-6203; 4-6203)
16. I DON’T BELIEVE YOU
    [Rev] (RCA Victor 20-6289; 4-6289)
17. IF I DIDN’T HAVE YOU
    [Bobby] (RCA Victor 20-6439; 4-6439)
18. WHIRLPOOL
    [Rory] (RCA Victor 20-6399; 2-6399)
19. I’LL PLAY YOUR GAME
    [Lenny] (RCA Victor 20-6298; 4-6298)
20. Make ME CRY
    [2:48] (RCA Victor 20-6399; 2-6399)
21. WHISPER LULLABY
    [Don] (RCA Victor 20-6298; 4-6298)
22. SEVEN NIGHTS TO ROCK
    [Ravonettes] (RCA Victor 20-6430; 4-6430)
23. HONOLULU ROCK-A-ROLL-A
    [Joy ASCAP] (Harlan 2149; 4-2149)
24. HONKY TONK TOWN
    [A&M] (RCA Victor 20-6298; 4-6298)
25. I CAN’T FACE THE FUTURE
    [MGM] (RCA Victor 20-6289; 4-6289)
26. YOU NEVER WILL BE TRUE
    [Columbia 24174]

**BULL’S EYE**

1. THE 10 COUNTRY BEST SELLERS
   (PLUS THE NEXT FIVE)

1. WHY, BABY, WHY
2. Red Sine & Webb Pierce (Sorrell 29730; 9-31739)
3. George Jones
   (Sorrell 29627; 4-15202)
4. I DON’T BELIEVE YOU’VE MET MY BABY
   [Rosemary] (Columbia 1350; 3-1350)
5. LOVE, LOVE, LOVE
   Webb Pierce (Deco 29042; 9-29042)
6. EAT, DRINK AND BE MERRY
   Porter Wagoner (RCA Victor 20-6289; 4-6289)
7. YOU AND ME
   Kitty Wells & Red Foley (Deco 29740; 9-29740)
8. CATTLE TEAR HOTEL
   Elvis Presley (RCA Victor 20-6439; 4-6439)
9. BLUE SUEDE SHOES
   Carl Perkins (RCA Victor 20-6430; 4-6430)
10. YOU FEEL TO GO
    Carl Smith
   (RCA Victor 21424; 4-21424)
11. FOLSOM PRISON BLUES
    [John] (RCA Victor 20-6430; 4-6430)
12. BILL C. BONE (I’M A LONESOME HEART)
    [Ruf] (RCA Victor 23194; 4-23194)
13. I WANT TO BE LOVED
    [Bob] (RCA Victor 20-6203; 4-6203)
14. RUN BOY
    [Bill] (RCA Victor 21424; 4-21424)
15. WHAT AM I WORTH
    [Willie] (RCA Victor 20-6298; 4-6298)
16. I DON’T BELIEVE YOU
    [Rev] (RCA Victor 20-6289; 4-6289)
17. IF I DIDN’T HAVE YOU
    [Bobby] (RCA Victor 20-6439; 4-6439)
18. WHIRLPOOL
    [Rory] (RCA Victor 20-6399; 2-6399)
19. I’LL PLAY YOUR GAME
    [Lenny] (RCA Victor 20-6298; 4-6298)
20. Make ME CRY
    [2:48] (RCA Victor 20-6399; 2-6399)

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4. I DON’T BELIEVE YOU’VE MET MY BABY
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5. LOVE, LOVE, LOVE
   Webb Pierce (Deco 29042; 9-29042)
6. EAT, DRINK AND BE MERRY
   Porter Wagoner (RCA Victor 20-6289; 4-6289)
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12. BILL C. BONE (I’M A LONESOME HEART)
    [Ruf] (RCA Victor 23194; 4-23194)
13. I WANT TO BE LOVED
    [Bob] (RCA Victor 20-6203; 4-6203)
14. RUN BOY
    [Bill] (RCA Victor 21424; 4-21424)
15. WHAT AM I WORTH
    [Willie] (RCA Victor 20-6298; 4-6298)
16. I DON’T BELIEVE YOU
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19. I’LL PLAY YOUR GAME
    [Lenny] (RCA Victor 20-6298; 4-6298)
20. Make ME CRY
    [2:48] (RCA Victor 20-6399; 2-6399)
only the Seeburg V-200

PLAYS 45 RPM SINGLE RECORDS
AND 45 RPM E.P. RECORDS

with a separate credit system for each

America's Finest and Most Complete Music Systems

DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
Chicago 22, Illinois
Here and There

JACKSONVILLE, FLA. — As reported some time ago, the State of Florida is growing by leaps and bounds. It is reported at this time that the State is the fastest growing big state—both as to population and business. It is stated that big money is arriving from industry, syndicates and investment pools. While the northern part of the state from Jackson-ville in the east to Pensacola in the extreme west is developing in big industry, such as chemicals, fibers, pulp and paper, the southern sections are really booming. Such areas as the Gold Coast (Miami north thru Ft. Lauderdale, Palm Beach); lower west coast (southward from St. Peters burg-Tampa area); and the Mid-State Ridge (interior — including Ocala, Levyburg, Orlando, Lakeland, Kissimmee, Lake Wales) are developing at a boom pace.

COLUMBUS, O. — An insurance company here, in an annual survey, pointed out that the havoc on our highways is tremendous and there's been an alarming increase in accidents involving youthful drivers. This company urged parents to take “firm charge” of their children's behavior on the highways. “Drivers under age 25, particularly the teen-age group, have become the number one problem in highway safety,” said one of the officials. “The mixture of high powered cars and immature drivers too often leads to tragedy.” This reminds us of a statement by Orville E. Reed, who said that if you're careless enough, you can kill last you a lifetime.

BATON ROUGE, LA. — The Dow Chemical Company announced this week that it had taken options on three tracts of land on the west bank of the Mississippi River in the Baton Rouge area, with the expectation of building a new $30 million manufacturing operation. The firm's initial plans call for the investment of at least $20 million and the employment of approximately 500 people. Good news for ops here.

NEW YORK — We noted in this column last week that the price of copper was advanced to 48c per pound. A request came along this week from Chile, major producers of this metal, asking companies to increase the United States price to 48c per pound. Smaller operators everywhere in the country are again complaining that the larger operating firms in their areas are making it ever more difficult for them to continue in business on a profitable basis.

The smaller operators report that it isn't the bigness of the larger operating firms but, rather, their methods of competing with them for locations that has been hurting their businesses.

They feel that they can hold their own against the large operators who use servicemen, collectors and mechanics, as well as fleets of trucks and quantities of equipment, but, they state, they cannot compete when the larger operating firm offers locations big cash loans or bonuses of such a nature that the small operator would be left with no working capital if he tried to meet this competition.

The small operators believe that, by servicing their own machines, by giving the locations personal attention, by making certain that their machines are always clean and in working order, as well as by taking care of all the other necessities connected with operating themselves they have been able, in a great many instances, to overcome the competition of the larger operating firms.

But as one small operator says, “We cannot compete for new locations or even for our present locations when our lease contracts run out with the large operating firm that offers a tremendous cash loan to the location and, sometimes, offers this cash simply as a free bonus to obtain the location.”

The small operator feels that he is conducting a better and more efficient operating business all around than is the large operator. He points out that he doesn't waste time nor materials when servicing a location. He doesn't rush thru a collection. He makes friends with the location owner. He pays closer attention to the needs of the location. He does business on a personal basis with the location.

“But,” he asks, “putting myself in the location owner's position, what would I do when another operator calls around, just as the lease contract is up, and offers me a $500 bonus to sign up with him?”

The small operators report that, in the large urban centers, they are forced to constantly compete with cash loans and bonuses to maintain their locations, as well as to attempt to obtain new locations.

“For example,” one operator advises, “the owner of a brand new diner that was still under construction promised me the location. A few weeks later, just as the diner was getting ready to open, one of the big operators walked in. He offered a $500 bonus for the location plus a brand new phonograph and the first month's collections from the phonograph free to the location.

The average small operator, he claims, might be able to somehow meet the competitor's $500 offer, if it were a loan and not a bonus, but, could never afford, in addition, to also offer the entire first month's intake from the phonograph.

This sort of competition, the small operators claim, is forcing them to get together to create "competition insurance funds."

As this operator explains, "We're attempting to bring together all the smaller operators in this area into a plan whereby they will agree to invest 50c per machine per month in a competition insurance fund so that, if one of the men is again faced with a large cash loan or bonus attempt against one of his locations the fund, thru a committee, will be able to match the competition with a like amount."

There are a great many other almost unanswerable facets to this problem of cash loans and bonuses.

It would be interesting, some of the small operators believe, to hear from others in the trade who have already overcome such competition and just how they accomplished this.
LAWYERS MEET ON COPYRIGHT BILL

Attorneys For Both Sides Appear Before Senate Sub-Committee Of The Judiciary, Levine and Chaffetz for Juke Box Industry Refuse to Consider Compromise Discussion

WASHINGTON, D. C.—The lawyers representing the various parties interested in the copyright legislation appeared before the Sub-Committee of the Judiciary in the Senate on Wednesday, February 23, in this city, before Senators Alexander M. Wiley and Joseph C. O'Mahoney.

After listening to the arguments of all the attorneys, Senator O'Mahoney suggested, that as long as all of them were there, that they sit down and work out a compromise.

The lawyers for the juke box interests, Sidney Levine (MOA) and Hammond E. Chaffetz (Manufacturers), expressed themselves strongly as against any compromise. It was pointed out that after 11 previous open hearings on similar proposed legislation, the sub-committees of both Senate and the House of Representatives always refused to bring out these bills.

Lawyers attending the closed hearings were Sidney Levine, Harry Hammond E. Chaffetz for the juke box industry; Charles W. Merritt, representing the American Hotel Owners Association; Ralph Curtis for the National Beverage Association; Herman Finkelstein for ASCAP; Sidney Kaye for BMI; Ernest E. Myers for RIAA; Sidney Kilgore for several music publishing firms; Max Lerner for SESAC; and John Schulman for the Song Writers Protective Association.

Senator Harley M. Kilgore, Sponsor of Copyright Legislation (S.590) Dies

WASHINGTON, D. C.—Senator Harley M. Kilgore, Democrat of West Virginia, chairman of the Senate Judiciary Committee, and sponsor of the Kilgore Bill (S.590), died on Wednesday, February 25, of a cerebral hemorrhage. He was 83 years old.

The Kilgore Bill (S.590) would exclude juke box operators from the exemption granted them in the Copyright Act of 1909, and would permit collection agencies to extract royalty-trustee for times recorded by their members from juke box operators using them in their machines.

Senator James O. Eastland, Democrat of Mississippi, becomes chairman of the Senate Judiciary Committee.

N. Y. Arcade Assn. Formed

Elect Officers and Adopt Constitution and By-Laws

NEW YORK—Owners of arcades in New York City met on Tuesday night, February 29, at the Park Sheraton Hotel and formed an association to be known as the Amusement Arcade Owners Association of Greater New York City.

The body held an election of officers, and adopted a constitution and by-laws.

Elected were: Leo Weinskoff, president; Eugene Shaffer, 1st vice president; Al Myers, 2nd vice president; Dave Katz, treasurer; Fred Shork, recording secretary; and Al Blendow, executive secretary. Named to serve on the Board of Directors were: Charles Rubenstein, Stanley Nankof and Sam Wertheimer.

Next meeting is scheduled for Tuesday, March 6 at Hubert's Museum on 42nd Street at 8 P.M.

First Holds Showing For “Clover Pool”

Amuse Machine Ops of N. Y. Elect New Officers


NEW YORK—Approximately 85 members of the Associated Amusement Machine Operators of New York met on Thursday night, March 1, at the Hotel Shubertine, this city, to elect officers for the coming year.

Elected to office were: George Holtzman, president; Sandy Warner, vice president; Dave Lowy, financial secretary; Jack Semel, recording secretary; and Morris Wurtzel, secretary-treasurer. Other officers elected were: Max Kline, secretary; Louis Levine, business manager; and Morris Wurtzel, sales and advertising manager.

The Association has more than 400 members and is the largest of its kind in the United States.

CHICAGO—Wally Finke and Joe Kilme of First Coin Machine Exchange, this city, believe that the biggest showing they've ever held came about this past week when they displayed Chicago Coin's newest pool game, "Clover Pool".

Operators had been advised of the showing a week in advance. Refreshments of all kinds were ordered. The showrooms were arranged to accommodate the crowds.

As Wally Finke reported, "This was the greatest showing we've yet held and, without any doubt, the most successful of the season.

Joe Kilme chimed in to state, "We believe that we obtained the largest percentage of orders from those who attended than we have ever received in our entire business career.

Both men are tremendously enthused over the new "Clover Pool" and advise, "We exceeded our quota the day of our big sales show and we were over our quota. This is a quota we set for ourselves. We believe that we shall establish a new sales record for our firm for sales of the new Chicago Coin 'Clover Pool.'"
always on the level for STRAIGHT SHOOTING-built for SOLID DEPENDABILITY!

LOOK! YOU SCORE FROM ANY ANGLE!

Celeste Ravel
MISS ILLINOIS 1954-55
likes to play Keeny's FASCINATION
Mahogany Grooved Moulding—Cork Finish Body and Legs
• Green, rubber-backed felt
• Simple coin mechanism
• Levels on 2 Side Rails
• Leg Levelers
• White Diamonds on Side Rails

REGULAR SIZE 52" L x 36" W x 32" H.

WEST TEXAS TINGLES

M. T. Cornelius, Abilene, working late checking locations. . . Tex and R. M. Keel with their sons talking business. . . Elmo Pinkerton watching the Wurlitzer mechanic working on a juke box. . . Tommy Withrow, Midland, hurrying to get home for lunch before his wife threw it out. . . Bill Sheffield, Odessa, on a trip to Paducah to check on his route there. . . George Green, Odessa, talking to a real estate man. May be that Mrs. Green is putting the pressure on him for a new home. . . Dan Daniels, Pecos, making an installation in Monahan's. He keeps increasing his route all along. . . George New, Hobbs, and his partner, Glenn Stanfield, doing a little public relations with their locations. Their mechanic, Shorty, putting out a lot of elbow grease on a marble table. . . F. W. Hall, Lovingston, checking locations in Tatum. . . Bub Vanlandingham's wife is the best apricot pie taster in all these western parts. Take the word of an old apricot pie taster. . . Bob Jordan, Toots, Martin, and Jimmie Roden playing a little rummy during the lunch hour. . . Don Robertson, Lubbock, busy in his office. . . Paul Golden, Lubbock, working at home for lunch. . . John Beard, Brownfield, talking over business with his service man, Jim. . . Gene Malone, Lubbock, talking with Allen Wallace and Raymond Martin of Mineral Wells. . . Ernie Bishop, Lubbock, working in his shop. . . Roland Duncan, Odessa, eating a late dinner and he sure can eat steak at about ten o'clock at night, especially if his wife cooks it.

Chi Bowling News

CHICAGO — ABC No. 1 took all three games from Star Music. High scorer for ABC was Al Rice with 585. Also high for ABC were Harry Schrei ber with 539 and Bob Gnarro with 506. Leo Sochaeki was high for Star with 507.

Atlas Music beat Walter Oomens in all three games. High for Atlas was Irv Fisher with a 230 game and 540 for the series. Carl Latino was high for Oomens with 435.

Galgano won two from Paschke Phon. Charlie Alesi's 551 was high for Galgano. Ray Gallet was high for Paschke as well as high for men with a score of 614. This makes the second time he has hit over the 600 mark this season and the only one who has done so.

Decca Records took two from Sitter One-Stop. High for Decca was Eli Phelps with a 247 game and 556 for the series. Also high for Decca was Tony Ignasso's 519. Harry Julian's 552 was high for Singer.

Gillette Distributors won two from Coven Music. Bunk Paradee was high for Gillette with his 506. Roy Bauer's 543 was high for Coven. Also high for Coven was Bonnie Bauer whose 447 score was high for women.

ABC No. 2 took all three from Western Automatic. High for ABC No. 2 was Les Taylor with 525. Also Red Wals with 510 and Irv Cairo with 544. Paul Brown was high for Western with 436.

Mercury Records won three from Melody Music. Ralph Kick's 496 was high for Mercury. High for Melody was Vic Jaccino, Sr., with 538.

Coral Records won all three from B & B Novelty. Joe Cicero was high for Coral with 550. Also high for Coral was Eddie Walker's 509. Marina Peroni with 518 was high for B & B.

"It's What's in THE CASH BOX That Counts!"
Gottlieb Hits New High For Initial Orders With "Harbor Lites" Game

CHICAGO—Great elation at the D. Gottlieb & Company factory here over the fact that the firm has broken still another long-standing record by receiving the largest initial orders from its distributors for its new five-ball, "Harbor Lites," than for any game so far produced.

Said Nate Gottlieb of the firm, "This is truly phenomenal. We never believed that we would surpass the tremendous number of initial orders which our distributing organization has arranged with us for our new games as they are introduced."

"But, for our new "Harbor Lites,"" Nate Gottlieb stated, "the wires and phone calls that resulted, after samples were received by our distributors, set an entire new record for our firm."

Alvin Gottlieb of the firm added to this, "It taxes the imagination at this time to try and conceive of such a large advance initial orders ever being reached again."

"Our distributors advise us that they can use just as many more, in addition to their initial orders, as we can possibly ship them."

"This, in addition to our production peak on our ‘Spot Pool’, has taxed our factory and we are trying very hard to set up new and record-breaking production schedules."

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You Are Cordially Invited
TO VISIT OUR OFFICES AND SHOWROOMS AT OUR NEW ADDRESS
Vincent Shary, Stanley Levin, Mickey Schaefner
All-State Coin Machine Exchange
4407 West Fullerston Avenue, Chicago 39, Illinois
(All Phons: BElmont 5-6770)

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NEW ENGLAND NIBBLES

Big snow storm Tues., Feb. 28, in Hub failed to dampen biz enthusiasm and activity was good all around. Music is moving good. Used equipment is still short. Used pin games are getting rare and rare in the East, as replacement parts demand has caused the terrific shortage. . . . Ten cent play is making splashy imroved in Maine and surprisingly the state is going for the dime better than ever. Salesmen in the most popular machines first started a year ago. Several game in the pine tree state who made the switch from 5c to 10c report that their biz improved something like 40 and 50 per cent per week. All the big cities in Maine are now on the dime. In Massachusetts, Boston is coming up better on the dime than in past months and the 10c play is going well here. The South-east march starts a week from Tuesday.

At Trimount Automatic Sales Corp. (Seeburg)—Mr. and Mrs. David Bond off in March for trip to Europe where Dave will visit customers and friends in England, France, Holland, Italy, Belgium and the Scandinavian countries, and the well known couple will spend much time in Israel where Mr. Bond has many interests. Brick demand for new five-ball being felt here, Irwin Margold, gen. mgr., reports, and Dave Bakers has sweeping the swing among the Maine ops with the new Gottlieb "Harbor Lights," which is considered just what the doc ordered. Dan Brown is calling on ops around Springfield. Demand for pool games is still phenomenal at Trimount, it was reported, and the demand has been upped by the fact that many cities and towns never allowing pins and coin games are favorable to the pool games. . . . At Associated Amusements (Rock-Ola)—Ed and Mrs. Ravey have a new son-in-law, Richard Mandell, gen. mgr. of the Ravey enterprises who was married to Ruth MacRae at the Ravey ranch in Brookline Sunday, Feb. 26. Couple are now honey-mooning across the country on an auto trip to the coast and are visiting distributors along the way in the southern and western states. Last heard from in Baltimore, they reported everything "fine." Ed and Al Levine, sales, are carrying on at the Brighton plant.

More than 200 were at the wedding and among the guests were Leo Williams, of Capitol Projectors, who planned in from Miami; Eddie Condon and Bill Smith of the First National Bank. The route of the newlyweds Mr. and Mrs. Richard Mandel covered through the Carolinas to Florida and thence to New Orleans, then to Las Vegas to L. A. (distribs along the way, please note). Kiddie rides have come to the front again at Associated and it looks like an early Spring with heavy emphasis on the small fry rides again. Many ops are planning to start with the kiddie rides in March, Ed Ravey reports. United’s "Caravan" bingo game going in here and pool game is still parking at heavy rates.

At Atlas Distributors (AMI)—Louis Blatt reports biz on the bright side with demand heavy and op enthusiasm at all time high. Barney Blatt is spending another week in Florida where he has recovered from a recent illness. Barney’s son, Arnold, an op, expanding his routes in a big way. . . . At Red Distributors, Frank Dolins, back from Florida, vacation sporting a nice tan. Bob Jones, genial sales mg, reports pool table biz zooming; more than 200 sold in a week. Bally’s "Broadway" big.

Ops visiting distributors around town this week included: Ralph Ferratta, Concord, N. H.; Bernard Smith and J. J. Hally, Berlin, N. H.; John Perry, Stoughton; Ralph Ridway, Ray, Springfield; Eva Thurston, Framingham; Elbert Dunham, Newburyport; Joe Kutz, Newport, R. I.; Ray Hade and Ray Shea, Worcester; Martin Oliver, Pawtucket, R. I.; Lou Zdekeman, Portland, Me.; Harry Bakes, Portland, Me.; Harry Walker, Newport, R. I.; Ernest Marcaniento, Middletown, Conn.; Tony Lazar, Manchester, N. H.; Tony Brazil, Mansfield; Pat D’Amico, Salem; Ray Baldwin, Springfield; Joe Smith, David Baker, Arbelle; J. J. Ward, Maplewood, N. J.; Tom Kelly, Boston; Val’s Music, Peabody; Gerald Pothishe, Gloucester, Connie Focius, South Boston; Al Dollins, Hyannis; and Andy Levine, Dorchester. . . . Ops are busy this week to send in their bids for the March "Juke Box Baby" contest being conducted by the disco.

This contest closes March 26 and New England ops would send photos to "Juke Box Baby Contest," P. A. Victoria Records, 24th St. New York 10. Children from the infant stage through teens are eligible. New England is supposed to be the most beautiful children in the world, under the right climate. Let’s see if one of the New England Juke box ops has the "Juke Box Baby" winner!

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MISSISSIPPI MUSINGS

Excitement all over the beach as everyone tries to get ready for an early spring. . . . John Evans buying through the truckload. . . . Jerry Juanico in New Orleans where he is picking up new equipment. . . . Tony Ingrassia on the phone from Corpus Christi, Texas. John Tourig showed up with a truckload of new Kneeny blowers. . . . Howard Richburg also in New Orleans, as were the Morrison boys, buying equipment. . . . Bobby Robbins, seen on the highway with truckloads of Coin-Op, from King of the Mardi Gras of Biloxi, called by many the King of vending on the beach. . . . Johnny Cronin, on Stiltsville, New Orleans, is trying his hand at the pool tables. . . . Lex Howard and C. U. Collins, Crystal Amusement, Grenada, just starting with pool tables, report they are keen on the pool game. . . . John T. Slay, Gloaming, Hot Springs, Ark., and Abe Kauff, McComb, putting his routes in A-1 shape for the summer season. . . . Smitty Bide, McComb, reports pool game is biggest yet. . . . E. L. L. Howard, also back from a visit to Crown Novelty Co. in New Orleans. . . . Guy Slay, Hattiesburg, also just back from a buying trip in New Orleans. . . . Bozzer, in Laurel, getting ready for all the spring business in the office, Harvey Reis, Ben Lewis and Pop were busy in the shop. . . . Charles Hall, Meridian, shot into New Orleans for a buying trip. . . . Nate Gottlieb’s record bar jumping as teenagers filled the spot. . . . Pdout C. Null and B. C. Lyde deeply engaged in a huddle. . . . J. C. Tiery, Columbus, back home. He sold a new game to Hattiesburg earlier last week, but has since completely lost that feeling for pins and music. He finally bought his old route back from Buna. J. C., Mrs. Tiery, and daughter all in the office, and all happy to be back in business.

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"It's What's in THE CASH BOX That Counts"
NOW! Only EXHIBIT Offers You
THE STYLE AND PLAY BEST SUITED TO YOUR NEEDS
Choose from 8 Great SKILL POOL Games

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<tr>
<th>NAME OF GAME</th>
<th>MODEL NO.</th>
<th>SIZE</th>
<th>SPECIAL FEATURES</th>
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<tr>
<td>SKILL POOL</td>
<td>800</td>
<td>52&quot; x 36&quot;</td>
<td>Lights in Bumpers.</td>
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<td>End Holes Mored Back to Rails. Lights in Bumpers.</td>
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<td>KING SIZE SKILL POOL</td>
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Available For Immediate Delivery—Call Your Distributor Today!

8 PROVEN-ON-LOCATION TOP MONEY-MAKING Exhibits SKILL POOL Models
With 32 Possible Variations in Play, All with Lined Convertible 2-hole or 3-hole Playfields for 4-sided play or space-saving 3-sided play.

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ESTABLISHED 1901
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CHICAGO 24, ILLINOIS
PHONE: VA 6-3100

Music Hire Service
Appointed BAL-AMI Distributor

LONDON, ENGLAND—Paul Hunger, Alt. Director of Automatic Musical Instruments (Great Britain) Ltd., this city, announced this week the appointment of Music Wire Service, West Didsbury, Manchester, as regional distributor of BAL-AMI equipment for the County of Lancashire. The firm is headed by J. S. Knight.

In announcing the twelfth distributor to be appointed in Great Britain and Northern Ireland, Hunger stated: "Mr. Knight has showrooms where the BAL-AMI will be on display, and, of course, as with all our distributors, they have a staff of factory trained service engineers and carry stocks of essential spare parts and equipment."

Keeney Service School at Crown

NEW ORLEANS—A recent J. H. Keeney service school held at The Crown Novelty Company, this city, saw a large turnout of operators and service-men for the two-day schooling. Nick Carabajal, Crown Novelty, reported that despite the heavy attendance, Tom McCormack, Keeney service manager, would have to return soon so that the many operators of Keeney equipment who were unable to attend this session might have a chance to sit in on a future school. McCormack said he would try to get back in March. Shown here (left to right) are George Singleton, Tom McCormack, Gus P. Lamans, and Buster DeCout.

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

Along Pico Boulevard this week business continues on the up-swing. Hank Tronick of Minthouse Music Company is very pleased with the registration from operators for the Seeburg Service School which is starting in one week in Los Angeles. They are going to be visiting his store in a week that he has had to take on added help. ... Al Sherman of Record Sales Company doing a rave over the reaction to the Carole Covingale North American for sale out in one day. ... Charley Robinson of C. A. Robinson & Company and Al Theolke, engineer for United Manufacturing Company, trying out their new model pool table with a private match of their own and Billy Graham in for a look at their new “Champ”. On their recent trip through Southern California and Arizona, Al and Dave Wallach found there was not only good business was to be found playing in all areas. Al also commented on the growth of the coin machine business throughout this territory and that Phoenix showed the greatest increase. Dave made it clear he had made an attempt to get into the Arizona field with the flu, Al leaves this week for San Francisco, Portland and Seattle and hopes to be back immediately to interview in Chicago to see the “Home Team” play in the Third of June. ... S. L. Griffin’s recent purchase of Jack Mallett’s Mission Novelty Company of Pomona has him so busy he’s had to limit his visits to Los Angeles. ... A. B. Ensor of costume company, who has recently acquired the Record Bar, is doing a term paper on “The History of Records” for his high school in Marysville, California. All the recording artists and operators that drop in are giving bits of information to Mary and Ray which they forward on to Barbara. “Babs” spends her summers helping the girls at the Record Bar, so the record business is not entirely new to her. Bill Leuenhagen was passing out handy tape measure-key chains to his many friends that dropped in. Mary says that Georgia Gibbs “Rock Right” on the Mercury label is going fast with the operators. Lee Palmer who has just taken over the distribution for the Wing label stopped by to predict that his first big hit with the new line will be on Pico Perry Como’s “Juke Box Baby” was going well with all the operators. A great interest was being shown by the operators to enter the contest sponsored in connection with this record by RCA Victor. ... Ben Councilman of Santa Ana says that he expects Orange County to go completely dime play within the month. ... Wayne Capeloon of Sierra Distributing Company giving lunch with Selig, Gottlieb & D. Gottlieb & D. Gottlieb & D. Gottlieb, entire line Sierra will represent in Southern California and Arizona. ... T. H. Lee of E. C. Energy reports that they felt the entire line of equipment none of his equipment was harmed. ... Ben Chemos, business manager of the California Music Merchants Association, says that at the next general meeting of the association on March 15th a fine buffet supper will be served all the members attending. The annual banquet planned for March 17th by the Los Angeles division has been postponed until later. Last week the California Music Merchants Association visited the headquarters of Tri-Valley Music, Jerry Jacobs of Norwalk, formerly of Glendale, Walter J. Blem & his partner, Homer Razo of San Fernando, Fred Boss, and his son-in-law, Lorna Beam, of Pasadena, Glen Watters of La Crescenta and Dean Brown of Glendale.

Seeburg AMI

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All equipment is steam cleaned and completely reconditioned. Guaranteed ready for location.

We are exclusive distributors for J. P. Seeburg Corp., Salt Lake, Ca. Our representatives: Dan and Leonard, Bank of America.

Bumper Pool Game Supplies

- Beautiful pool table lites, adjustable bracket to mount on side of any pool table. Complete with rubber matting.
- **$15.95** FLUORESCENT TYPE: WP-26
- **$20.95** SHADE TYPE: WP-25

**WICO PICTURE POOL TABLE SPOT-LITES** BRIGHTEN UP YOUR TABLES

**AND** INCREASE YOUR PROFITS

**EASY INSTALLATION**

**MAKING PLAY APPEAL**

**USE THIS HANDY ORDER BLANK**

Ray Lindgren of J. P. Seeburg, visiting S. H. Lynch and Company, Don Cherry in town for radio and television guest shots and interviews. ... Cliff Wilson, Walbo Distributing Company, in Tulsa on a business trip. ... Congratulations to Harry McDonald, Stahl Coin Machine Company, on becoming a grandmother. ... Bob Medaris and Ben Baker, Columbia Records district manager and sales manager, in the territory, ... Bob Medaris of Commercial Music caught himself a hefty 9 1/2 foot sailfish weighing 104 pounds while in Aesoplake. ... Mike Maitland, Capitol Records’ national sales manager, ... Ray Coeosteck, district sales manager, were visiting the local office. ... C. R. Brewer, assistant phonograph manager at S. H. Lynch and Company, ... Frame, manager, motoring home from the San Diego Fair, ... Charlie of Johnny’s Novelty Company, in from Fort Worth sporting his new pickup truck. ... Other visitors seen along coinrow included M. T. Johnson from Santa; R. J. Jackson, Longview; R. C. Turner, Cornelia; Speedy Wilkins, Bakersfield; Sam Williams of Mineola; C. H. Vaughan, Laramie. ... Big State Record Distributors visited by owners Donald and Harold Daily in from Houston. ... Gordon Yooll of B & B Yording getting about town in his new car.
Fishing Derby Highlights Wurlitzer Mexican Trip

Genco Mfg. Again Hikes Production Schedules

RAFLPH SHEFFIELD

CHICAGO—Ralph Sheffield, sales director for Genco Manufacturing and Sales Company, this city, reported

impressed by the excellent manufacturing and assembly facilities of his plant. Later in the day Mr. and Mrs. Riosas were hosts at a cocktail party in their charming home. The group then flew to Acapulco and the Majestic Hotel for more fun and frolic, and one of the highlights of the trip was the Wurlitzer Sailfish Derby.

The fishermen were in luck. During the time on the water an amazing total of six sails were caught as well as a Dolphin and a Wahoo. The latter species is said by natives to be extremely hard to catch, with a ratio of only one Wahoo to every two hundred Sailfish caught. Those who took Sailfish were: Joe Ash, Mrs. W. T. Cruse, Raymond Williams, Roy Waltonemde, Bob Bear, and Art Daddis. Mrs. Bob Bear caught a fine Dolphin, and Mrs. Raymond Williams pulled in the Wahoo.

While in Acapulco the party visited many of the world famous attractions including the Morning and Afternoon Beaches, the Mirador and Rocamore night spots, the Sunday bullfight, and the La Parla where the high divers plunge into the sea from dizzy heights.

The party returned to Mexico City where a gala closing night party was held in the renowned El Patio night club. During the festivities a presentation of a beautiful trophy was made to Joe Ash by Bob Bear as a moment of his winning the fishing derby with his catch of a 118-pound Sailfish. The group returned to Dallas the next morning and left shortly thereafter for their home cities.

In recounting the trip Bob Bear said, "We all had a wonderful time during our stay in Mexico. This holiday was certainly as thrilling for the group as was our trip to Bermuda last year."

Some of the happy vacationers are pictured herewith. Top, left: Ray Waltonemde; top, right: Roy Williams and Bob Bear; center, left: Joe Ash and Artie Daddis; center, right: Bob Bear, presenting Joe Ash with a trophy for catching biggest fish; bottom: the entire party shown on the factory grounds of Casa Riosas, Wurlitzer distributor for Mexico.

NORTH TONAWANDA, N. Y.—"A rousing success" was the expression used by Bob Bear, Wurlitzer phonograph salesman, in describing the recent holiday in Mexico for winning Wurlitzer distributors and their wives, of the "Phonograph Sales Round-Up Contest." Headed by Bear, Roy F. Waltonemde, vice president and manager of the North Tonawanda factory, and Art Daddis, Southeast district sales manager, and their wives, the group included: Mr. and Mrs. Joseph Ash, Active Amusement Machines Co., Philadelphia, Pa.; Mr. and Mrs. C. B. Brady, Brady Distributing Co., Charlotte, N. C.; Mr. and Mrs. P. O. Brandt, Brandt Distributing Co., Inc., St. Louis, Mo.; Mr. and Mrs. Theodore T. Bush, Bush Distributing Co., Miami, Fla.; Mr. and Mrs. Raymond B. Williams, Commercial Music Co., Inc., Dallas, Tex.; Mr. and Mrs. W. T. Cruse, Cruse Distributing Co., Inc., Charleston, W. Va.; Mr. and Mrs. C. A. Culp, Culp Distributing Co., Oklahoma City, Okla.; Mr. and Mrs. Fletcher A. Blalock, P.A.B. Distributing Co., Inc., New Orleans, La.; Mr. and Mrs. Gerald A. White, Music Distributing Co., Pittsburgh, Pa.; Mr. and Mrs. Joseph B. Steele, Steele Distributing Co., Inc., Houston, Tex.; and Mr. and Mrs. Charles W. Winters, Winters Distributing Co., Baltimore, Maryland.

The party left Dallas, Texas, by air on Wednesday, February 15, for Mexico City where they spent two days of sightseeing amid a gay whirl of entertainment. While there they visited Casa Riosas, Wurlitzer distributor for Mexico, and were taken on a factory tour by Jose Riosas who heads the distributorship. All were very much

"It's What's in THE CASH BOX That Counts"
Until after the forthcoming open public hearings in Congress on the four bills now pending, two before the Judiciary Sub-Committee of the Senate and two before the Judiciary Sub-Committee of the House of Representatives, juke box owners should cut out the two columns here and paste this right in front of them as a constant reminder that the big and vital problem ahead is to again defeat this ASCAP-sponsored copyright legislation.

This should act as a constant reminder that every single juke box owner in the nation must work harder than ever to obtain for himself and for all his industry nationwide—favorable public opinion.

He must tell the story of what this legislation would mean to his business, to his family's livelihood, what it would mean to all those he employs, to all of his friends and to his future in his community.

He must gain staunch friends among all his civic and social leaders. Among all of his location owners and the friends of his location owners. Among the people from whom he purchases materials to maintain him in business and from anyone and everyone else with whom he has contact in any fashion whatsoever.

His employees, his wife and his children, and the wives and children of his employees, must do the same. This is the one and the only way to help gain favorable public opinion for the small businessman, the local juke box operator, in his own community. For from that community will come the help that every juke box operator will need to assure him maintaining himself in business by defeating this ASCAP-sponsored legislation.

Whatever charitable organizations he had worked with and helped in the past must also be approached by the juke box operator. He must tell these people and their organizations what is being attempted against him and his family's livelihood by the multi-million dollar collective collection corporation known as ASCAP (American Society of Composers, Authors and Publishers).

Every juke box owner should make it his business to meet with his Senator and his Congressman, if at all possible, and explain what would happen to his small business, the business and livelihood of a constituent of these Senators and Congressmen, and how much their help would mean to him if the Senator and Congressman would make certain that this ASCAP-sponsored copyright legislation is most definitely defeated right where it is at this moment—in the Judiciary Sub-Committees of the House and the Senate.
New PUZZLE-SCORES
Players light 3-letter words, 4-letter words

Crosswords combines play-appeal of two great American pastimes—pinball and crossword-puzzles. Player shoots balls in holes marked with letters of alphabet to light 3-letter words and 4-letter words in puzzles on backglass. Location-tests prove that 2-in-1 play-appeal of Crosswords doubles and triples earnings of average 5-ball spots.

EARN UP TO 4 COINS PER GAME
Each coin gives player additional puzzle
Because players may select up to 4 puzzles and score separately in each puzzle selected, CROSSWORDS averages 3 to 4 coins per game.

New SKILL SCORE-BOOSTER
Scores advanced by shooting balls in Star-holes
No mystery about CROSSWORDS advancing scores. A glance at score-card tells player how to boost scores by skill.

Get your 5-ball spots back on a money-making basis!
Get Bally CROSSWORDS today!

REQUIRES ONLY
27 in. by 41 in. space
Fast 5-ball play

BALLY MANUFACTURING COMPANY • 2640 Belmont Avenue, Chicago 18, Illinois
Bally Kiddie-Rides
Earn Biggest Profits

Bally Kiddie-Fun Equipment earns biggest profits in kiddie-ride class. Flashy eye-appeal ... thrilling action ... simple, safe mechanism ... sturdy construction insure years of top-earning operation.

OFFICIAL BOWLING earns top money

For biggest group-play ... and continuous repeat-play ... resulting in bigger bowler profits ... get Bally ABC-BOWLER ... scoring by Official Bowling Rules ... or CONGRESS-BOWLER for added attraction of match-score features

Bally ABC bowler
WITH MATCH-SCORE FEATURES

BALLY MANUFACTURING COMPANY, Chicago

EASTERN FLASHES

As if the parking situation wasn’t bad enough, a new regulation, effective Friday, Mar. 2, was put into effect on Tenth Avenue (coinrow). The new rules bar daytime parking entirely from 7 AM to 7 PM on both sides of the street. Trucks can pull up for loading and unloading. This regulation is bound to have a very bad effect on business, as many ops stop off for a few hours in town picking up records and supplies for their route. ... Mr. and Mrs. Lawrence Sieg of Augusta, Wis., were seen shopping around both for coin machines and in the stores in downtown Minn. ... stopped in to say hello to the boys and look over the latest in coin operated tip-boards. Harold Gerdes, one half of Gerdes-Tamwaa, Iowa, spent a couple of days in the twin Cities with the misses. ... Don Boiler of Baldwin, Wis., was seen picking up records for his route. ... Jim Donau of Spooner, Wisconsin, was quoted over the various makes of pool games which are out on the market now. ... Stan Woznak of Little Falls, Minn., made a quick trip into the Twin Cities to pick up a pool game and something to tie a location change. ... Lew Rubin is back on the job at the Lieberman Music Company after a vacation in Florida and that sun tan that Lew is sporting didn’t take all the way off any sunburn but out of ‘Sol’ himself on his way back from out of the sun. ... By Sandler of the Harold N. Lieberman Company is in the hospital after undergoing a hernia operation. Hy had a phone in and didn’t want any time in checking up on things at the office. ... Recent visit to the Professional offices were Ray Scullman of International Falls, Minn.; Frank Pronis of Worthington, Minn.; Ike Sandem of Montevideo, Minn.; Andy Benns of Ironwood, Mich.; Pete Wernon of Mankato, Minn.; Pete Vanderhee of Dodge Center, Minn.; John Gallop of Menomonie, Wis.; Frank Mager of Grand Rapids, Minn.; and Frank Phillips of Winona, Minn.

"It's What's in THE CASH BOX That Counts"
Many extremely hard-pressed, the use of the word "booklist" by weekly magazines. A widely recognized automatic editorializing, has created a horrible situation especially at this time while the industry hard at work attempting to build good will and gain better public relations for forthcoming copyright. So as someone here recently stated, "This is just like giving ASCAP the gun with which to shoot the industry. Especially by a magazine identified with this trade." This is a grand idea all about record which, he believes, will prove of interest to all music ops. AME's Ed Ratafack away on a vacation. Ed's one of the hardest-working record directors. Bill Coven of Keyen's vending machines division telling how big Keyen vendors going all over every town, reports that the Keyen Deluxe Coffee Vendor has captured the imagination and support of all leading vending ops and demand continues to reach tremendous proportions. "It's a question of production," he reports. He goes on to say that for the Keyen vending machine will get the full attention of Ben Coven is entering his two sons in the RCA-Victor "Juke Box Baby" contest. Little Larry Coven can have the figure of a winner. Mary Gillette phones to advise that her Belmont-Central Records must have The Cash Box. (This is a tip, Mary, for those few words. We surely appreciate your grand support.)

Bill Donnell still raving about Miami's gorgeous warm weather. Bill dashed down to pick up his Rama Lite's and spent a speedy week-end. The temp in the 80's and Bill did some fancy swimming and diving. Wished he'd come down sooner and been able to take a trip. Ted Rubenstein advising that his phone plastic replacements business growing bigger every day. Music ops all over the world contacting for parts of the machines. Ralph Sheff of Chicago has been placed on a diet for the past week and has started to get back that sylphlike, boyish figure. "I'm trying hard to get back that sylphlike, boyish figure," says Ralph. "I need to have a Greek god!" (Aside to Ralph: That ain't the way Ruthie says it, Ralphie, boy) . . . Sam Ginsburg back in his office. His coin is in the Weingold leaves for extended European trip. Caught Ed Levin at the office on Saturday. Says, "I'm in every Saturday. Just trying to somehow schedule deliveries for the forthcoming week. What a job, what a job," he moans. . . . Ted Bush sends in full page report of his Lefty's in Los Angeles. . . . Tony Lazzaretti of Redwing Novelties, Stockton, Cal., writes to his office may he have some very interesting legal decisions very soon. . . . Bill and Harry Wizer of Wico Corp. telling about the line of bumper pool game supplies they now carry. Special circular all ready for ops.

With Alvin Gottlieb back in town some of the heat off Nate who advises that Sol Gottlieb, who was supposed to be vacationing in California, sold more "Spot Pool" tickets than the "Horse Lites" are worth five times. In fact, Gottlieb set a new high mark for initial orders for their "Horse Lites" game. . . . Ralph Sheff of Chicago has been placed on a diet for the past week and has started to get back that sylphlike, boyish figure. "I'm trying hard to get back that sylphlike, boyish figure," says Ralph. "I need to have a Greek god!" (Aside to Ralph: That ain't the way Ruthie says it, Ralphie, boy) . . . Sam Ginsburg back in his office. His coin is in the Weingold leaves for extended European trip. Caught Ed Levin at the office on Saturday. Says, "I'm in every Saturday. Just trying to somehow schedule deliveries for the forthcoming week. What a job, what a job," he moans. . . . Ted Bush sends in full page report of his Lefty's in Los Angeles. . . . Tony Lazzaretti of Redwing Novelties, Stockton, Cal., writes to his office may he have some very interesting legal decisions very soon. . . . Bill and Harry Wizer of Wico Corp. telling about the line of bumper pool game supplies they now carry. Special circular all ready for ops.

Spagola, AME's distrib here, sends out letter to the trade that covers this firm's latest position in the current newspaper advertising battle. He states his objectives, which are to sell the line of big volume pool game supplies they now carry. Special circular all ready for ops.
Northeastern Music Ops Association Holds Monthly Meeting

MOOSIC, PA.—The Northeastern Music Operators Association held their monthly meeting on Tuesday, February 26, at the offices of Ben Sterling, president, Rocky Glen Park.

Sterling reports that the associations in this area are concentrating on increasing membership and bringing the few remaining independents into the fold. “We are still concentrating on 10c play” stated Sterling. “We are meeting some little opposition from a few operators and a few locations. However, in general, it’s working out satisfactory. We are also forming our plans for conducting the ASCAP sponsored bills.”

Next meeting of the Anthracite Music Operators Association will be held on Monday, March 26, at Mack Nevelty, South Main Street, Wilkes-Barre, at 8 P. M.

Exhibit Presents New Electric “Skill Score” Pool Game

“We believe,” Lewis continued, “that the bank shots which the player can make, the other skill shots that he has to complete, and the generally different and unique, as well as extreme skill play requirements of ‘Skill Score’, will bring operators tremendously enhanced profits on a great many of their locations.”

“The game, itself,” Lewis reports, “is one of the most attractive ever built. It is extremely appealing. It pulls the customers off their bar stools and up from their chairs just to look at it. This, in itself, is the first basis of getting play action started for any game.”

“The progressive scoring back rack is also attractively designed to appeal to the players. It gives them accurate scoring of such nature that play continues ahead at a faster pace.”

“In fact,” Lewis concluded, “the entire game was designed for an entirely different type play action. ‘Skill Score’ will make even the most skilful players extend themselves, and will prove the kind of game that will never remain idle. Even when there isn’t competitive play action, the skilful players will be at it trying to prove their best to further develop their prowess.”

Shipments are already under way. All Exhibitors distributors have samples on display. Lewis urges all operators to see and play “Skill Score” at Exhibitor’s distributors’ showrooms.

THE OKLAHOMA OUTPOST

Outlook for spring season is reported excellent and music is expected to come up bigger than ever. . . . Mr. Atkins, Atkins Music Co., reported Don Slack is sporting a new panel truck. Atkins who is always up on the newest equipment to save time stated the truck is equipped with shelves to hold only 45 rpm records. Also, it has a ditto machine which is used in making title strips for the juke boxes and wall boxes. This machine alone saves many hours. Atkins Music Co. operates in Southern Okla., serving 23 towns. He is also in the process of changing all his juke boxes to 10 cents a play. . . . Ted Lee, Jel Music Co., is also promoting the change to 10 cents a play since all his juke boxes are the 45 rpm machines. He also thinks within the next year all machines will be extended play only. Lee also operates in the Guthrie and Blanchard area. . . . Jerry Barrett, Barrett Music Co., is going all-out for the conversion of 10 cents a play and hopes all operators will eventually do likewise. He is also proud of the radio equipment in his cars, which saves him several dollars each month in telephone calls and unnecessary driving.

The location has an exchange number to call, and in return the call is reported direct to the car. . . . A truck was seen in front of Kimmel Amuse Co., and the men were unloading a 200-selection, 10 cents a play Seeburg machine. . . . Mrs. Elys, Ely Amuse Co., Altus was seen going up and down record row buying records and equipment. She said she was hurried trip as she was setting new locations. . . . Operators seen around town this week included: Ike Leonard, Chickasha; Bill Hammer, T-Record Shop, Tulsa; Preston Abbott, Perry; Ricks Miller, Guthrie; Hazel Miller, Anadarko; and Dickson Music Co., Shawnee. . . . A lot of the operators are inquiring who the cute record girl is at A-1 Record Distir. Her name is Maria Livingston.

AIRMMAIL SUBSCRIPTION to THE CASH BOX $3.00

“It's What's in THE CASH BOX That Counts"
Music Guild of Neb. Holding Qtys. Meet

COLUMBUS, NEB.—As we go to press, members of the Music Guild of Nebraska are meeting at the Evans Hotel, this city, for a two-day meet, Saturday and Sunday, March 3 and 4.

On Saturday, members are due to register, and in the evening partake of a buffet dinner and enjoy an evening of entertainment. On Sunday, starting at 1:30 PM, an open meeting will take place with operators and distributors joining. A juke box will be donated to a newly formed YMCA Youth Club in Columbus, and some lucky member will win $100 in a drawing.

Starting at 3 PM, the association holds its business session.

Party starts at 5 PM, with cocktails, and dinner at 6:30. Entertainment, dancing, and door prizes will be the highlights.

Bally School at Roth Nov.

WILKES-BARRE, PA—Max and Marvin Roth, Roth Novelty Company, this city, hosted a number of operators from this area who came in on Tuesday and Wednesday, February 28 and 29, to attend a service school session on Bally equipment.

Buffet refreshments were served during the two-day period.

Bob Breither, Bally chief field engineer, conducted the classes.
TO HENRY SMITH, and to just about every other operator in that small town, Old John’s distributing place was just like a very special club. Everyone gathered around. Everyone relaxed. Eased off from business aggravation. Forgot about rushing around routes.

Just talking with Old John seemed to have this marvelous, relaxing effect on everyone. He always sat around the old fashioned, pot-bellied stove that dominated the center of his place, usually in his shirt sleeves and with his feet propped up on the nickel-colored stool around the bottom of the stove, peacefully smoking his pipe.

Old John’s was a place. But Old John liked it that way. Regardless of all the wranglings, and all the talk about modern and beautiful new distributing quarters, Old John would just sort of chuckle each time the subject was broached and contentedly remark.

“Well, guess I just like it this way. When I’m gone maybe someone else will modernize the place and make it look like the big city distributing places. Cartons were here, there and everywhere. Some with and some without games. Paris, supplies, cord, tape, wrapping paper, and goodness knows what else, all over the place. It was truly a miracle how Old John ever found anything someone wanted to buy. At least so it seemed.

What more his employees, too, were just like Old John. Even new machines, when they arrived, were just pushed over into the closest empty spot. Some were piled up on top of other crates and cartons. No one ever really knew whether there were or weren’t machines in those crates and cartons. Whether the crates and cartons contained new or used machines. Or just a mixed up batch of both.

But that’s how it was in Old John’s place. His own private office, which he rarely used, was just about the size of a telephone booth. Old John always said,

“If it’s honest business what’s the use of locking yourself in and hiding yourself away? And I like to talk to everyone—openly and aboveboard.

And Henry Smith, like many and many another Operator, was deeply indebted to Old John. Old John had given him his start in the operating business. Old John had carried him for long months on his books. Never rushed him for the money. Helped him financially. Even helped him in many personal matters. Like all the other Operators, Henry thought of Old John as his friend. He admired and respected him. He thought the world of Old John.

One cold and blustering winter’s day, when Old John was visiting with Old John, the phone rang. Said Old John,

“Of course, I’ll be with you in a jiffy.”

He put through the long distance call I put through to the big city distributing percentage types comprising 15 machines of each and every type.

After listening for a while, Old John said,

“Okay, then”, Old John continued, “and I’ll have the man up there right away. I sure do need those 45s just as much as I can get them.”

While Henry Smith listened to Old John he began to dream about the big city and all of those glittering lights and good times.

Old John, “Liston, John, if you want me to I’ll make the trip to the big city and drive the truck back for you.”

Old John looked at Henry and said with a grateful smile.

“Okay, John, that’s real nice of you. Here”, he added, digging into his pocket and pulling out some bills, “Here’s the train fare and some extra for meals and a room, because you won’t be able to get up there until sometime late tonight.

“Here’s the money for gas, oil and any emergency while you’re driving back”, he concluded.

“Okay, I’ll start for some hot coffee”, he said aloud to himself.

Henry delivered the 45 crated machines to Old John’s place. As per usual, he had gone there, there and everywhere. Nothing was worth little or nothing, Henry, in the meantime, sneaked out the back way, so there wouldn’t be any signs of that.

At long last the big day arrived. Henry was in his element. He knew he was going to make a hit. He knew he needed and leave hurriedly.

he would have to go Thursday in the cool. He saw the entire load going slide off the back of the trailer. The ropes had ripped through all four of them. The crates plunged deep down into the canyon. He saw the truck begin to buck, climb, surge, bang. The noise of tearing, splintering, ripping wood came to his ears as the huge machine began to go over the edge of the cliff.

He felt sick down in the pit of his stomach. His friend and benefactor, Old John, was coming to him in every regard. Old John, the man who he had come to think of as a relative, as a non- distant living. Who helped him financially. Who even loaned him money for the hospital bills. Old John, the man he couldn’t help but love each time his life tore him apart.

Henry was now wide, wide awake. His mind was like a big, big clock. He felt sick down in the pit of his stomach. He was sending his kindness to me and my family.

Then, very suddenly, a thought occurred to him. Henry guessed at least fifty of them, he climbed back up into the truck, and his mind was made too, prove that he couldn’t return any of the goods that Old John had done for him. It was all so weird, and Henry was far from even knowing.

“Some one might be interested in all that night. He drove over the mountain and then into the city. He was at the place, the time he leased for the big city distributor was probably in his office.

To make a long story short, the trailer truck was all loaded and ready to set off. Henry had felt the lack of sleep. He pulled up time and time again for hot coffee. He washed his face with cold water. He kept himself driving.

At a late afternoon came on it became a real effort for him to keep his eyes open. To steady the wheel of the big trailer truck on those slippery, mountain roads. He stopped and tried to nap for a while. But he just couldn’t. So he continued to drive on until he saw an eating spot. It was now nightfall. He pulled up to get a hot meal, more hot coffee, and to wash some more cold water on his face.

He stalled throughout the meal. Taking as much time as he possibly could, Farthing was one of the best drivers on the crated distributor’s men to load the truck he thought hard to himself. He wouldn’t think that much for a while.

Especially how he had gone roaming about the city’s big hot spots. How he had gone to the shooting down Devil’s Canyon and almost killed himself.

No, he thought to himself, better not tell his wife. He would, instead, think about it some other day and route and that they would have to do that to get anything. But, just that. Just that. He thought he couldn’t have just given her about half of what he now gave her each week to run the house and eat. There was just too much to do that. That was the only way he could think of doing it. He changed this distributor for the next twelve months.

That would be wide, alright, he admitted to himself. Very rough. He’d somehow have to make it, he thought. But he guessed that neither his wife nor Old John would ever learn what really happened.

The truck began toocations. A few times he jerked himself awake and shook his head vigorously. He strained his eyes down the dark road ahead, hoping to see the lights of an eight-head light. Then rattling, rattling. An engine. He pulled up just in time to note the trailer jackknife against his car.

The engine was electrical and it pulled up the engine limit. Turned off the ignition

key. Jumped from the cab. He saw the entire load going slide off the back part of the trailer. The ropes had ripped through all four of them. The crates plunged deep down into the canyon. He saw the truck begin to buck, climb, surge, bang. The noise of tearing, splintering, ripping wood came to his ears as the huge machine began to go over the edge of the cliff.

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NO WARping...NO DIstortIOn
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WITH GENC0’S
4-POINT ADJUSTABLE STEEL BARS!

Available for all models of Genco’s Pool Tables. Positively guaranteed to correct all types of warpage anywhere on playfield in seconds. All that is needed is to turn thumb screw adjustments shown in diagram below—to pull any part of the playfield down or push any part up.

Only Genco’s “Anti-Warp” Steel Bars are completely attached to playfield (not to rails). This allows quick and simple top replacement due to cloth tears or burns.

Ask your Genco distributor for a demonstration.

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United Plans Ahead
Engineering Plant Works Far in Advance to Assure Continued Top Production With New Products

CHICAGO—“We’ve never satisfied. We can’t afford to be. There are too many operators as well as our distributors depending on us for finer products and for new, different and better equipment all of the time,” was the way Bill DeSelm, general sales manager of United Manufacturing Company, this city, explained the continued activity all week long at the firm’s large engineering building.

The engineering building of the firm is just south of the main factory and across the street. It is one of the most modern such buildings in this city.

It is a beehive of constant activity with engineers working far in advance with new ideas and developments.

As DeSelm continued, “Operators look to United for the new ideas and also for outstanding innovations in regular equipment as well as the kind of products that will assure them continued bigger and steadier profits.”

“This sort of development and experimentation,” he added, “takes months of hard, earnest and intensive effort. It’s heart breaking work. But, in the long run, operators always find that the new products presented by United are just what they require for continued and successful operation.”

“We also believe that everyone will agree that the present line of United’s games are the grandest they’ve ever placed on location. But, as always, we continue to plan ahead for even finer products in the weeks and months to come.”

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Kelly ROCKETS  225.00
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S Walsh STAR Guns  149.50
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CHICAGO 31, ILLINOIS

Keeney Vendors Enjoy Boom Sales

CHICAGO—Bill Coan, sales manager of the Vending Machine Division of J. H. Keeney & Company, Inc., this city, reported this past week:

“We are enjoying a tremendous boom for all of our new vending machines with this boom business growing bigger every week.”

Coan explained that, at this time, its coffee vendor business has the No. 1 spot for vending machine production at this big factory.

“Following the tremendous production of our coffee venders of all models”, continued Bill Coan, “comes the ever-growing demand for our snack vendor that dispenses standard vending machine pack cookies and peanut butter sandwiches.

“Believe it or not,” emphasized Bill Coan, “the growing demand for our snack venders convinces me that this machine will, eventually, prove itself the most outstanding in all vending machine history.

“It has already been spread far and wide throughout the country and, as more and more are placed on locations everywhere, the demand continues to grow.

“This was proved true with our tremendously popular cigarette vendor and to this day the orders continue to come in for our cigarette machines to the point where we feel safe in stating that this is one of the top machines ever built in all cigarette machines history.”

The entire vending machine line of J. H. Keeney & Company, Inc., has reached a new peak in popularity with orders backlogging the firm at this time.

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

HOUSTON HAPPENINGS

John E. Williams (Williams Amusement) busier than usual with opening of a nationally known Houston Fat Stock Show and Rodeo (he is a lifetime member of the show association) together with getting a new shipment of Chicago Coin “Champion” pool and Gottlieb “Gladiator” games on display. He did take time to comment favorably on the plush lush appearance of the pool table. . . G. M. (Cecil) Robertson received his Automatic Amusement Company from 717 Stuart to 706 Raymond St. He did business at the Stuart address over 10 years. . . Rather well known E. F. Rusk now back full time in the coin machine operating business with emphasis on novelty games. His present operations are built around bowlers and pool tables. . . Sorry indeed to hear that D. L. (Slim) Saunders, prominent operator of Angleton, Texas, recently lost his mother. . . Howard Elam, outside sales representative for King Records, has a new Chevrolet with everything on it. . . Well known operator Ben J. Kelly (Post Vendors) applied for 20 Year Club membership and subscribed for The Cash Box all at the same time. . . Frank E. Hoback (Hoback Music Co.) doing all right as is but took another forward step with a subscription to The Cash Box. . . Enjoyed coffee and a ball session with Jerry Bates (King Records), Steve Panchio (United Record Distributors), and Edson L. (Ed) Case, staff announcer at Radio Station KVERT.

Harold Dally (H. W. Dally Co., major record distributors in Houston, Dallas, San Antonio) original and owner of Starday label) well pleased with the Joe Riff Collie, leading local disc jockey, did with the new Starday release “Empty Kisses” backed by “Doodle Do”. Mentioned too that Neal Merritt, San Antonio disc jockey, Radio Station KONO, would cut sides for Starday label early in March. . . D. W. Lester who operates phonographs and runs a retail record store as a side line (or vice versa) has been considering less conspicuous place for his business cards since some drunks telephoned him out of a warm bed wanting to buy some records “Exaklly like these advertised on this juke box down at least ‘em and hoot lounge.”

March 10, 1956

The Cash Box
to pay the final note to this big city distributor. He was so happy his eyes just brimmed over from a full heart. Now, he thought, his wife and children wouldn’t look at him as if he were just a mean, scroogy, old ogre, instead of a doting, loving father and husband. Now he could ease things for his wife and children. No more arguing and fighting when his wife wanted to buy an apron or some other necessity.

Yes, Henry was again himself. He left his little store, walked over to the corner mailbox and dropped in the envelope containing that twelfth check for the very last payment. His heart felt lighter. It seemed as if a heavy load had been taken off his shoulders. He felt happier and younger than ever before. He had continued walking, after mailing this last and final check and, looking up suddenly, he found to his surprise that he was on his way over to Old John’s place.

It goes without saying that Old John, and all the others sitting at the pot-bellied stove, greeted him gladly and cheerfully.

“Where’ve you been, Henry?” asked Old John in his friendly, chuckling voice.

“Oh, I’ve been around, John”, Henry smilingly answered.

“Sure I know you’ve been around”, chuckled Old John, “you’ve even bought things here.”

So the general conversation continued all over again after this greeting and Henry seated himself in one of the worn, comfortable chairs around the old, pot-bellied stove. The men were talking about a new machine that had just been introduced. The conversation circled around from one to the other and then back to Old John.

“Well”, Old John remarked, “if you men like this new machine so much I’ll call up the big city distributor and ask him to send a truck full down here.”

Henry chimed in, “John”, he said, “I’m not going to move the truck back this time like I did the last time.”

Old John asked, “What time, Henry?”

“Why, John”, Henry answered, “you surely remember that day when you asked me to take the train up to the big city and drive back the distributor’s truck with the 45 crated machines.

Henry continued, seeing that Old John still looked at him with a puzzled expression.

“Why that was just exactly a year ago right to this very day, John.”

“Well, by golly”, Old John remarked, brightening with memory, “now I remember. “Oh, yes”, Old John added, “that was the time I gave you the fare and all.”

Then Old John chuckled as he remarked.

“Guess that big city distributor didn’t have the truck loaded like he said he would. You got back a day late.”

Henry then began to expansively and dramatically explain to all present, “What a job it was driving that big trailer truck loaded with 45 crated machines over those hills.”

Old John held up his hand and halted him.

“Now, Henry”, he gently said, “don’t let’s exaggerate. Don’t let’s fib.”

Henry asked in righteous indignation,

“What do you mean by exaggerate and fib, John? You know well enough I took the train up and drove back 45 crated machines for you in that big, beautiful trailer truck.”

“Now, Henry”, admonished Old John, “those were not crates machines. No, sir, Henry”, he added, “those were just 45 empty cases I needed. I had the machines right here.”

“It’s what’s in THE CASH BOX That Counts”
WANT—Bally ABC Bowlers, new or used—for cash or will trade for Bingos or Pool Tables. MONROE COIN MACHINE EXCHANGE, Inc., 2423 PAYNE AVE., CLEVELAND 14, O. H. (Tel.: Superior 1-4600).

WANT—Late Model Phonographs. Hislinder, Wall Rose, Steppen. Late Model Pinballns. One Balle; Sunshine Parks; Across The Board AMI 40 sel. Hideaways; Wall Boxes; Steppers. ST. THOMAS COIN SALES LTD., THOMPSON, ONT., CANADA (Tel.: 2648).

WANT—Your used or surplus records all speeds. 45's our specialty. We buy all year round and pay top prices. No lot too large or too small. No more than 15% blues. We pay freight. BEACON SHOPS, $21 NO. MAIN STREET, PROVIDENCE, R. I. Tel.: Union 1-7500.

WANT—Chi-Coin Big League baseball; Chi-Coin Home Run; United Slugger baseball; Williams King O’Swat; Bally ABC Bowler; Genco Big Top gun. Headquarters for all kinds of equipment. GEORGE PONZER CO., 123 WEST RUNYON ST., NEW-ARK 5, N. J. (Tel.: Bfellow 3-7452).

WANT—Late Model Seeburg, Wurlitzer, Rock-Ola and AMI Phonographs for cash. Write or wire. WESTERN DISTRIBUTORS, 3126 ELLIOTT AVE., SEATTLE 1, WASH. (Tel.: Garfield 3385).

WANT—Phonograph records made before 1940; any quantity or dealer stock; $150 to $300 per thousand; will inspect if required. Some labels wanted; Cane, Brunswick; Victor; Vocalion; Paramount; Cennetti; Bluebird; Champion; JACOB S. SCHNEIDER, 125 W. 66th STREET, N. Y. C.

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

WANT—Wurlitzer 1400’s, 1600’s 1600A’s. Also Chicago Coin Band Boxes and Wurlitzer 248 Steppers. BUSHI DISTRIBUTING CO., 226 W. 29th STREET, MIAMI, FLA. (Tel.: 4-6423).

WANT—Bings and Gottlieb 5-Balls for resale. Send Prices. H & H MUSIC AND DISTRIBUTING, 1626 THIRD AVENUE, MOLINE, ILL. (Tel.: 4-6703.)

WANT—Pay cash. United Slugger Baseball; Genco Big League Ball’s Eye; Genco Champion Baseball; Bally ABC Bowler; Chicoine Home Run. Also late music and bingos. DAVE LOWY & CO., 592 TENTH AVE., NEW YORK, N. Y. (Tel.: Chlicker 4-5100).

WANT—To Buy. Vending Machine Routes — Penny, Nickel or Dime, within a 50 mile radius of Pittsburgh. PENNSYLVANIA VENDING CORP., 1826 EAST CARSON ST., PITTSBURGH 3, PA. (Tel.: Hemb- lock 1-9900).

WANT—Genco West Wide Guns. Must be in good condition. State price and condition in first letter. LEWIS & FOLLET MUSIC CO., SOUTH 180 HOWARD ST., SPOKANE 4, WASH. (Tel.: MADison 8535).

WANT—100 reconditioned, used Bally and United Bingos. Largest stock in the World—beautifully re-conditioned Kiddle Rides. Will trade for used, obsolete music, bingos, and records. REDD DISTRIBUTING INC., 298 LINCOLN ST., ALLSTON, BOSTON 34, MASS. (Tel.: Algonquin 4-6400).

WANT—Records!!! 5¢ over wholesale, any label. Free title slips. Quotations invited. New accounts wanted. Deposit with order. We also purchase surplus records new or unused only. RAYMAR SALES CO., 170-21 JA- MAICA AVENUE, JAMAICA 32, N. Y. Tel.: Olympic 8-4012, 4013.

WANT—Used Records. Highest prices paid for ’78’s and ’45’s. No quantity too large or too small. We buy brand new LPS’ 33-1/3 RPM) in quan- tity. Write or phone. FIDELITY DISTRIBUTORS, 666 10TH AVE., NEW YORK 36, N. Y. Tel.: Jibbon 6-4568.

WANT—Music: Seeburg 100-A’s, BL’s, C’s, R’s; Wurlitzer 1700’s, 1800’s. Pinballs, all late Gottlieb. Arcade and Bally Bingos. Write stating price and quantity in first letter. BRITISH AMUSEMENT COMPANY, LTD., 3126 TYSON AVE., PHILADELPHIA 49, PA. (Tel.: Devonshire 8-6931).

WANT—Distributors Wanted. Slides-Ex powdered shuffleboard wax. Scien- tifically produced under modern manufacturing methods assuring tops in performance. Sold on money back guarantee. Samples and prices upon request. ALLIED BLOCK CHEMICAL COMPANY, 5th and BINGHAM STREET, PITTSBURGH 3, PENNA. Tel.: Everglade 1-4647.

WANT—For SALE—Dude Ranch @ $210; 2 Palm Springs @ $245; 1 Variety @ $395 — As a package, $999.95. WITTMAN ENTERPRISES AND ASSOCIATES, 20-22 CUNNINGHAM AVE., GREEN LACS, N. Y. (Tel.: 2-2519).

WANT—For SALE—Bowling Champ, $25; College Daze, $25; Coronation, $75; Gypsy Queen, $200; Bright Lights, $49.30 ea.; Bright Stars, $65.50; Three Four Five’s, $25 ea. WANT—Triple Plays. NOBRO NOVELTY CO., 142 DORE ST., SAN FRAN- CISCO 3, CALIF. (Tel.: Market 1-5438).

WANT—For SALE—Seeburg 100, $550; Seeburg 100H, $425; Rock-Ola Comets, $525; Rock-Ola 50 selection machines, $175. SEACOAST DISTRIBUTING INC., 1200 NORTH AVE., ELIZABETH, N. J. (Tel.: Bfellow 8-3524-5).

WANT—For SALE—100 reconditioned, used Bally and United Bingos. Largest stock in the World—beautifully re-conditioned Kiddle Rides. Will trade for used, obsolete music, bingos, and records. REDD DISTRIBUTING INC., 298 LINCOLN ST., ALLSTON, BOSTON 34, MASS. (Tel.: Algonquin 4-6400).

WANT—Records!!! 5¢ over wholesale, any label. Free title slips. Quotations invited. New accounts wanted. Deposit with order. We also purchase surplus records new or unused only. RAYMAR SALES CO., 170-21 JA- MAICA AVENUE, JAMAICA 32, N. Y. Tel.: Olympic 8-4012, 4013.

WANT—For SALE—Beach Clubs, $115; Dude Ranch, $125; Yacht Club, $85; Palm Beach, $65; Palm Springs, $135; Atlantic City, $45; Cony- Island, $40. Send for Seeburg 100 Selector Boxes, Chrome, $65; 3020 Boxes, $7. H & H MUSIC AND DISTRIBUT- ING, 1626 THIRD AVE., MOLINE, ILL. (Tel.: Moline 4-6703).

WANT—For SALE—26 Wurlitzer 3020 Wall- boxes, $5 ea. MUSIC DISTRIBUTING, INC., 213 FRANKLIN ST., FAYETTEVILLE, N. C. (Tel.: 2-3992).

WANT—For SALE—Bowlers in quantities. Ball-O-Victory, Champion, Blue Ribbons and Gold Medals. Keeney—Century, Speed Lane, United—Chippewa, GLOBE DISTRIBUTING COMPANY, 1623 N. CALIFORNIA, CHICAGO, ILL. (Tel.: Alhambra 6-0780-41).

WANT—For SALE—United Cascade, $75; Olympic, $85; 10th Frame, $50; Chief, $195; Lightning, $335; Speedy, $250; Leader, $225; League Bowler, $115; Ace, $225; Royal, $135; C.C. Triple Score, $95; Clean, ready to use. Half Deposit. CLE- VE LAND COIN MACHINE EXCHANGE, 2009 PROSPECT AVENUE, CLEVEL- LAND 15 O. (Tel.: Tower 6-7175).

FOR SALE—Special: Bally; Miami Beachers, $314.50; Guy Times, $254.50; Pixie, $842.50; Starlets, $419.50; Big Times, $309.30; United Derby Roll, $175. Williams: Sidewalk Engineers, $165. Bally: Hot Rods, $452.50, International Mutoscope: Drivemobiles (latest model), write, Chicago Coin: Round-The-World-Trainer (Bike new), $825. Geneva: Two Player Basketball, $75. NEW ORLEANS NOVELTY CO., 115 MAGAZINE ST., NEW ORLEANS, LA. (Tel: CAS 3138).

FOR SALE—Kidney Rides. Nyro Rockets, $350; Carousel, $350; Target Horses, large, $285; Palmino Horses, $225; Rabbits, $125; Bucking Bulls, $200; Midget Rides, $225; Duck, $225; Hot Rods, $325; Elkie The Cow, $285; Bright Eyes Horse, $285. ASSOCIATED AMUSEMENTS, INC., 188 BRIGHTON AVE., ALLSTON, MASS. (Tel: ALO 4-3358).

FOR SALE—12 foot Rock-Ola Shuffle Board $145.90; Shuffle Board game wax (12 cases) $3.50; Fast wax case (12 cases) $4.50; Pucks (set of 8) $12; Fluorescent Lights pair $22.50; Adjusters $18.50. PURVES DISTRIBUTING CO., 4322 N. WESTERN, CHICAGO 18, I.L. (Tel: JUNiper 8-1814).

FOR SALE—Complete line of used phonographs, shuffle games, cigarette machines, all other equipment. Lowest prices. Best merchandise. One phone call, or phone call will convince you. Factory Representatives for United, Keeney, Bally. TARAN DISTRIBUTING, INC., 3401 N. 36th STREET, MIAMI 2, Fla. Tel: 64-4664.

FOR SALE—Miami Beach, $525; Big Time, $425; Gayety, $225; Varity, $285; Hi-Fi., $475; Springs, $150; Dude Ranch, $135. UNIVERSITY COIN MACHINE EXCHANGE, 833 N. HIGH STREET, COLUMBUS 8, OHIO. (Tel: AM inger 4-3329).

FOR SALE—Lowest Prices Ever, Shuffle Alleys. Chicago Coin: Gold Cup, $525; Exceptional, $725; Crown, $75; Bowling Team, $325. United: Glover, $35; League, $75; Derby Roll, $195. Geneva: Shuffle Pool, $25; Match Pool, $50. RELIABLE COIN-MACHINE CO., 184-186 WINDSOR ST., HARTFORD, CONN. (Tel: GH 9655).

FOR SALE—Miami Beach, $300; Big Time, $270; Gayety, $215; Ice Frolics, $125; Dude Ranch, $120; Coin: $100; $75. Frolics, $70; Mexico, $110; Tahiti, $50; Havana, $65; Hawaii, $150; Spark Plug, $40; Silver Skates, $50; Gun Club, $60; Hopalong, $50. One Third deposit with orders. CROWN NOVELTY CO., INC., 920 HOWARD AVE., NEW ORLEANS, LA. (Tel: CAND 7137).

FOR SALE—United Royal, $134; United Chief, $185; United League, $215; CC Super Frame, $219.50; AMI "A", $69.50; CC Home Run, 6 Player, $164.50; Seeburg Bear Con, $94.50; Exhibit Star Shooting Gallery, $174.50; Seeburg "A", $225. LEXINGTON CITY AMUSEMENT CO., 4533 PAYNE AVE., CLEVE LAND 3, OHIO. (Tel: Enderson 1-7727).

FOR SALE—Reconditioned phonos—ready for location: AMI A; AMI C; AMI D-40 and D-49; Rock-Ola Fireball 45 rpm; Seeburg M 109A; Wurlizer 1500. Write for low prices. RUNYON SALES COMPANY, 59 TENTH AVE., NEW YORK, N.Y., or 21 FRELLINGHUYSEN AVE., NEWARK, N.J.

FOR SALE — 1 Brand New Chlor Bowling Team Bowler, $300; 1 PLAY time Bowler, $200; 1 Ciss Cross Bowler, $125; 1 United Leader Bowler, $125, AUTOMATIC AMUSEMENT CO., 1000 PENN ST., EVANSVILLE 8, IND. (Tel: Harison 3-5408).

MISCELLANEOUS

NOTICE—Louisiana & Southern Mississippi Operators. Your authorized Rock-Ola Distributor is HUEY DISTRIBUTING CO. Write or phone. 3760 AIRLINE HIGHWAY, NEW ORLEANS 20, LA. (Tel: Vernon 5-7976).

NOTICE—These 3 telephone numbers are important to you: The Cash Box, New York City, 212-NO. BROAD ST., NEW ORLEANS 1, LA. (Tel: MAGNOLIA 3391).

NOTICE—Texas operators—write or phone your Rock-Ola Distributor. PHONO-VEED OF TEXAS, 1023 BASIC ROAD, SAN ANTONIO, TEXAS. Tel: PREshing 4-1797 or PHONO-VEED OF HOUSTON, 1408 JEFFERSON STREET, HOUSTON, TEXAS. Tel: PREston 4791, for genuine factory parts, also good reconditioned phonographs priced right.

NOTICE—Louisiana & Mississippi Operators—your authorized AMI phonograph distributor is DIXIE COIN MACHINE CO., 122 NO. BROAD ST., NEW ORLEANS, LA. Tel: MAGNOLIA 3391.

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

Notice to holders of "Special (S49) Subscription": You are entitled to a free classified in each week's issue containing no more than 40 words, which includes your film name, address and telephone number. All words over 40 will be charged to you at the regular rate of 10c per word. Please count words carefully.

ALL CLASSIFIED ADVERTISING CLOSSES WEDNESDAY NOON AT THE CASH BOX, 25 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.
Air Conditioning?

No doubt about the heft of your cash box... or the sound of your music with “air” conditioning by AMI “G” on every selection.

It’s the kind of live sound that makes for livelier coin dropping...

AMI “G” superior tonal reproduction through multi-horn high-fidelity sound is what the coin droppers want to hear.

Factory set for 10c play—and worth it!

AMI Incorporated

General Offices and Factory: 1500 Union Ave., S. E.
Grand Rapids 2, Michigan

Originator of the automatic selective juke box in 1927.
Model “G”—120, 80, 40 selections for more plays in less time.

“IT'S WHAT'S IN THE CASH BOX THAT COUNTS”
# How To Use "The Cash Box Price Lists"?

[Also known as the “C. M. L. (Coin Machine Industry) BLUE BOOK”]

FOREWORD: Many times, wide discrepancies appear in the quotations of high and low prices of certain equipment. Like any true reporter "The Cash Box Price Lists" can only feature the market prices as they are quoted. "The Cash Box Price Lists" is a true reflection of the market quotations heard at the Stock Exchange—posting the prices as they are quoted for the past week, regardless of how much they may fluctuate from one day to the next. Some prices do not change for months. "The Cash Box Price Lists," rather than show price, retain the last known quotations for such equipment so that the subscriber at least has the last known quotations as to be very worthwhile. Someone on the West Coast may feel a certain machine worth $150.00 whereas someone on the East Coast may think it worth $75.00. Of course, aerial, shipping, labor, territory, quantity, and condition of equipment must be taken into consideration. (Some equipment offered by outstanding firms, having a reputation for shipping completely reconditioned machines, will be offered at higher prices than others, due to the added cost of reconditioning.) "The Cash Box Price Lists" reports each quotation exactly as it is made and depends on the subscriber to make average price adjustments to fit the peculiarities of his territory.

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

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

## CODEx

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### PRICES

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**PRICES**

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**PHONOGRAPHS**

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<td>17th Year of Publication</td>
<td>1956</td>
</tr>
<tr>
<td>857th Consecutive Week</td>
<td>1956</td>
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**REGARDING SELLING PRICES**

Reports received indicate that, in some cases, purchasers became upset due to the fact that they cannot, many times, buy equipment listed in the lower price brackets. Sometimes sellers of machines listed at $10.00 to $25.00 ask $50.00 up to $75.00 or even for the very same machine. Purchasers of such equipment must realize that machines in the very low priced categories are much more to be prized at these figures. To completely recondition such machines, the reconditioner must add onto his price the cost of transportation to obtain these machines, the labor, parts and supplies needed to recondition the machines, plus the cost of cartage, crates and labor for packing and shipping of the machines, in addition to a decent profit which will, in most cases, raise the price of a $10.00 to $25.00 machine to anywhere from $35.00 to $75.00. In the case of arcades 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 cannot be bought in same machine lot as manufactured by 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 when purchasing. Manufacturers of the machines themselves to meet their own operating standards.
### The Cash Box

#### Page 63

<table>
<thead>
<tr>
<th>March 10, 1950</th>
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#### Copyright

The Cash Box

Page 64

March 10, 1956

Manufacturers New Equipment

ROCK-OLA MFG. CORP.

Model 1460 Hi-Fi Phonograph...

Model 1515 D-I 45 Turntable Only

Model 1566 Chrome Wall Box 120 Selections

Model 1567 Selection Wall Box

Model 1613, 14 "Blonde Wall

Speaker

Model 1614, 16 "Mahogany Wall

Speaker

Model 1906, Remote Volume Control

Model 1927, Remote Volume Control

Cancel with D-Button J. 9/54

V-200—Select-O-Matic "200"

Phonograph

V-300—Select-O-Matic "300"

Model 1001—Select-O-Matic "100"

Phonograph

Minneapolis, Hi-Fi

Volume Control

HFCV-8—High-Fidelity Wall

Speaker

HFCV-8—High-Fidelity

Cabinet

HFCV-12—High-Fidelity

Recessed Speaker

Pitching—4000-7000
cycles—HFA1-6—Power Amplifier

UNITED MFG. CO.

Club Pool...

Ludlum Club Pool...

Ludlum Jumbo Club Pool...

W-62, 82/82 Club Pool

1/2 Hole)

2-Way Junior Light-Up Club Pool...

Pool 13 Hole

Hi-Score Light-Up Pool...

Special Light-Up Pool...

Regulation Shuffle Alley...

Single Shuffle...

Double Shuffle...

Special Topnotch, Shuffle Alley...

Single Shuffle...

Double Shuffle...

WILLIAMS MFG. CO.

DeLuxe Bank Pool...

Senior DeLuxe Bank Pool...

DeLuxe Light-Up Bank Pool...

Ludlum Light-Up Bank Pool...

Pool 250...

Diamond Pool...

Senior Pool 350...

Royal Pool...

Senior Pool...

Twin-Buu (Single Player, 5-Ball)

Royale (Roulade)

Sidewalk Engineer...

THE CO. OF WYOMING WURTLIZER CO.

Model 1900 DeLuxe, High Fi-

DeLuxe, Desert Blaze Finish

Model 1008 Special Order...

Peruian Turquoise, Chinese Black, Glacier White

Model 905, High Fi-

DeLuxe, Dawn Mist

Model 1075, Special Finishes—

Horizone Blue, Sunset Red,

Midnight Black

Model 1515, 15 Hole...

Select-3 Wire

Model 1517, 5 Hole...

Select-4 Wire

Model 253 Stepper—104 Select-

Stepper—4 Wire

Model 348 Stepper—48 Select-

Stepper—4 Wire

Model 5115, 24 High Fidelity

Wall Speaker

Model 5115, 16 High Fidelity

Corner Speaker

Products listed here are currently in production. Prices are manufacturers list prices.

4. Keeny National (9/54) 300.00 350.00

5. Keeny Speedlane (5/54) 225.00 250.00

6. United 5-Player (1/53) 55.00 65.00

7. United 6-Player (4/50) 60.00 70.00

8. United 4-Player Official (2/53) 65.00 95.00

9. United 6-Player Star (7/52) 425.00 550.00

10. United 9-18 Frame Star (9/52) 105.00 100.00

11. Special Manhattan 10th (9/52) 100.00 100.00

12. United Manhattan (9/52) 100.00 100.00

13. United 9-18 Frame (6/54) 70.00 105.00

14. United 3-2-3 Frame (2/53) 60.00 85.00

15. United 12 Classic (6/53) 100.00 100.00

16. United Olympic (6/53) 125.00 125.00

17. United Imperial (9/53) 145.00 175.00

18. United Chief (11/53) 250.00 250.00

19. United Leader (11/53) 250.00 250.00

DeLuxe

300.00 375.00

325.00 349.50

50.00 100.00

4. DeLuxe model (1/54) 150.00 225.00

5. DeLuxe model (6/54) 165.00 225.00

6. DeLuxe model (5/54) 155.00 225.00

7. DeLuxe model (2/54) 175.00 225.00

8. DeLuxe model (11/54) 175.00 225.00

9. DeLuxe model (2/54) 185.00 225.00

10. Deluxe model (5/54) 215.00 250.00

11. DeLuxe model (10/54) 225.00 265.00

12. DeLuxe model (8/54) 220.00 295.00

13. DeLuxe model (1/54) 225.00 300.00

14. DeLuxe model (9/54) 220.00 300.00

15. DeLuxe model (12/54) 230.00 315.00

16. DeLuxe model (2/54) 210.00 325.00

17. DeLuxe model (4/54) 235.00 350.00

18. DeLuxe model (5/54) 220.00 330.00

19. DeLuxe model (10/54) 220.00 330.00

20. DeLuxe model (11/54) 220.00 330.00

21. DeLuxe model (4/54) 235.00 350.00

22. DeLuxe model (5/54) 220.00 330.00

23. DeLuxe model (10/54) 220.00 330.00

24. Del: 400.00 125.00

25. Del: 304.50 250.00

26. Del: 75.00 379.50

27. Del: 349.50 50.00

28. Del: 100.00 402.50

29. Del: 805.00 895.00

30. Del: 665.00 330.00

31. Del: 780.00 895.00

32. Del: 299.50 185.00

33. Del: 775.00 760.00

34. Del: 275.00 150.00

35. Del: 90.00 145.00

4. Del: 4.00 2.00

4. Del: 3.00 2.00

5. Del: 4.00 2.00

6. Del: 3.00 2.00
Again **Chicago Coin** sets the pace
Introduces NEW POOL GAME ATTRACTION!!!

**CLOVER POOL**

*LOOK!*... in actual on location
tests Clover Pool broke all
records for greater play...
greater profits!

Act Fast! Be first to enjoy larger
profits on Clover Pool in your territory!

...AND LOOK AT THESE OUTSTANDING **Plus Features**!

Clover Pool features automatic scoring without a backrack!

By playing skillfully, player can increase the score of the Clover Hole by as much as 4000

Hinged Playfield for easy servicing!

Clover Pool features NEW ADVANCE type scoring on All Holes!

Clover Pool is only 8" longer—same width as Champion Pool—size: 3 ft. by 5 ft. 8 inches!

Simple trouble-free mechanism!

CHOOSE FROM THIS COMPLETE LINE OF POOL GAMES!

**HOOLIGAN POOL**
Combines the top features of Automatic Pool plus the scientific and most interesting playing features of 4-Sided Pool Games...

**CHAMPION POOL**
Available in 2 or 3 Hole Models with the exciting Center Hole feature. New type ball drop mechanism—safe, positive, fool-proof!

**JUMBO POOL**
New larger Plastic Bumpers!
2 or 3 Hole Models with or without lighted bumpers! 18 inches longer than regular size (70" x 36")

**CHAMPION SPECIAL No. 35**
End holes are located 4 inches closer to center! Choice of 2 or 3 hole models! 3 or 4 sided play!

1725 West Diversey Blvd., Chicago 14, Ill.
Join the WURLITZER CENTENNIAL CLUB

SEE YOUR WURLITZER DISTRIBUTOR NOW TO LEARN HOW EVERY OPERATOR AND HIS WIFE CAN BECOME ELIGIBLE FOR THE WURLITZER CENTENNIAL CLUB CELEBRATION

AUGUST 23-24 and 25

BIG FUN-FILLED DAYS WITH WURLITZER

MR. MUSIC OPERATOR: We want you and your wife to be Wurlitzer guests at our celebration of 100 years of musical achievement. We promise you three of the most exciting days of your life...just look at some of the things you’ll do and see at the greatest party the industry has ever known.

Ask your Wurlitzer Distributor how you can become eligible for this “once-in-a-lifetime” celebration. Do it now—then start making your plans to join us August 23, 24 and 25.

PRIZES GALORE

Plus MANY, MANY MORE

HAVE YOU PLAYED “GEE, DAD IT’S A WURLITZER”? (Bee-Jay Records...Calif.)

WURLITZER Centennial MODEL 1900

HIGHLIGHTING 100 YEARS OF MUSICAL ACHIEVEMENT

See it—Hear it—Buy it at your WURLITZER DISTRIBUTOR

The Rudolph Wurlitzer Company—North Tonawanda, New York
United's CARAVAN features MORE WAYS TO SCORE

**ROTO FEATURE**
**8-IN-1 CARD COMBINATION**
Player can move numbers clockwise with extra coins

**DOUBLE-SCORING**
**DIAGONAL FEATURE**
First coin lites large card
Second coin lites diagonals
With diagonal panel lit
Player can obtain regular card scores PLUS diagonal scores

**12 ADDITIONAL WAYS TO SCORE**
3-IN-LINE SCORES

**4 ADDITIONAL WAYS TO SCORE**
4-IN-LINE SCORES

Wien AT XO"Y m DISTRIBUt.ER
6-Player
Shuffle-Alley
BOWLING
GAMES

JUMBO
CLUB
POOL

HI-SCORE
POOL

See Your Distributor

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 14, ILLINOIS

UNITED OPERATORS ARE SUCCESSFUL OPERATORS
NEW 4-POINT BALANCED PUSH-PULL ACTION ANTI-WARP Stabilizer

BUILT INTO ONLY Bally Pin-Pool

Triple protection against warpage

POOL-operation is a big business with a bright future. So why buy future trouble... warped "golf-course" tables that kill play and eat up your profits in costly repairs and replacements?

Now, when you invest in Bally PIN-POOL, you get triple protection against warpage.

First, because Bally owns and operates 2 large cabinet-furniture plants and is geared to big-volume production, Bally warehouses are constantly stocked with select, seasoned, kiln-cured lumber.

Second, new exclusive Bally 4-Point Stabilizer, built into Bally PIN-POOL... rigidly mounted on steel-reinforced cross-bars... is factory-adjusted to flatten out the slightest "wood-wave" that may develop in table-panel during construction.

Third, Bally Stabilizer controls warpage caused by atmospheric conditions on location... damp weather, steaming radiators or other sources of humidity...keeps Bally PIN-POOL playing surface flat as a professional billiard table.

Bally 4-Point Stabilizer is not merely a so-called "jack" that can apply only pressure—and only to one spot. Bally Stabilizer acts at 4 separate points, exerting flattening force on all 4 quarters of table.

And you can PUSH UP to remove a "valley" in one area, while you PULL DOWN to flatten a "hill" in another area.

Only by PUSH UP and PULL DOWN action, as required in different parts of table, can a perfectly smooth, play-stimulating surface be guaranteed. Only Bally 4-Point Stabilizer permits push-pull action under entire table.

An ordinary screw-driver is the only tool you need. Simply raise hinged table-top and... with a quick, easy UP-turn here and DOWN-turn there... keep your PIN-POOL tables in top-earning condition.

See Bally-Stabilized PIN-POOL at your Bally Distributor today.

New EASY-ON-EYES GUIDE-LINES

with precision-marked spacer-dots... standard in all models of Bally PIN-POOL... end arguments on drifting shot... and insure accurate re-positioning of balls, when table is against wall (3-SIDE PLAY).